

Press release

## **New EU energy label: Liebherr-Hausgeräte highlights its leading role in energy efficiency**

**Parallel to the introduction of the new EU energy label, Liebherr-Hausgeräte is building on its leading role in sustainability and exemplary energy efficiency with its new range of particularly energy-efficient built-in appliances and through comprehensive and transparent customer information on the new aspects of the EU energy label.**

Ochsenhausen (Germany), 1 March 2021 – The new EU energy label will be officially introduced on 1 March. This means that the old label with its extended subclasses, such as A+++, which have recently become increasingly complex for customers, will now become obsolete. The new label will rank appliances on an efficiency scale from A to G. This will once again make it easier for customers to quickly identify particularly energy-efficient appliances.

However, before its introduction, all manufacturers, including Liebherr-Hausgeräte, face a communication challenge: “Due to new measurement procedures and calculation methods, the values of the old label are no longer comparable with the new values,” explains Steffen Nagel, Managing Director of Sales & Marketing at Liebherr-Hausgeräte GmbH.

For example, according to the new standard, tests are now carried out at two different ambient temperatures instead of the previous one. In order to create room for future innovations in energy efficiency, and to avoid exhausting the entire scale right from the start, the upper classes of A and B are extremely difficult to achieve. “This means that previous A+++ appliances will carry a B, C or D label in future, even though they consume just as little energy as before,” says Nagel.

Since Liebherr-Hausgeräte has already been developing and producing particularly energy-efficient appliances for many years, Liebherr’s refrigerators achieve consistently good ratings even with the new label. This applies all the more to the brand new range of built-in appliances, which will be available from April. Liebherr’s developers have once again succeeded in significantly reducing energy consumption.

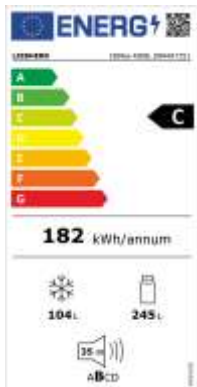
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What's more, Liebherr-Hausgeräte has already been fitting their appliances with both the old and new labels since 1 September 2020 – two months before the official date when it becomes mandatory. “Our aim was to support retail in the best possible way and to keep the additional effort required during this transition period as low as possible,” Nagel explains.

In order to create transparency and provide information about the innovations in the rating system for the EU energy label, Liebherr has developed a standardised communication concept. This concept helps Liebherr's retail partners to familiarise customers with the new energy label. “It was very important to us to closely involve retail in the communication. For this reason we have devised clear and comprehensive communication for the various touchpoints,” explains Steffen Nagel.

You can find more information: [Liebherr](#)

## Image



### **Caption:**

The new EU energy label. From now on the energy efficiency of electrical appliances will once again be rated on a scale from A to G.

### **About Liebherr-Hausgeräte GmbH**

Liebherr-Hausgeräte GmbH is one of eleven divisional controlling companies of the Liebherr Group. The domestic appliances division employs more than 6,200 staff and develops and produces a wide range of high-quality fridges and freezers for the household and commercial sectors at its headquarters in Ochsenhausen (Germany) and in Lienz (Austria), Marica (Bulgaria), Kluang (Malaysia) and Aurangabad (India).

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### **About the Liebherr Group**

The Liebherr Group is a family-owned technology company with a broad and diverse range of products. The company is one of the biggest manufacturers of construction equipment in the world, but also offers high-quality, user-oriented products and services in many other areas. Today, the corporate group comprises over 140 companies on all continents and employs more than 48,000 staff members, and in 2019 generated consolidated total sales of over €11.7 billion.

Since it was established in 1949 in Kirchdorf an der Iller in southern Germany, Liebherr's goal has been to win over its customers with sophisticated solutions and contribute to technological progress.

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