



The new energy efficiency label explained – simpler to be more sustainable

- A revised rating system to make it simpler for consumers to understand how energy efficient a product is. The highest rating a product can now receive is 'A' – there will be no more '+' suffixes after the letters.
- Will include a QR code for customers to access more detailed information from the manufacturer.
- More relevant information on the label, specific to the product type. For example, washing machine energy labels will feature details of most economical load weights and noise levels.

Monday 01 March 2021 saw the launch of new energy efficiency labels for domestic appliances.

Designed to make decisions easier for customers purchasing new products, the re-scaled and re-designed energy labels feature new information that will accurately detail their energy efficiency and help consumers make more informed choices.

The rollout of the new labels will feature on refrigerators, freezers, washing machines, washer-dryers, dishwashers, TVs and electronic displays by 18 March 2021.

Since 1994, energy efficiency labels have been one of the UK and Europe's most successful and visible consumer indicators – assisting them to choose energy-efficient and cost-saving products.

Energy efficiency labels have also driven the development of greener technologies. To ensure future-proofing and further technology development, the previous label system has been reconfigured to allow each band the opportunity for greater product innovation.

The **Department of Business, Energy and Industrial Strategy (BEIS)** is the UK Government department responsible for the policy design and legislation of the energy label, as well as managing the UK's energy label generator for manufacturers.

A BEIS spokesperson said: "The Government is committed to reaching net zero carbon emissions by 2050 including by pushing for energy-related products to use less energy. Energy labels play an important part in this, and by providing consumers with more accurate information the labels can help people save money on their bills and reduce their carbon footprints.

The Label2020 project is a useful tool for manufacturers and retailers to use to ensure they comply with the new requirements from 01 March 2021."

Euronics is one of the UK's leading retailers of home appliances and is partnering with Energy Saving Trust to promote the benefits of the new energy labels. Steve Scogings, Chairman said:

"Euronics are pleased to be working with Energy Saving Trust to support and educate customers in their choices when selecting new appliances that provide great energy savings, and to assist those customers in understanding the recent changes around energy labels. The Label 2020 project by Energy Saving Trust is a great initiative, and, as local independent retailers seated in the heart of their community, our Euronics stores and staff are well placed to pass on this advice."

Emilie Carmichael is **Head of International Collaboration at Energy Saving Trust**, the UK partner in the international consortium responsible for communicating the changes to the energy label across Europe. She said: "This is a great milestone for consumer energy efficiency in the UK. These developments clearly illustrate how consumer demand can drive industry to deliver positive changes in response to the climate crisis.

“For consumers, the clearer information on the new labels will increase awareness and make it easier for them to choose more environmentally friendly appliances that help to reduce their energy use at home. It is a clear sign that, even at this difficult time, society is putting energy saving more and more in the forefront of their minds when making purchasing decisions. We’re particularly grateful to the retailers who have led on this initiative to ensure information is readily available to their customers at the right time and in the right place.”

One of these proactive retailers is **Hughes**, the country's fourth largest specialist electrical retailer and the largest provider of home entertainment and kitchen appliance rentals. Simon Cox, E-Commerce Director, said: “Clearly an important part of any purchase decision is the products efficiency. Energy Saving Trust provided constructive advice that enabled Hughes to scope out a project to gather the relevant information and labels from our suppliers. We put together a team of product experts to change our product features and energy labels ready for the 1st of March. By encouraging our customers to buy the most energy efficient products, Hughes have played our part in saving our customers money and reduce their household carbon footprint.”

For more information about the labelling system, including information for consumers, retailers and manufacturers, visit energylabel.org.uk.

****ENDS****

NOTES TO EDITORS

For further information, contact media@est.org.uk

Label system explained

An appliance previously rated ‘A+++’, for example, may be rated as ‘C’ in the revised scale. Some product areas will feature very few ‘A’-rated appliances in the immediate term. This does not mean these appliances are less efficient – but it does mean that other, more energy efficient products, are available or expected to become available in the future.

Label 2020 is the project managing the change in energy labels across the EU and UK, and aims to smooth the market transition towards the new energy labels. The Label 2020 project started in June 2019 and will last until January 2023. It is coordinated by the Austrian Energy Agency and takes place in the UK and 14 European Union member states. Energy Saving Trust is the UK partner responsible for communicating and promoting the changes. They are working in partnership with the Department for Business, Energy & Industrial Strategy – the UK Government department responsible for policy and legislation pertaining to the new label.

Find out more about Label 2020: energylabel.org.uk / [Facebook](#) / [LinkedIn](#)



The Label 2020 project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement Number 847062. The sole responsibility for the content of this document lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EASME nor the European Commission are responsible for any use that may be made of the information contained therein.

About Energy Saving Trust

Energy Saving Trust is an independent organisation dedicated to promoting energy efficiency, low carbon transport and sustainable energy use.

We aim to address the climate emergency and deliver the wider benefits of clean energy as we transition to net zero. We empower households to make better choices, deliver transformative programmes for governments and support businesses with strategy, research and assurance – enabling everyone to play their part in building a sustainable future.

energysavingtrust.org.uk

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About BEIS – Department for Business, Energy and Industrial Strategy

BEIS aims to build a stronger, greener future by fighting coronavirus, tackling climate change, unleashing innovation and making the UK a great place to work and do business. The UK energy label generator, latest policy and legislation pertaining the new energy label can be found on their website.

[Visit BEIS website](#)

About Euronics

Euronics is the Largest Electrical Buying Group in Europe, with 30 Member countries across Europe and 11,000 specialist stores and branches, reaching 600 million consumers. In the UK, Euronics is formed by a network of 'Euronics Agents' who are local Independent Electrical Specialists. In many cases, they are family run businesses, some of which have been established for several generations.

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About Hughes

Hughes is a trusted family-owned electrical retailer based in East Anglia. They are the country's 4th largest specialist electrical retailer and the largest provider of home entertainment and kitchen appliance rentals.

[Visit Hughes website](#)