Product Labelling: Objectives

- Mandatory Energy product labelling was introduced to:
  - Assist the public in choosing energy efficient appliances
  - Raise public awareness on energy saving
Product Labelling: Objectives

- Mandatory comparative energy labelling brings transparency regarding energy consumption and energy costs.
- The labels will be used as a basis for financial incentive policies and programmes.
- Comparison labels allow consumers to judge the energy efficiency and relative ranking of all products that carry a label.
Label Design

Energy

Name of product

Manufacturer

Model

More efficient

A+++ | A++ | A+ | A | B | C | D

Less efficient

Product information

XXX

Product information

XXX

Product information

XXX

Further information is contained in the product brochure.

Norm SANS XXXX
Label Directive XXXX

Department: Energy
Republic of South Africa

UNDP

gef

Energy

Department: Trade and Industry
Republic of South Africa

the dti
Energy Labelling

- Labelling requirements are included in the National Standards cited above (except for lamps) and enforced through NRCS Act.

- The label may provide additional information, such as product noise levels and water usage, in addition to the product energy class.
Labelling Information

- Energy Class Range and specific product annual energy consumption based on standard test results
- Selected performances and characteristics of appliances:
  - Noise emissions
  - Product capacity
  - Annual water consumption
Energy Labelling

▪ Obligation for Suppliers/Manufacturers
  ▪ Suppliers will provide label for each product to the retailers
  ▪ Suppliers will provide a product fiche/manual with literature on energy consumption
  ▪ Suppliers are responsible for the accuracy of the information provided
Energy Labelling

- **Obligation for retailers**
  - Attach in a clearly visible way, the supplied label on the outside of the front or top of the products **on display**;
  
  - Make available to the end-user the product fiche in the brochure or in any other literature that accompanies the product;
Energy Labelling

- Obligation for retailers

- In case of distance selling and other forms of selling where the end-user cannot see the product displayed, make sure that potential end-users are provided with the mandatory information before purchase;

- Any advertisement or promotional material for a specific model which discloses energy related, or price or technical information, should indicate the energy efficiency class of that model.
Label Guideline

- Finalisation of label design – product specific pictograms

- Energy label guideline
  - Official colours to be used
  - Use of label on different backgrounds
  - Label typography
  - Print formats (size ranges)
  - Type of paper to be used for the labels