China registration system

Label registration

2017年各领域备案情况

各领域产品实验室占比情况

- 冷冻产品：18%
- 家用电器：24%
- 办公及电子：12%
- 照明产品：7%
- 冷冻与空调：39%

制冷产品、家用电器、工业产品、照明产品、办公电子

- 5级
- 4级
- 3级
- 2级
- 1级

- 2017年：14,000家制造商和1,360,000种型号
- 新注册：191家制造商和22,000种型号
- 2017年：1147实验室
  - 制造商实验室：713家；第三方实验室：434家
  - 现场检查：208家实验室；RRT：904家实验室用于32种产品
China registration system

Manufacturer entrance

Consumer entrance

Labs entrance
Evolution of Label Appearance

- V1.0
- V1.5
- V2.0

Evolution

QR code

QR Label

QR Code Application in CEL
Why to Introduce QR Code into CEL

China has made positive progresses in Internet technology, industrial applications, cross-border integration, and other information technologies. The smartphones are popular among the people rapidly, and QR code information technology is widely and successfully applied in enterprise business license, train tickets, e-certificates, etc. The State Council has released the guidelines for proactively promoting the "Internet +" action.

Currently, to expand consumption is an important engine for driving the economic growth from the sight of Central Government. The State Council has proposed to expand and upgrade consumption, increase the supply of high-quality products and services, seize the opportunities of high-end consumption and lead the industrial upgrade by consumption upgrade.

Supervision and enforcement are important approaches to ensure the quality of energy-consuming products. However, the registered information of previous energy labels cannot be easily accessed and queried, and the enforcement personnel must take along laptops and Internet card, which increases the difficulty and cost for law enforcement, and reduces their motivation and efficiency.

The education level of consumers are improved, and they have changed from passive acceptance to active acquirement.
What can be brought by CEL with QR Code

1. QR information code can bear massive product and service information, improve the transparency, openness and availability of product quality information, improve the consumption experience, enrich the consumption service contents, and better guide green and superior consumption.

2. Makes it possible to obtain the comprehensive product information in real time with smartphone only, which significantly improves the convenience and timeliness of supervision, enriches the type of law enforcement, and provides important guarantee for combating false labels and improving product quality.

3. Integrate the full-chain superior resources for “choose, use, repair and replace” of manufacturers and the industry, serve for the enterprise operation, enhance the interaction between manufacturers and consumers, help manufacturers to promote excellent energy-saving products and consumers to obtain value-added services other than energy efficiency, and promote the healthy development of the industry.
How to Put it into Practice

Pilot Promotion

CEL implementing organization CNIS has launched the voluntary pilot promotion activities for QR code CEL together with 35 manufacturers since 2015, 10 products were covered, and the experiences were summarized based hereon.

NDRC and AQSIQ Order No.35 “Regulation on China Energy Label” was revised and formally put into implementation on October 1st, 2016

Included in law

Energy label shall include the following basic information:
1. Name or short name of the manufacturer;
2. Product specification and model;
3. Energy efficiency grade;
4. Energy efficiency indexes;
5. Number of mandatory national standards regarding energy efficiency followed;
Registration system

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Product registration
System maintenance
Data analysis and export
Check-testing program by manufacturers alliance
Display compliance check program by CNIS
How to create a QR label

Apply for a QR label

- Ask the system to allocate a QR for you label
- Download the QR label for printing

注意事项:
1. 历史“公告”的产品型号，如在标签表中申请样式相同的，应在“产品备案管理”→ 已公告”列表中，点击“样式下载”按钮获取
Logical Framework of QR Label Information Platform

Energy Label 2.0 – add QR code to provide more information

Apply for label
Label information registration and display of 37 products

Data support

Integrate good-quality resources related to 37 target products
Massive behavioral data exploration

QR code is the key entrance

Choose use
Repair and Maintenance

Provide lifecycle service and guidance for consumers

Provide service

Provide feedback for products promotion and consumers behaviors regarding purchasing decision

Consumption information feedback

Manufactures

Product registration

Resources sharing

Consumer service

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Arrangements of Pages for QR Platform

1) **product performance information**
Registration information, structure and other performance, usage guide, products comparison and comments, operating manual, etc.

2) **compliance information**
National check-testing results
Check-testing results organized by manufacturers alliance or consumers organization or CNIS

3) **Life-cycle service**
Integrate resources for repair, clean, maintenance, recycle, etc..
Pages of QR Label Information Platform

Registered information

Structure and performance

Operating manual
Pages of QR Label Information Platform

Purchase guide and operation tips

Column for industry evaluation

Column for operation
Pages of QR Label Information Platform

Check-testing program by government, manufacturers alliance, consumer organization, CNIS, etc.

Check-testing compliance for manufacturers and labs

Display compliance check for On-line retailers
Life cycle services

On-line booking for repairing service

On-line booking for cleaning service

Repair, clean, recycle, accessories
55 million users

- 113 million times of service for products quality information service, 300 thousands times per day
- 60 million times of after-sales services including cleaning, repairing and recycling
- 6874 manufactures, 423 cities
Benefit brought by QR label

Consumers:
- Choose green products not only energy efficient but also by high quality.
- Easily to obtain operating manual and book a series of after-sales services.
- Ensure the appliance is operating in an energy saving mode.

Market surveillance officials:
- Time and cost saving in surveillance activities.
- Avoid overlapping in surveillance activities.

Manufacturers:
- Customized information service to promote high quality products.
- Cost saving in after-sales service.

Government:
- Guide sustainable development of industry.
- Public platform for energy conservation policies.