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The new EU Energy Label: back to the A-G scale

The new EU Energy Label enters into force today, 1 March 2021. The new rules bring back the A to G scale for a first series of products: dishwashers, washing machines, washer dryers, refrigerators, freezers and wine storage appliances.

“It is the label that changes, not the energy consumption of appliances.” commented Paolo Falcioni, APPLiA’s Director General. The shift was decided by the EU institutions to allow room for further innovation in appliances and integrate the revised standards to measure the performance for fridges and washing machines.

“It is important to tell consumers that despite the change of scale, the products remain the same. An A+++ washing machine that is now in C class will remain as efficient even if the figures on the label may not be exactly the same due to this standard change”. Mr Falcioni added. With the purpose of communicating the shift to suppliers, dealers, consumers and all interested stakeholders, APPLiA has developed several supportive information tools, including a [main website](#) for the public, and is currently running an [European communication campaign](#) with the support of its broad network of National Associations in Europe. “We are confident that our proactive communication efforts are a valuable contribution to go through the smoothest possible shift”, added Mr Falcioni.

Novelty to the label: a QR code, which when scanned, will bring the consumers to a webpage containing extra information on the product. “We hope this feature will bring consumers extra value when making their purchasing decisions. Our Members have been working intensively to meet the requirements of this database also called EPREL (for European Product Registry for Energy Labelling).”

It is a fresh restart based on an easier, better understood scale. Appliances will continue bringing energy efficiency into citizens’ homes, with an eye for continuous technological progress to the benefit of the entire society.

APPLiA - Home Appliance Europe represents home appliance manufacturers from across Europe. By promoting innovative, sustainable policies and solutions for EU homes, APPLiA has helped build the sector into an economic powerhouse, with an annual turnover of EUR 53 billion, investing over EUR 1.6 billion in R&D activities and creating nearly 1 million jobs.

