



COMMUNIQUE DE PRESSE  
PRESS RELEASE

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## **Inflationary top ratings – New energy label mandatory in EU**

From tomorrow (November 30), any TV or fridge sold in the EU will have to carry a new type of energy label. Dishwashers and washing machines will follow on December 20. ANEC, the European consumer voice in standardization, and BEUC, the European Consumers' Organisation, deplore that the previous, successful labelling system will be replaced by a confusing and inadequate version.

### **Not only unclear...**

For many years, the well-known A-G scale gave consumers easy-to-understand and clear information about the energy consumption of a product. Surveys have shown that the new label – which sees up to 3 additional plusses (A<sup>+++</sup>) on top of the current top-class 'A' – would prevent consumers from intuitively choosing the most efficient appliance.

Monique Goyens, Director General of BEUC said:

"The simple message 'buy A' is no more. Research shows clear evidence that shoppers do not pay a premium for a product whose top rating is indicated differently than with a simple A<sup>1</sup>. The excess of A-classes will not help consumers choose the most energy efficient product. In times when we urgently need to increase efforts to save energy, it will become more difficult for consumers to play their part."

### **...but already obsolete**

When the new label becomes mandatory tomorrow, many products will already feature the A<sup>+++</sup> rating because the criteria for the classes are too low. Producers have no problem in ensuring their products conform to these inadequate top requirements.

Stephen Russell, Secretary-General of ANEC, said:

"The top class is already overpopulated. This does not prove the label's success but its lack of ambition. The criteria to get a top rating are not ambitious enough. A label which makes it too easy for producers to reach the top and too difficult for shoppers to choose the best will not push the market to strive for the best possible rating. Regrettably, A has become the A of average."

ENDS

1) Consumer survey on the new format of the European Energy Label for televisions – Comparison of a "A-G closed" versus a "beyond A" scale format, University of St. Gallen, August 2009

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