

New energy labelling requirements for smartphones and slate tablets

For the attention of retailers (distributors/dealers)

Effective Date: 20th June 2025

The Sustainable Energy Authority of Ireland (SEAI) is the Market Surveillance Authority for the enforcement of legislation relating to energy labelling and ecodesign of energy-related products in Ireland.

From **20 June 2025** onwards, **smartphones, other mobile phones, cordless phones** and **slate tablets** placed on the European Union (EU) market are subject to ecodesign requirements. Smartphones and slate tablets are also be subject to energy labelling requirements from this date.

It is estimated that the new requirements will save almost 14 terawatt hours in energy consumption each year by 2030, one-third of the energy consumption of these products when compared to current projections¹. Energy labelling will help European consumers make more informed and sustainable purchasing choices.

The ecodesign requirements are predominantly targeted towards ‘suppliers’ (manufacturers or importers) and require these economic operators to make information on product energy use, repairability and recycling available to consumers and repairers. However, there are also requirements for ‘dealers’ (including retailers) to display energy labelling information at the point of sale in stores, online, and when advertising.

[Delegated Regulation \(EU\) 2023/1669](#) sets the energy labelling requirements for smartphones and slate tablets. It supplements [Regulation \(EU\) 2017/1369](#), which sets a framework for energy labelling that applies to all energy-related products.

Electrical retailers selling smartphones and tablets alongside other energy-related products such as televisions, ovens, fridges and freezers, washing machines, solid fuel stoves, etc., will already be familiar with the requirement to display the energy label for applicable products. For retailers who do not also sell goods within the scope of energy labelling legislation, 20 June 2025 may be their first time having to comply with these types of requirements.

To understand your company’s role(s) and responsibilities under energy labelling regulations, please refer to the following [European Commission webpage for energy labelling](#).

This **guide** provides detailed information on:

- The scope of energy labelling requirements;
- The format and content of the new energy label;
- Specific labelling requirements across different sales channels;
- Resources and support services available to ensure compliance.

¹ https://energy-efficient-products.ec.europa.eu/product-list/smartphones-and-tablets_en#consumers-1.

Scope

The Regulations apply to:

- smartphones with a touch screen display with a viewable diagonal size of between 10.16 cm and 17.78 cm (4.0 in and 7.0 in);
- touchscreen tablets with a viewable diagonal size of between 17.78 cm and 44.20 cm (7.0 in and 17.4 in) with no physically attached keyboard.

The Regulations do not apply to smartphones for high security communication, or mobile phones and tablets with a flexible main display (other than a foldable display).

The energy label and product information sheet

The energy label allows consumers to compare equivalent products and choose the most energy-efficient and sustainable model for their budget.

The energy label displays the product information set out below:

- its energy efficiency class;
- how much use time can be obtained from a full charge;
- product resistance to accidental drops;
- product reparability class;
- the number of charge and recharge cycles until the battery reaches 80% of the battery's initial capacity;
- the product rating for dust and water protection.

Please note: the display of the UK energy label is not permitted in the European Union.

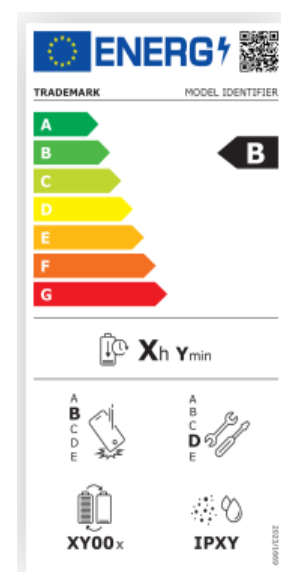


Figure 1 – the energy label for smartphones & slate tablets

The Product Information Sheet is a standardised document containing additional information relating to the product, in printed or electronic form. It is created by the product's manufacturer or importer.

EPREL

EPREL stands for the European Product Registry for Energy Labelling. It is a database managed by the European Union that contains information about energy-labelled products sold on the EU market. Manufacturers and importers are legally required to register any energy-labelled products on EPREL before placing them on the EU market.

As with all product categories covered by energy labelling regulations, EPREL offers more detailed information on models placed on the EU market and access to the Product Information Sheet. This database of information is accessible to the general public by scanning the QR code featured on the energy label (see Figure 1).

Your role as a 'dealer' under energy labelling

A 'dealer' is defined as a "retailer or other natural or legal person who offers for sale, hire, or hire purchase, or displays products to customers or installers in the course of a commercial activity, whether or not in return for payment".

While suppliers (product manufacturers and importers) are responsible for providing detailed product information, dealers (including retailers) must visibly display energy labelling information at the point of sale, online, and in advertising materials.

Note that if suppliers also sell phones or tablets directly to end-users, for example, on their website, they are also considered 'dealers' and must comply with the applicable requirements.

As a dealer, you must ensure that, from 20th June 2025:

- Each smartphone and slate tablet, at the point of sale, bears the label provided by the supplier, displayed in proximity to the product, hung on it, or placed in such a way as to be clearly visible and clearly associated with the specific model;
- In the event of distance selling through the internet, the label and product information sheet are provided in electronic format.
- In the event of paper-based or telemarketing-based distance selling, the energy efficiency class and the range of energy efficiency classes available on the label are provided;
- Any visual advertisement or technical promotional material for a specific model of smartphones or slate tablets, including on the internet, contains the energy efficiency class and the range of energy efficiency classes available on the label;
- Upon customers request, printed copies of the label and the product information sheet must also be made available;
- You comply with the general requirements set out in Article 5 and Article 6 of Regulation (EU) 2017/1369.

Resources to help dealers ensure compliance of retail premises, websites, advertisements and brochures with the applicable energy labelling requirements are available on the [SEAI website](#).

What to do if a label is not provided?

It is the supplier's obligation to ensure an appropriate printed energy label is provided to dealers with each product. Suppliers are also obliged to provide the energy label and product information sheet to retailers within five working days of a request. Alternatively, the [EPREL database](#) can be used to find and print the appropriate product label by searching for the model identifier.

If you wish to report non-compliance to the MSA, you can contact us at MSAComplaints@seai.ie.

Additional information

While the MSA provides guidance to help ensure suppliers and dealers are aware of their obligations under EU Energy Labelling, it is your responsibility to ensure your business is compliant. Failure to comply is considered an offence in Irish law (S.I. 669 of 2022 and S.I. 671 of 2022) and the MSA has enforcement powers which can be used to deal with non-compliance. Therefore, it is important that your organisation is aware of these changes.

This notice provides a non-exhaustive list of requirements and has been issued for information purposes only. For the full extent of the requirements, please refer to the regulations.

For further information, please contact MSA@seai.ie.