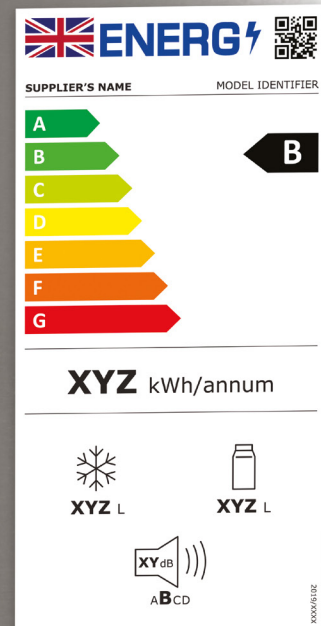


# AMDEA'S ENERGY LABELLING TOOLKIT

New labelling explained



# New labelling explained

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New energy labels have been introduced for:

- **Dishwashers**
- **Washing machines**
- **Washer dryers**
- **Fridges and freezers**
- **Wine storage**

These new labels are already appearing in product boxes and from 1st March 2021 will replace the old labels on all displays.

## Why?

Major improvements in energy saving technology have raised these large household appliances to the top of the rating scale, where they are clustered from A to A+++. To create space for further advances the energy ratings have been revised. Using new measurement criteria current models will be rated simply from A to G, with no plusses, making it easier for customers to compare products and allowing the industry space to develop eco-performance.

**AMDEA's toolkit** aims to help the industry explain the changes to customers.

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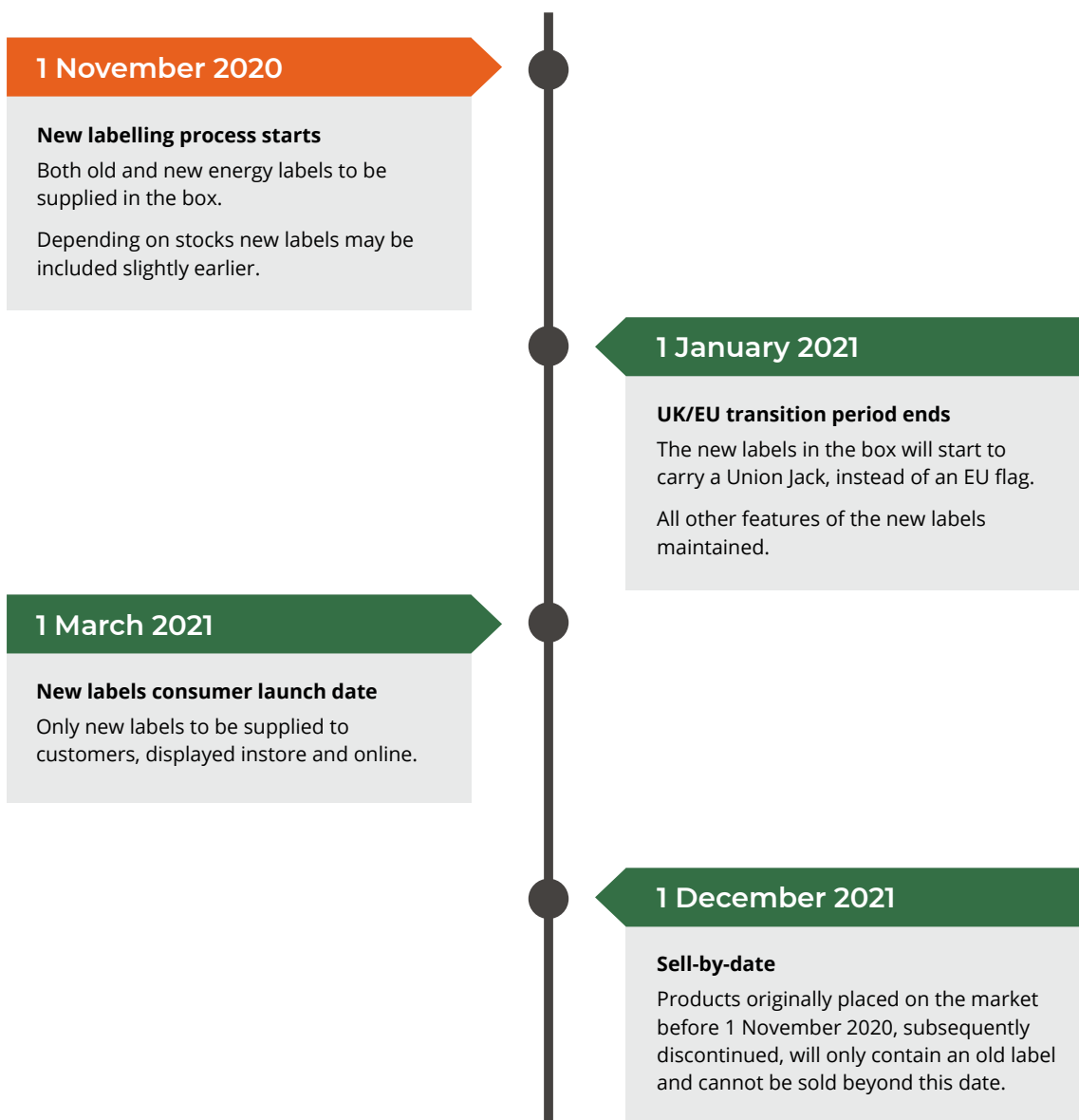
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## Timeline of key dates

With most large appliances now rated A+ to A+++, improvements in energy efficient technology have prompted a rescaling of the energy ratings. The following are the key dates for the introduction of the new labels.



## Label gallery

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The new energy labels are designed to be easier to understand for the consumer, compared to the old label, to help customers make better purchasing choices. The new measurements on the labels will be based on 'real-life' household usage, considering aspects like frequently used programmes and average capacities.

All products subject to the new labelling (dishwashers, washing machines, washer dryers, fridges and freezers and wine storage) will share **some common features**:

- Simple A-G scale. A+++/A+ will no longer exist
- QR-Code in the upper right corner linking to a data base, accessing product's specifications.
- Energy consumption of the model now more prominently in middle section of the label.
- All products will be awarded a rating for noise from A-D.
- Pictograms on bottom of label characterising product features. Some are the same as in the old label, a few are new or have been revised to reflect new testing or measurement methods.

# Washing machines

**New labels may still carry the EU flag but will increasingly feature the Union Jack as UK/EU transition period ends. All other features of the new labels are the same.**

Energy efficiency scale A to G

Weighted energy consumption per 100 cycles (kWh)

Rated capacity for the 'Eco 40-60' programme (kg)

Spin-drying efficiency class

QR Code

Energy efficiency class of product

Duration of the 'Eco 40-60' programme

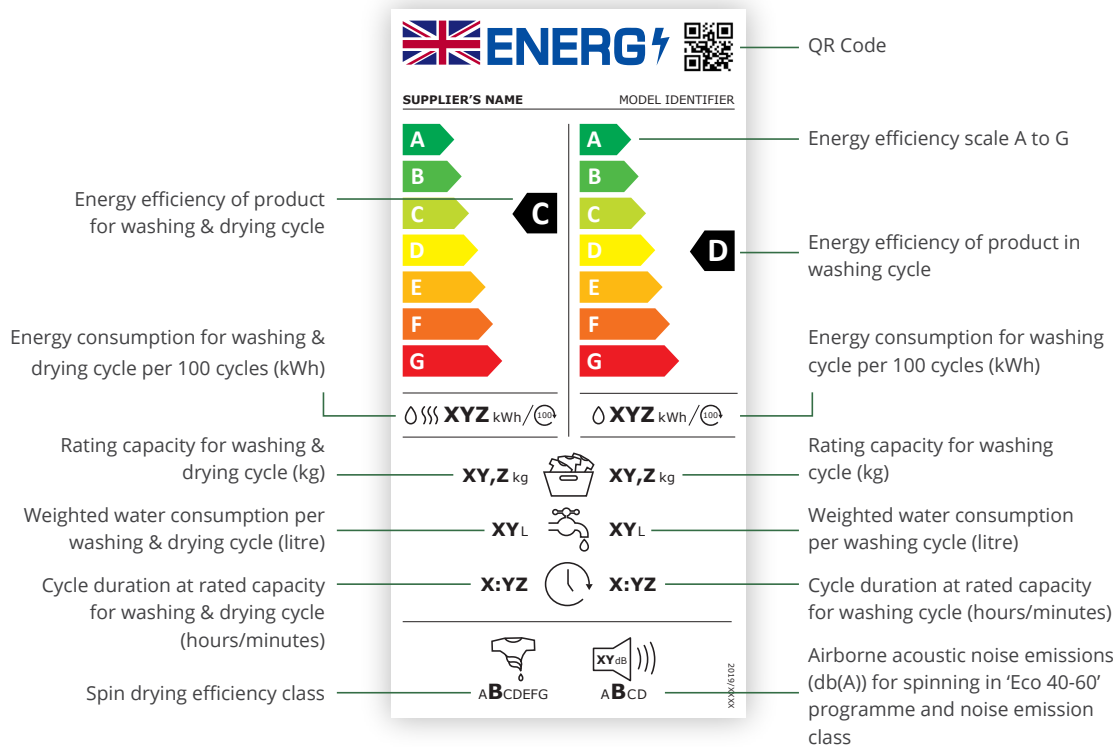
Weighted water consumption per cycle (litres)

Airborne acoustical noise emissions (db(A)) and noise emission class

## New features

- Measurements based on 'Eco 40-60': new programme that provides the best energy and water efficiency
- Energy consumption per 100 cycles instead of p.a
- Water consumption per cycle instead of p.a
- Duration of full load

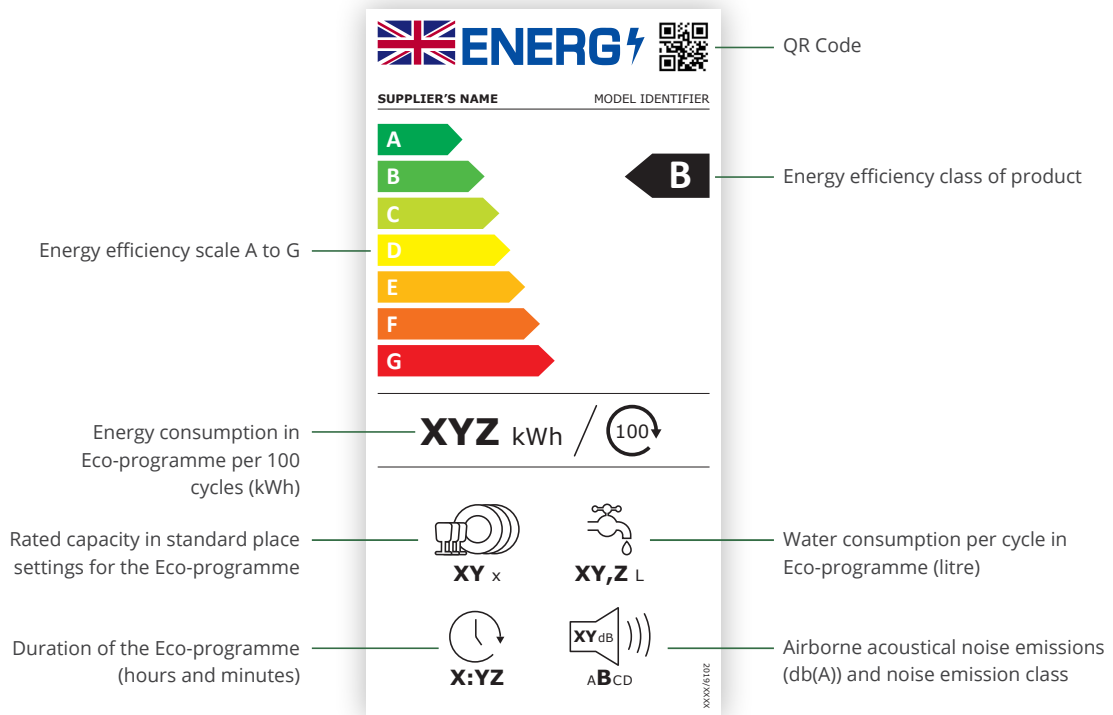
# Washer-dryers



## New features

- Measurements for washing based on new 'Eco 40-60' programme (right hand column) & measurements for full, cycle, known as 'washing and drying' programme (left hand column)
- Energy consumption per 100 cycles instead of p.a
- Water consumption per cycle instead of p.a
- Maximum load capacity in kg
- Duration of full load

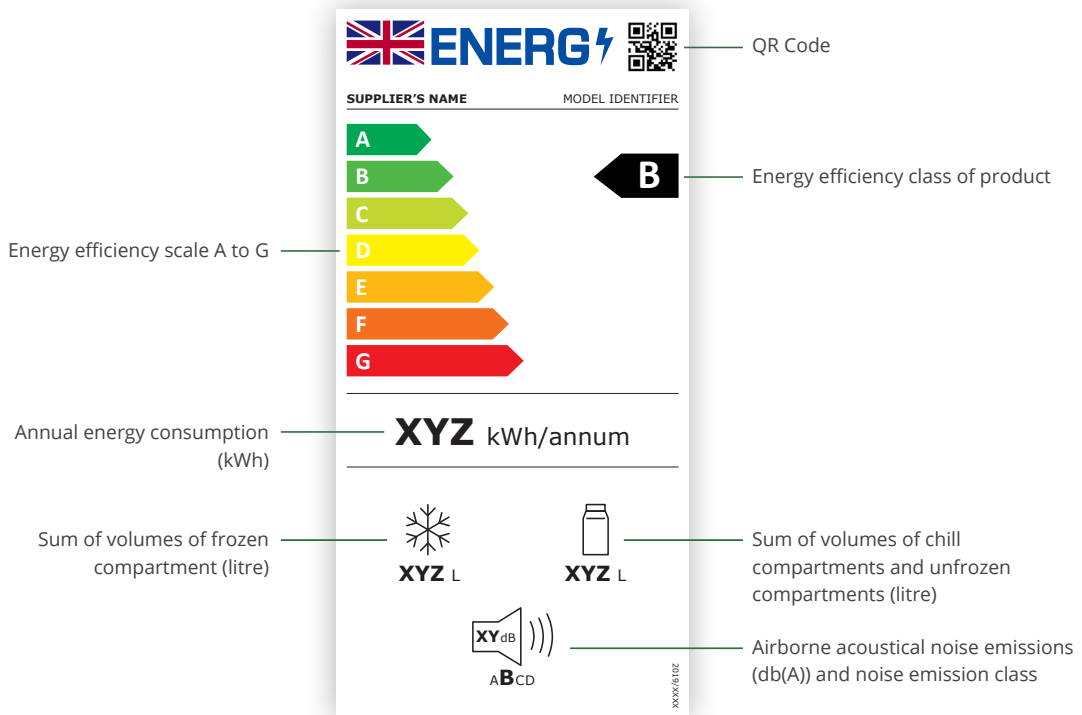
# Dishwashers



## New features

- Measurements based on the dishwasher's 'eco' programme that provides the best energy and water efficiency.
- Energy consumption per 100 cycles instead of p.a
- Water consumption in litres for each time used instead of p.a
- Duration of programme

# Refrigerators & freezers

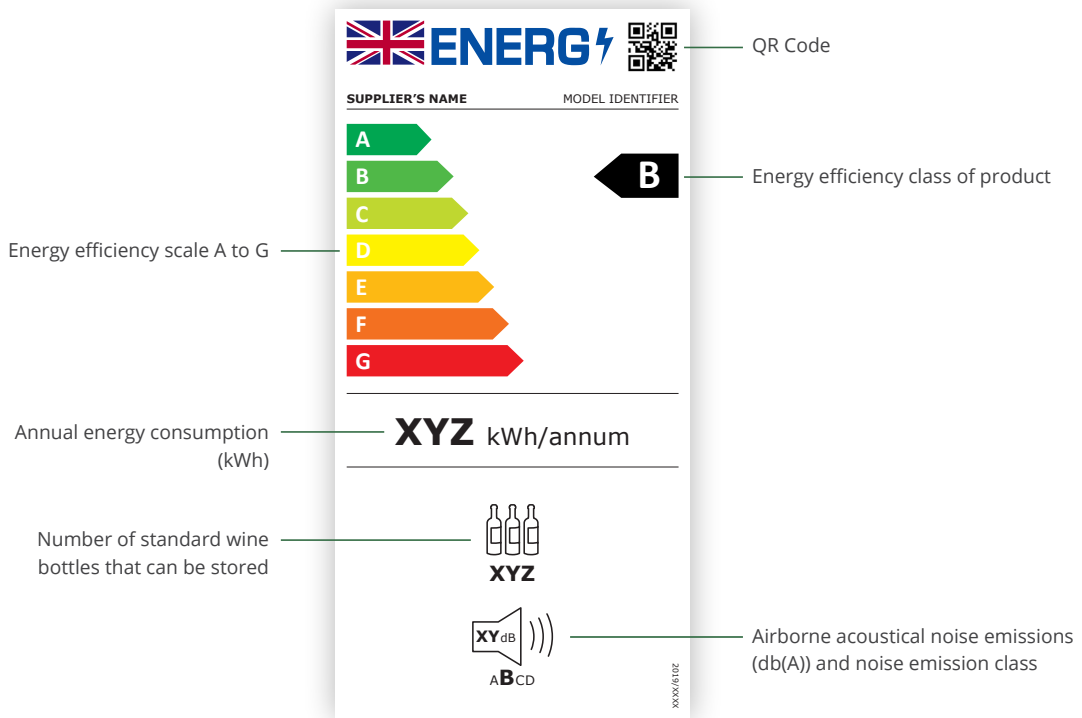


## New features

- Different measurement methods for energy consumption & net volume, that also consider:
  - Type of fridge/freezer
  - Volume of compartments
  - Additional built-in technologies



# Wine storage refrigerators



## New features

- New icon for wine bottles

## FAQs

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### **Why are the changes taking place?**

To make room for further advances in technology and efficiency. The majority of appliances on the market are already A+ to A+++, meaning that almost all appliances are clustered at the top of the energy rating scale.

### **What are the changes on the energy labels?**

The efficiency rating bands have been rescaled and revert to A to G, with no plusses. With ratings spread from B to G comparison will be easier for customers.

### **Which large domestic appliances are affected?**

Washing machines, washer-dryers, dishwashers, refrigerators/freezers and wine coolers.

### **When are the changes coming into effect?**

From the 1 November there will already be a second new label in the box, although the existing label will still be the one on display in shops and online.

### **Will there be appliances in all the rating groups?**

Initially A rated appliances will be very rare. Generally, B will be the highest rating. Although, with ratings spread from A to G, E and F will still be high efficiency models and you will not see any fridge-freezers with a G rating.

'Plus' classes will still exist for tumble-dryers, cookers and hoods as these categories have not been included in this revision.

### **What if a customer asks why there is a second label in the box showing a different energy rating to the one purchased?**

The second label will take effect on the 1 March. To ensure that this can happen it is a legal requirement that it be available in the box for four months before that.

### **When will customers first see the changes?**

1 March 2021, only the new labels will be on display in shops and online.

### **What are the key changes?**

Washing machines and washer dryers have a new 'Eco 40 – 60' programme which provides the best energy and water efficiency.

There is a QR code on the label which will allow the customer to check the key technical characteristics of the model. These specifications have been registered on a European database to which the unique QR code is linked.

Some of the pictograms or icons have changed slightly and the consumption values represented by the rating bands A to G have been rescaled. There is also a new rating for noise in addition to the number of decibels.

### **How might Brexit affect what happens?**

There will be no changes to the content of the new label, or the performance standards it represents, although the Government has announced that it will carry a Union Jack instead of the EU flag.

The labels on tumble dryers, ovens and cooker hoods although not yet affected by the new rating scales, will also carry a Union Jack instead of the EU flag.

### **What is Ecodesign?**

Ecodesign is the regulation that stipulates product requirements to increase energy efficiency and minimise environmental impact. The energy label is the tool that illustrates the achievement of these performance requirements to the consumer.

### **Which are the other key ecodesign benefits for customers?**

They define the washing and rinsing efficiency of washing machines and the drying efficiency of dishwashers. The ecodesign regulations require all washing machines and dishwashers to have an eco-cycle. In the interests of resource efficiency there are also new stipulations to cover availability of spare parts and access to repair information for professional repairers.

## Eco-efficiency achievements

Improvements in energy saving technology over the last decade have driven the revision of the energy labels. Dramatic reductions in energy consumption in production and use has been coupled with impressive recovery and recycling rates. This tells the whole-life story of the industry's savings achievements over the decade.

### Production savings



**60%**  
less water



**17%**  
less electricity



**12%**  
less waste

Source: APPLiA

### In-use savings

New major domestic appliances use a fraction of the energy and water spent a decade ago



**80%**  
of washing machines sold are **A++ or A+++**



**90%**  
of fridges and freezers sold are **A+ or A++**



**40%**  
Today the most popular fridge freezer uses **40% less energy than a decade ago.\***

Source: EST, Zenith, AMDEA members  
\* Based on an A+ fridge freezer, as of Sept 2020

### Recycling and recovery savings



For every 3 large appliances bought in the UK **2 are recycled**



**85%**  
of the materials in large appliances are recycled



The UK is one of the **highest performers in Europe**

Source: Eurostat, DEFRA, EA, AMDEA