COMPLIANTV

Compliance of TVs
with Energy Label and Ecodesign Requirements

The TV energy label: How should it be made available to the consumers at the point of sale

ComplianTV:
Compliance of TVs with Energy Label and Ecodesign requirements.

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Content

Note that this document only describes the energy label and ecodesign related information categories that have to be made available to consumers prior to their purchasing decisions. It does not describe the specific technical or minimum performance requirements.

Introduction

Energy labels are a successful tool to help consumers select more energy efficient products. Energy labels are well recognized by consumers and considered to be an effective mechanism in assisting the market transformation towards more energy efficient products – for the benefit of consumers, society and the environment.

Since December 2010, televisions offered for sale have to be marked with an energy label[1], and have several other related obligations in terms of providing consumers with additional information.

The purpose of this document is to assist retailers, dealers, and other related stakeholders in understanding and implementing the individual requirements in this area and to illustrate specific cases of proper energy label display and provision of the required information.

The document has been created within the ComplianTV project, which implements a large scale set of TV testing and verification and shop visit inspections.

The authors of this document and the members of the ComplianTV project team remain fully at your disposal to respond to your interest and receive further information on TV energy labelling and best practice in this area.

Why should the retailers display the energy label and further required information?

It is not only

- a legal duty, verified by state authorities

But it also

- is a market opportunity to ensure consumer interest, and
- supports the sales of energy efficient models,
- ensures confidence in the shop, and
- contributes to lowering energy bills for customers.

Market research shows that consumers are prepared to pay more for a product that is clearly more energy efficient than another one – and the energy label facilitates this action.

1 http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32010R1062

The TV energy label – why and what

In principle, the purpose of energy labelling is to provide transparent and fully comparable information on a product's energy consumption and other selected performance characteristics. The energy labels then have to be made available to consumers at the point of sale. As a result, the consumers have the option then to compare products based on the energy intensity of their performance and make a more educated choice.

Energy labels were first introduced for some product groups at national levels in some of the EU Member States in 1980 and the list of products covered by the respective legislation has been growing ever since. Televisions are specifically regulated for the purposes of energy labelling by the Commission Delegated Regulation No. 1062/2010 and all televisions entering the market since 20 December 2010 have to have the energy label displayed.

The specific product segment of televisions has been included within the energy labelling and minimum energy performance (Ecodesign) schemes mainly for the following reasons:

> *"The electricity used by televisions accounts for a significant share of total household electricity demand in the Union and televisions with equivalent functionality have a wide disparity in terms of energy efficiency. The energy efficiency of televisions can be significantly improved."*[2]

> *"Annual electricity consumption related to televisions was estimated to be 60 TWh in 2007 in the Community, corresponding to 24 Mt CO_2 emissions. If no specific measures are taken to limit this consumption, it is predicted that electricity consumption [for televisions] will increase to 132 TWh in 2020."*[3]

In principle, most current energy labels implemented under the Energy Labelling Directive (i.e. across different product categories) have the same following features:

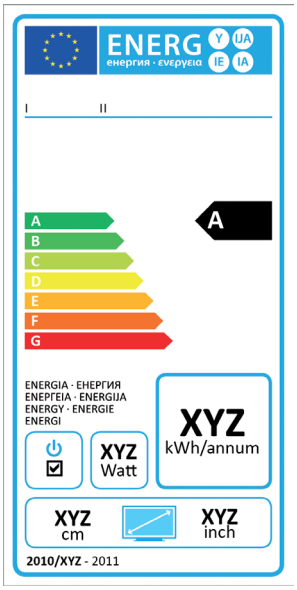
- Language neutrality (with icons being used instead)
- Gradual introduction of the + signs
- Only 7 energy classes
- Annual energy consumption (not per 24 hours or per cycle)
- Energy class to be included within advertisements

2 Commission delegated Regulation (EU) 1062/2010, (2)

3 Commission Regulation 642/2009.

What information does the TV energy label contain?

The following text explains the content of the television energy label and also explains the content of some specific icons, which may not be fully understood by some consumers.



The following information shall be included in the label:

I. supplier's name or trade mark;

II. supplier's model identifier, where 'model identifier' means the code, usually alphanumeric, which distinguishes a specific television model from other models of the same trade mark or supplier's name;

III. the energy efficiency class of the television. The head of the arrow containing the energy efficiency class of the television shall be placed at the same height as the head of the arrow of the relevant energy efficiency class;

IV. on-mode power consumption in Watts, rounded to the first integer;

V. annual on-mode energy consumption in kWh, rounded to the first integer;

VI. visible screen diagonal in inches and centimetres.

(VII.) For televisions with an easily visible switch, which puts the television in a condition with power consumption not exceeding 0,01 Watts when operated to the off position, the symbol VII may be added.

Where a model has been granted a 'European Union Ecolabel' under Regulation (EC) No 66/2010, a copy of the EU Ecolabel may be added on the Energy Label itself.

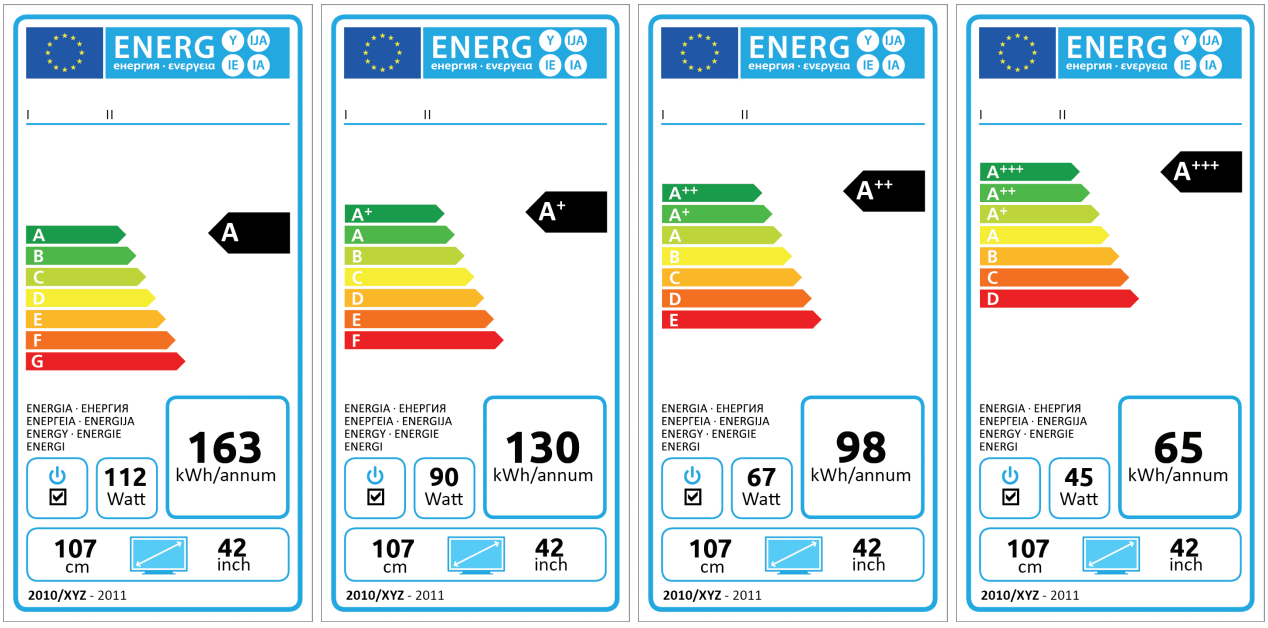
Icons on the TV energy label that the consumers may understand the least:

- Switch off button availability (not stand-by)

- Power consumption when switched on (not consumption per hour)

- Electricity consumption per year (not consumption per hour or day)

What information does the TV energy label contain?



2011 2014 2017 2020

Please note that the TV energy labels introduced in 2010 contained an A/G scale of energy classes. *Since 2014, the scale was moved to A+ / F. From 2017 onwards, it will be A++ / E*, and after 2020, it will be A+++ / D, to reflect and respond to the anticipated market development of TVs. Earlier usage of higher energy classes is possible on a voluntary basis. Products entering the market before the specified deadlines may continue to be displayed with the previous format of the energy label and do not need to change the label afterwards. For example, a new television put on sale in December 2016, does not need to change its label in 2017 whilst it is in the store.

Energy Labelling and Eco-design of televisions – what information should be made available to consumers

There are four types of information that have to be made available to consumers when making their purchasing decision, and the suppliers (e.g. manufacturers, importers) and dealers (e.g. retailers) are responsible for providing the information (suppliers) and making it available (dealers and suppliers):

- Energy label – to be displayed on TVs and internet sales
- Fiche – to be made available
- Advertisements – energy class to be displayed
- Free access website – containing a further set of information

See below for a more detailed explanation of these documents and information that should be made available:

Physical shops:

- Energy label display on TVs:
- Suppliers shall ensure that each television is supplied with a printed label in the required format and featuring the specific set of information.
- Each television at the point of sale bears the label provided by suppliers on the front of the television in such a way that has to be clearly visible.

- The provision of a Product Fiche:
- Suppliers shall ensure that a product fiche is made available.
- The information in the product fiche of the television shall be provided in the following order and shall be included in the product brochure or other literature provided with the product:
  - supplier's name or trade mark;
  - supplier's model identifier; where model identifier means the code, usually alphanumeric, which distinguishes a specific television model from other models of the same trade mark or supplier's name;
  - the energy efficiency class of the model;
  - where the television has been awarded an 'EU Ecolabel', this information may be included;
  - the visible screen diagonal in centimeters and in inches;
  - the on-mode power consumption;
  - the annual energy consumption in kWh per year, rounded to the first integer; it shall be described as: 'Energy consumption XYZ kWh per year, based on the power consumption of the television operating 4 hours per day for 365 days. The actual energy consumption will depend on how the television is used.';

- the standby and off-mode power consumption or both;
- the screen resolution in physical horizontal and vertical pixel count.

- One fiche may cover several television models supplied by the same supplier.
- The information contained in the fiche may be given in the form of a copy of the label, either in colour or in black and white. Where this is the case, the information specified in the legislation must also be provided, if not already displayed on the label.

Online shops:[4]

- Energy label and fiche display:
- For the label and fiche to be displayed on the internet, suppliers should provide dealers with an electronic version of the label and the fiche for each model of an energy-related product, e.g. through making them available on a website where they can be downloaded by the dealers (from 1 January 2015). This is mandatory for new models put on the market from January 2015. In the case of running models put on the market before that date, the provision of this information is voluntary.
- The label made available by suppliers shall be shown on the display mechanism in proximity to the price of the product. The size shall be such that the label is clearly visible and legible and shall be proportionate to the size as specified in the legislation. The label may be displayed using a nested display in which case it shall appear on the first mouse click, mouse roll-over or tactile screen expansion image.
  - Note that articles 3 and 4 of Annex IX of Amended Delegated Regulation 1062/2010 specify the images to be used for accessing the energy label.
- The appropriate product fiche made available by the suppliers shall be shown on the display mechanism in proximity to the price of the product. The size shall be such that the product fiche is clearly visible and legible. The product fiche may be displayed using a nested display, in which case the link used for accessing the fiche shall clearly and legibly indicate “Product fiche”. If a nested display is used, the product fiche shall appear on the first mouse click, mouse roll-over or tactile screen expansion on the link.

4 Based on Commission delegated regulation 518/2014 of March 5 2014, applicable for new and upgraded models since 1 January 2015. Usage for existing models is possible on a voluntary basis.

Energy Labelling and Eco-design of televisions – what information should be made available to consumers

- *Note that for models displayed before 1 January 2015, the legislation specifies the list of information and the order, in which this has to be made available to shop visitors.*[5]

Other information requirements:

- Advertisements:
- Suppliers or dealers have to ensure that any advertisement for a specific television model contains the energy efficiency class, if the advertisement discloses energy-related or price information.
- Any technical promotion material concerning a specific television model, which describes its specific technical parameters, shall include the energy efficiency class of that model.

- Free access websites – Ecodesign related information:
- Since August 2010, manufacturers have to provide the following information on free-access websites:
  - the on-mode power consumption data in Watts rounded to the first decimal place for power measurements up to 100 Watts and to the first integer for power measurements above 100 Watts,
  - for each standby and/or off-mode, the power consumption data in Watts rounded to the second decimal place,
  - for televisions without forced menu: the ratio of the peak luminance of the on-mode condition of the television as delivered by the manufacturer as well as the peak luminance of the brightest on-mode condition provided by the television, expressed in percentage, rounded to the nearest integer,
  - for televisions with a forced menu: the ratio of the peak luminance of the home-mode condition and the peak luminance of the brightest on-mode condition provided by the television, expressed in percentage, rounded to the nearest integer,
  - if the television contains mercury or lead: the content as X,X mg and the presence of lead.

5 Commission Delegated Regulation No. 1062/2010, Annex VI, http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32010R1062

Examples of in-correct TV energy label display

The following sections provide practical examples of energy labels being displayed in an in-correct or insufficient way. The pictures used here are illustrative of situations found in various shops throughout the EU-28. The purpose of this section is to highlight examples of such cases and help dealers and suppliers prevent such in-correct labelling cases to the largest degree possible.

The following formats of wrong or insufficient labelling may be defined:

Missing	Format	Not visible	Apply
No energy label displayed on the TV at the point of sale	The label does not fit the colour, size or format which is required from the regulation (e.g. black and white, incomplete or damaged label, missing information)	The label may be found, but it is not clearly visible in the shop (e.g. hidden by other labels / price tag or placed at the back of the TV)	The label does not relate to the TV or model (e.g. only one label is placed between 2 different devices, label was used from a different device)

The following samples are taken from real shops and all represent cases of in-correct labelling, not in line with the respective legislative requirements and not serving the consumer in its search for transparent and accurate information. These samples have been selected from the shop visits undertaken by the ComplianTV project and represent real case situations which have been witnessed on a more regular basis.

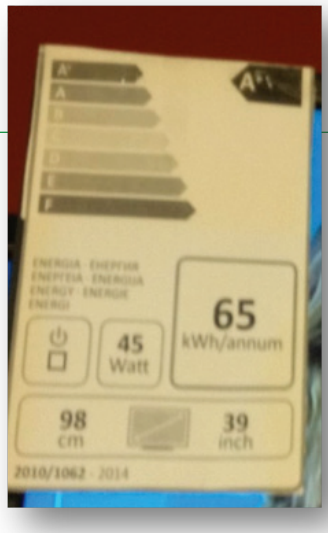
Missing energy label

no label found at all

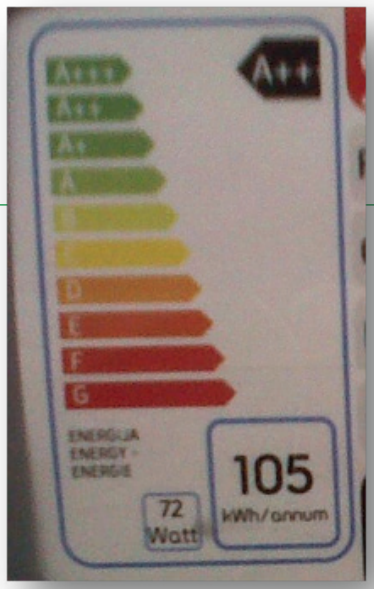
Examples of TV energy label display

Wrong format –
incomplete or damaged label, missing information (e.g. model identifier is cut out on the picture)

Modified format –
a copy made by the retailer



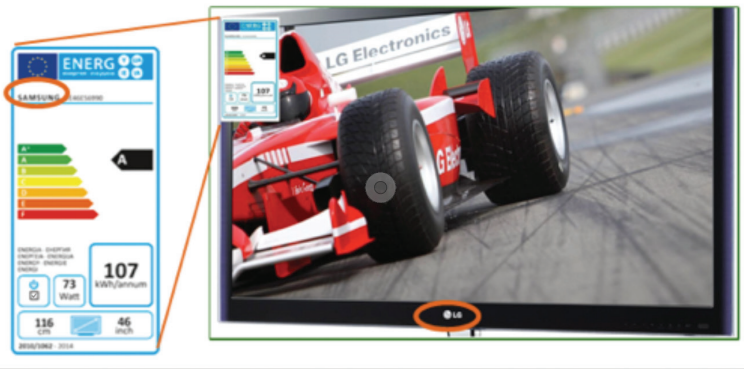
Modified format –
retailer made a new design of the energy label, modification of the content



Label not visible –
wrong placement of the label

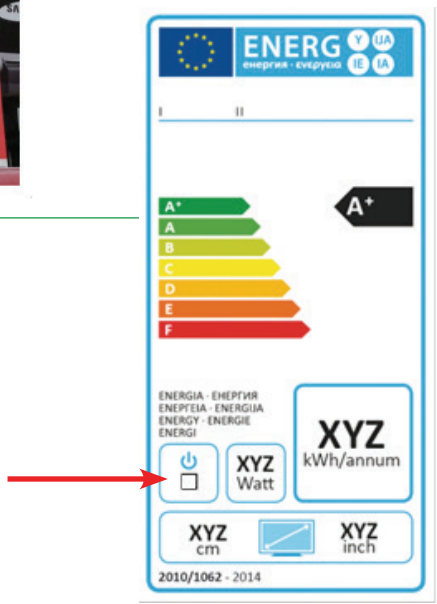
Examples of TV energy label display

Apply –
the model number on the label does not match the model where it is displayed



Boxed models –
all models displayed have to bear an energy label, even if sold only in boxes (unless there is an unboxed TV clearly of the same model displayed with the energy label)

Other label modifications –
the label design and content cannot be modified. The example shows a case where a specific icon was modified in a way as not allowed by the legislation. The legally correct way to display that a television does not have a manual on/off switch is to remove this box entirely, leaving an empty space.



Advertisements –
missing an energy class declaration

Who is in charge of verifying the presence of the energy label?

For the purpose of checking conformity with the requirements laid down in the respective legislation, each EU member state has nominated a specific Market Surveillance authority[6], which has the formal powers to apply a verification procedure.

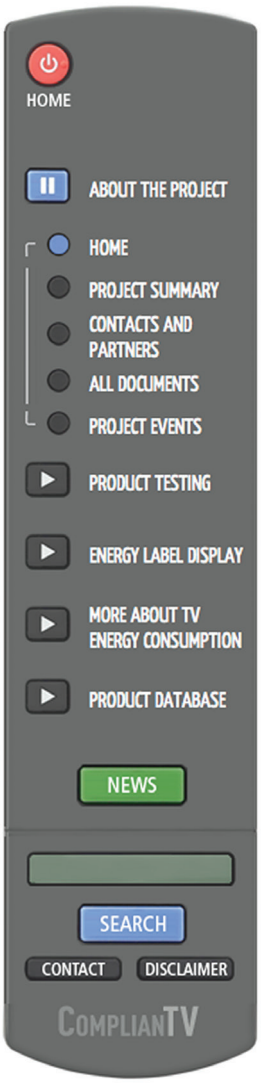
Numerous authorities are visiting shops and other points of sale, physical and online based, to check the proper display of the energy labels or other requested information.

Many authorities have disclosed that shop visits are often the result of dissatisfied customers or consumer groups and individual consumers may complain about the energy label or other prescribed information missing at the points of sale.

The number of shop visits conducted in some countries reaches a magnitude of several hundred shops per year. In addition, an increased attention may be expected in the future, given the new energy label and ecodesign related legislation which is affecting the television product range as well.

6 http://ec.europa.eu/enterprise/policies/sustainable-business/documents/eco-design/national-contacts/market-surveillance/index_en.htm

About the ComplianTV project



With the implementation of the legal framework for Ecodesign (Directive 2009/125/EC) and Energy Labelling (Directive 2010/30/EU), the EU has established powerful instruments to support market transformation towards more energy efficient products. In particular, TVs covered by both policy instruments, are now subjected to Ecodesign implementing measures (Regulation No 642/2009) and Energy Labelling requirements (Regulation No 1062/2010), aiming at pushing the market to higher energy efficiency products.

Ensuring that the requirements of the legislative framework are fulfilled in practice represents a key stake for the efficiency of these policies. However, almost all market information on energy efficiency of these products in the EU-28 is currently provided as self-declaration by manufacturers, as planned in the Ecodesign and Energy Labelling framework. So far, there has been little independent product testing and independent confirmation of correctness of the product information and market development. Activities, assessing the availability of required product information in shops and on information media, have also been largely missing.

In this context, the ComplianTV project brings together ten experienced organisations, including three testing laboratories, with the objective of assessing the compliance of TVs. These assessments are put into effect through verification procedures within the framework of the new Energy Labelling and Ecodesign regulations. In doing so, the project will generate a database and a lot of know-how and guidance for many different types of stakeholders (e.g. market surveillance authorities, testing laboratories, manufacturers, retailers, consumers).

Register on the project website and follow it and its News items to learn more about the project shop visits and product testing activities!

www.compliantv.eu

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> Digitaleurope, the European association of the ICT and consumer electronics industry highly recommends the usage of this practical guide on how to properly use the Energy Label for TVs.

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