



# **Test results: provisional figures and some considerations**

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**First principle:**

**Manufacturers must obey the law.**



## **Second principle:**

**There is no half way house -  
You comply by the law or you don't.**



## **Third principle:**

**Enforcement of the law  
turns a must into a MUST.**



## **Europe's household appliance market:**

- 1. Ambitious policies**
- 2. Weak market surveillance**
- 3. A high level of competition**



**Actors must respect laws and rules,  
otherwise...**





**Why did CECED want a project about the energy label evaluation of appliances?**

**Sector competitiveness and reputation are at stake.**



**Governments should make strong Market Surveillance a top priority .**

**Enforcement is the best way to secure a level playing field and eventually the fulfilment of the political target.**



# Provisional results

# Energy class: declared

				1 2
			1 1	
		8 36 5		
	1 17 7			
1 2				
A++	A+	A	B	C
Efficiency Class Declared				

Situation on 11/4/2011 eob

Undecidable

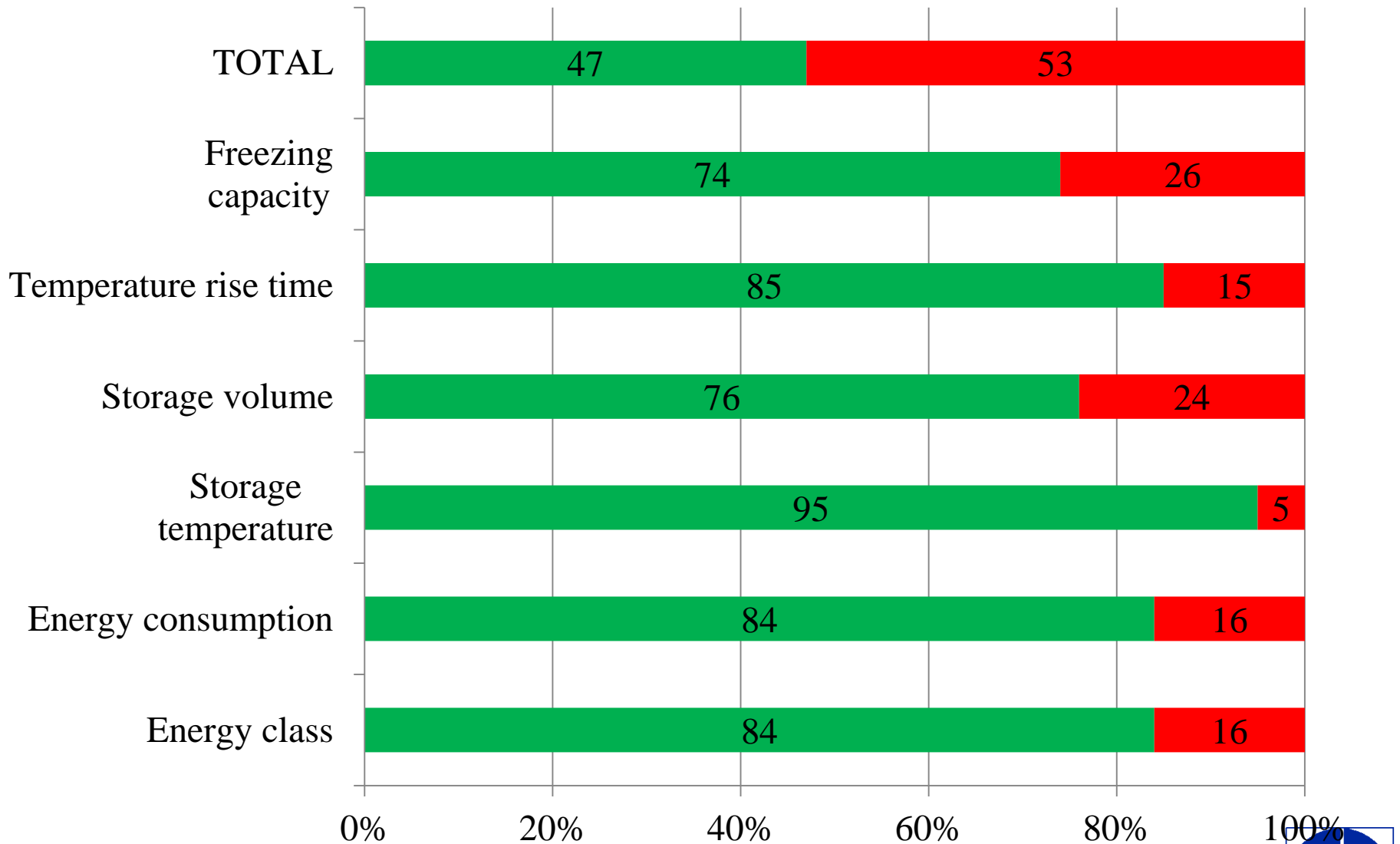
Completed

In process

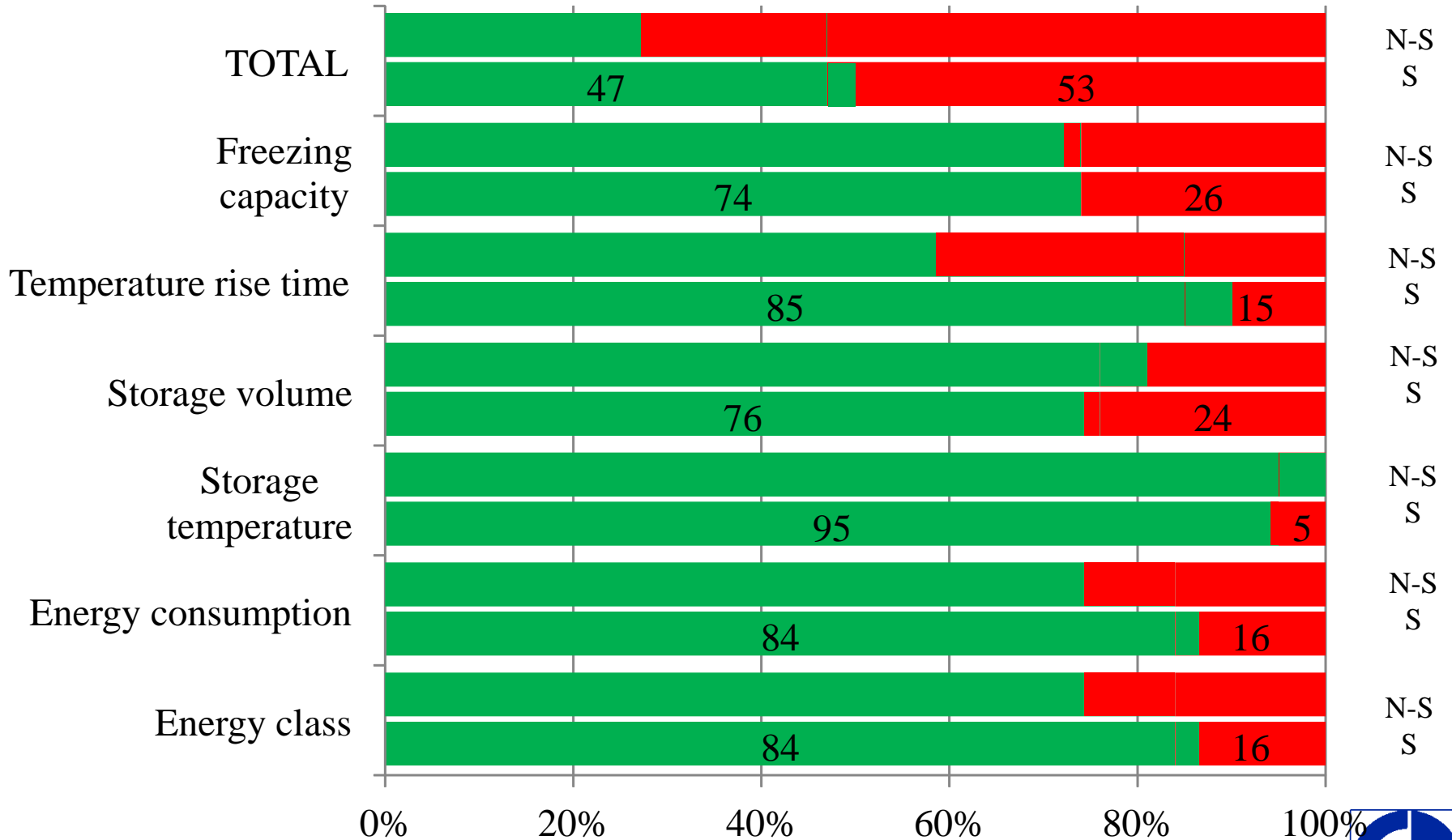
- 13 models still pending
- 11 models test could not be concluded (after first round) because it was not possible to find three more products on the market
- 58 models completed



# The complete picture (for 58 products)



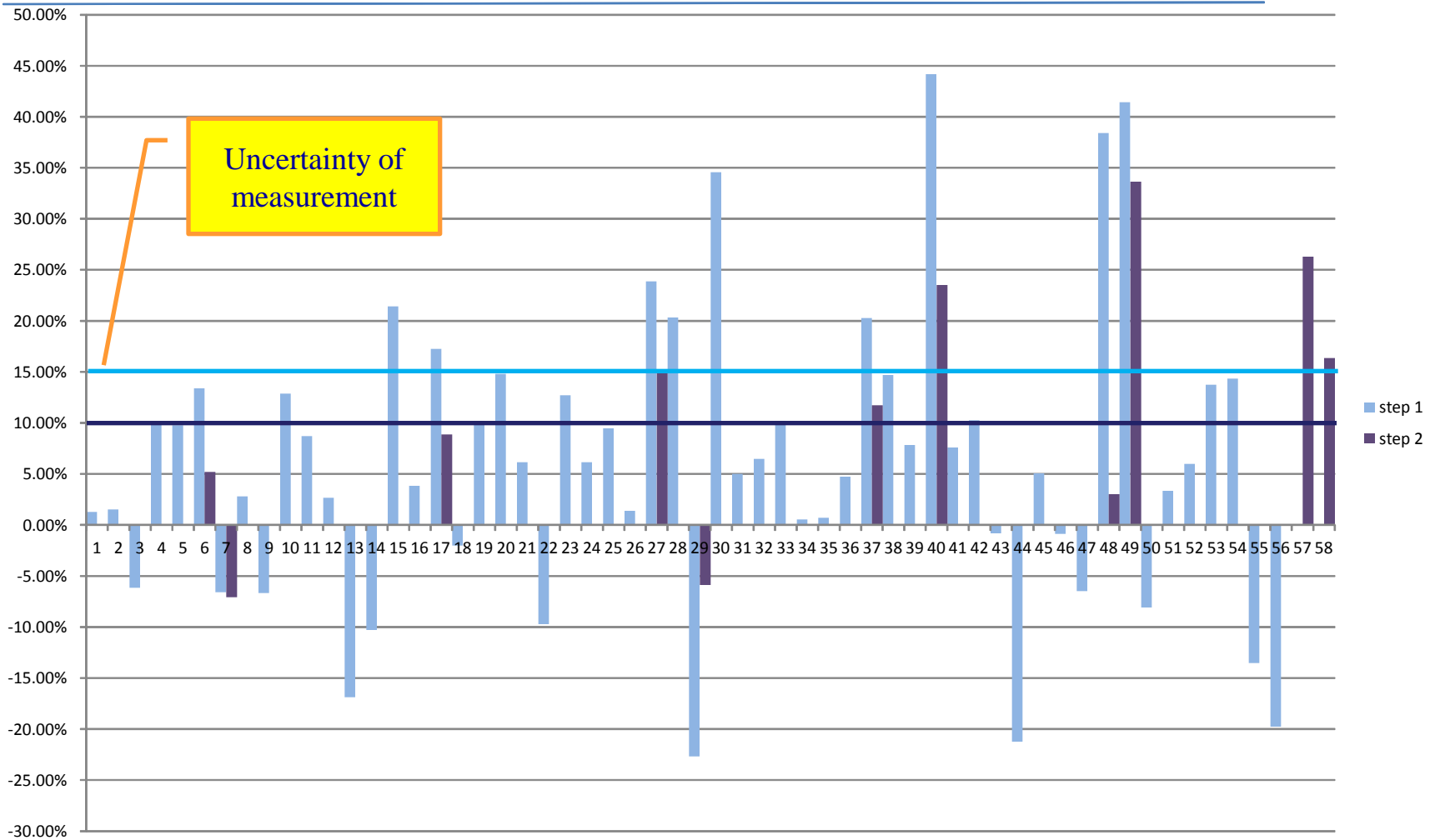
# The complete picture (signatories and non signatories)



S= signatories

N-S = non signatories

# Energy consumption results





# ATLETE is more than just figures

**In other words...**

**The detailed results need to be looked at to have a clear understanding of market dynamics.**

**The final result with all five parameter percentages does not tackle the need to improve the situation.**





## **A few considerations**

**Compliance should occur whether there is strong market surveillance or not.**

**There are both good performers and less good performers, within CECED membership, within the voluntary protocol signatories and within the non-signatories, even if at different rates.**

**Industry not looking for excuses but market surveillance is vital to improve situation.**

**The results confirm this. We all need to improve.**



# A few considerations

**Market is made by big and small players.**

- Usually only some of them are under market spotlight.

**Market attention brings to better results.**

- Compliance on label is better than compliance on fiche.

**Speed of procedures must be compatible with market speed.**

- Market fragmentation/seasonality is even higher for other products

**Industry commitment to move further towards a more transparent market is reinforced.**



**Today's presentation only gives a brief overview of some of the trends we found.**

**Full details of testing available on [www.atlete.eu](http://www.atlete.eu)**

**Full report on the project will be published in the coming months.**

# Competition is key, laws must be respected





**Thank you**

**Keep in contact with CECED: [secretariat@ceced.eu](mailto:secretariat@ceced.eu)**

**Questions?**