

A new look for APPLiA's Energy Label website

Our newly re-designed Energy Label website is out! The platform, available in 16 languages, features improved navigation features, product-by-product information, and interactive queries.

Three years ago the EU introduced new energy labels for household appliances. The update came into effect on March 1st 2021 strengthening EU's commitment to sustainability and informed consumer choices.

The initiative has proven to be a powerful tool in guiding consumer decisions, with the [Special Eurobarometer 2024](#) revealing that over 75% of consumers rely on Energy Labels when making purchase decisions. Responding to the high demand for accessible information, QR codes were integrated into the labels, allowing consumers to instantly access product details via their smartphones through the European Product Registry for Energy Labelling (EPREL).

Recognising the importance of clear and comprehensive information, APPLiA developed its Energy Label website to support dealers, suppliers, and consumers during the transition to the new energy label system. Now, three years on, the website continues to fulfil this crucial role while offering up-to-date information on energy labelling.

Discover the updated website: <https://www.theenergylabel.eu/>