

# Design and behavioural research study to create an EU harmonised label for the commercial guarantee of durability and an EU harmonised notice on the legal guarantee of conformity

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# Abstract

This study developed an EU harmonised label for the commercial guarantee of durability and an EU harmonised notice on the legal guarantee of conformity, mandated by Directive (EU) 2024/825 on Empowering Consumers for the Green Transition. The label aims to stimulate demand for, and supply of, longer-lasting consumer goods. The notice reminds consumers about the existence of the legal guarantee of conformity. Both must be easily understandable and recognisable for consumers, while also easy to use and reproduce for producers and traders.

The study involved a literature review, desk market research, stakeholder surveys, consumer workshops, consumer and trader and producer surveys, a behavioural experiment, and consultations with stakeholders and the responsible Member States Committee.

Based on the findings, the label is language-neutral, combined with translations. It includes the title 'GARAN' (referencing to 'guarantee' in multiple EU languages), a tick-mark symbol indicating guaranteed durability, a calendar symbol representing the duration of the commercial guarantee of durability, a reminder of the legal guarantee of conformity and a QR code to more information. The phrase 'producer guarantee in years' appears at the bottom in all EU languages. The notice explains the main elements of the legal guarantee, featuring a 'what to do' section and QR code to more information.

## Final label in colour



## Final notice in colour



## Final label in black and white

Brand/Trademark
Model identifier

BG Гаранция от производителя в години | CS Záruka výrobce v letech  
DA Producentgarantiens varighed i år | DE Herstellergarantie in Jahren  
EL Εγγύηση παραγωγού σε έτη | EN Producer guarantee in years | ES Garantía del productor en años | ET Tootja garantii aastates | FI Tuottajan takuu vuosina  
FR Garantie du producteur en années | GA Ráthaíocht an táirgeora de réir blianta | HR Jamstvo proizvođača u godinama | HU Gyártói jótállás években  
IT Garanzia del produttore in anni | LT Gamintojo garantija metais | LV Ražotāja garantija gados | MT Garanzija tal-produttur fi snin | NL Producentgarantie in jaren | PL Gwarancja producenta w latach | PT Garantia do produtor em anos  
RO Garanția producătorului în ani | SK Záruka výrobcu v rokoch | SL Garancija proizvajalca v letih | SV Tillverkarens garanti i antal år

## Final notice in black and white

LEGAL  
GUARANTEE

**Minimum two-year legal guarantee protection** for goods sold in the European Union.

Some countries have a longer legal guarantee period. For second-hand goods, a shorter period may apply, but not less than one year.

For more information on your rights in a specific country, scan the QR code below or ask the seller.

europa.eu/youreurope/guarantees

Consumers can claim their rights under the legal guarantee of conformity, for example if goods:

- do not match the description;
- do not function as intended.

**Sellers are liable** for any lack of conformity which existed when the goods were delivered, and which becomes apparent within the legal guarantee period. Sellers in such a situation are required to offer:

- free repair or free replacement;**
- in some cases, a **price reduction or full reimbursement.**

**What to do if you receive non-conforming goods:**

- Contact the seller as soon as possible to report the issue;
- Provide proof of purchase, such as a receipt, invoice, or bank statement.

Sellers and producers may also offer commercial guarantees, which apply independently from the legal guarantee. For example, you may see this **GARAN label** representing a **commercial guarantee of durability** offered by the producer at no additional cost and covering the entire good.



# Résumé

Cette étude a permis de développer un label harmonisé de l'UE pour la garantie commerciale de durabilité et une notice harmonisée sur la garantie légale de conformité, imposés par la Directive (UE) 2024/825 pour donner aux consommateurs les moyens d'agir en faveur de la transition verte. Le label vise à stimuler la demande et l'offre de biens de consommation plus durables. La notice rappelle aux consommateurs l'existence de la garantie légale de conformité. Tous deux doivent être facilement reconnaissables et compréhensibles par les consommateurs, tout en étant faciles à utiliser et à reproduire par les producteurs et les professionnels.

Cette étude a inclus une analyse documentaire, une recherche secondaire, des enquêtes auprès des parties prenantes, des ateliers consommateurs, des enquêtes auprès des consommateurs, des professionnels et des producteurs, un test comportemental ainsi que des consultations avec les parties prenantes et le comité des États membres responsable.

Sur la base des résultats, le label est neutre sur le plan linguistique et s'accompagne de traductions. Il comporte l'intitulé « GARAN » (qui fait référence au terme « garantie » dans plusieurs langues de l'Union européenne), une coche indiquant que la durabilité du produit est garantie, un symbole de calendrier représentant la durée de la garantie commerciale de durabilité offerte, un rappel de l'existence de la garantie légale de conformité et un code QR donnant accès à des informations supplémentaires. La mention « Garantie du producteur en années » figure au bas dans toutes les langues de l'UE. La notice explique les aspects principaux de la garantie légale et comprend une partie intitulée « Que faire » ainsi qu'un code QR donnant accès à des informations supplémentaires.

## Label final en couleur



## Notice finale en couleur



## Label final en noir et blanc

# GARAN





Brand/Trademark
Model identifier

# XX




BG Гаранция от производителя в години | CS Záruka výrobce v letech  
DA Producentgarantiens varighed i år | DE Herstellergarantie in Jahren  
EL Εγγύηση παραγωγού σε έτη | EN Producer guarantee in years | ES Garantía del productor en años | ET Tootja garantii aastates | FI Tuottajan takuu vuosina  
FR Garantie du producteur en années | GA Ráthaíocht an táirgeora de réir blianta | HR Jamstvo proizvođača u godinama | HU Gyártói jótállás években  
IT Garanzia del produttore in anni | LT Gamintojo garantija metais | LV Ražotāja garantija gados | MT Garanzija tal-produttur fi snin | NL Producentgarantie in jaren | PL Gwarancja producenta w latach | PT Garantia do produtor em anos  
RO Garanția producătorului în ani | SK Záruka výrobcu v rokoch | SL Garancija proizvajalca v letih | SV Tillverkarens garanti i antal år

## Notice finale en noir et blanc



# LEGAL GUARANTEE

### Minimum two-year legal guarantee protection for goods sold in the European Union.

Consumers can claim their rights under the legal guarantee of conformity, for example if goods:


- do not match the description;
- do not function as intended.

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- free repair or free replacement;**
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Some countries have a longer legal guarantee period. For second-hand goods, a shorter period may apply, but not less than one year.

For more information on your rights in a specific country, scan the QR code below or ask the seller.




[europa.eu/youreurope/guarantees](http://europa.eu/youreurope/guarantees)

### What to do if you receive non-conforming goods:

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# GARAN



Sellers and producers may also offer commercial guarantees, which apply independently from the legal guarantee. For example, you may see this GARAN label representing a **commercial guarantee of durability** offered by the producer at no additional cost and covering the entire good.

# Executive summary

This report outlines a comprehensive study aimed at developing an EU harmonised label for the commercial guarantee of durability (hereafter referred to as 'harmonised label') and an EU harmonised notice on the legal guarantee of conformity (hereafter referred to as 'harmonised notice'), as set out by the Directive (EU) 2024/825 of the European Parliament and of the Council of 28 February 2024 amending Directives 2005/29/EC and 2011/83/EU as regards empowering consumers for the green transition through better protection against unfair practices and through better information<sup>1</sup>. More specifically, under Article 22(a) of Directive 2011/83/EU<sup>2</sup>, the Commission must adopt implementing acts specifying the design and content of:

1. A **harmonised label**, displayed prominently at product level (including online), indicating the duration of a commercial guarantee of durability (when offered by the producer at no additional cost, covering the entire good and with a duration of more than two years). The label must also include a reminder of the legal guarantee of conformity.
2. A **harmonised notice**, displayed prominently at shop level (including online), containing the main elements of the legal guarantee of conformity under Directive (EU) 2019/771<sup>3</sup> and referencing to the possibility of a longer duration of the legal guarantee under national law.

While the legal guarantee of conformity and the commercial guarantee of durability are two independent types of guarantees, the harmonised notice and harmonised label are designed to complement each other and include cross-references that highlight the differences between the two types of guarantees. The harmonised notice is a mandatory notice at the point of sale, intended to raise consumer awareness of their legal guarantee rights. In contrast, the harmonised label represents a voluntary commercial guarantee of durability, offered by producers who wish to assure consumers of the durability of their goods.

The study was structured into three main tasks, each comprising several subtasks.

## Task 1 – Preparatory task

### *Literature review and desk market research (Subtask 1.1)*

Subtask 1.1 involved a literature review and desk market research. The literature review identified relevant publications and studies at the EU and national level on how producers and traders inform consumers on legal and commercial guarantees. The review process revealed that there is limited data at both the EU and national levels on the analysis of legal and commercial guarantees. Nonetheless, it confirmed that producers and traders play a crucial role in informing consumers about guarantees, ensuring compliance with legal requirements and fostering consumer trust. A mystery shopping exercise conducted across eight Member States revealed that **awareness of legal and commercial guarantees is interlinked**: 47% of participants were informed about the legal guarantee when purchasing a product with a commercial guarantee<sup>4</sup>. Overall, **online stores were found to provide more comprehensive information on commercial guarantees**, often explained in the product description section of websites. Instead, the literature indicates that **the clarity of the legal guarantee information is**

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<sup>1</sup> <https://eur-lex.europa.eu/eli/dir/2024/825/oj>

<sup>2</sup> <https://eur-lex.europa.eu/eli/dir/2011/83/oj/eng>

<sup>3</sup> <https://eur-lex.europa.eu/eli/dir/2019.771/oj/eng>

<sup>4</sup> European Commission, Directorate-General for Justice and Consumers (2015). Consumer market study on the functioning of legal and commercial guarantees for consumers in the EU – Final report. Publications Office. Available at: <https://data.europa.eu/doi/10.2838/813430>

**higher in brick-and-mortar stores**, where it is displayed with the product or reported by salespersons.

This review was further complemented by desk market research. The desk market research analysed the use of legal and commercial guarantees for 14 types of products in online webshops for different sectors in a balanced selection of ten countries (France, Finland, Germany, Greece, Ireland, Poland, Portugal, Slovenia, Spain and Sweden)<sup>5</sup>. The aim was to evaluate the suitability of the current communication methods for harmonised application across the EU. Overall, **commercial guarantees were identified for 64% of the product items, half of which were provided at no additional cost. These were most often conveyed with textual messages (67%) or a combination of textual and visual messages (33%).** Instead, **information on the legal guarantee was found on 84% of the product items and was mostly conveyed via textual messages (92%).** The suitability analysis<sup>6</sup> highlighted the effectiveness of both textual messages and combinations of text and visuals in conveying guarantee information, with the combination of text and visuals being slightly more suitable for harmonised application due to its higher scores in clarity, visibility, replicability, and effectiveness. The results from this task informed all subsequent project tasks.

### *Introductory stakeholder survey (Subtask 1.2)*

Building on the learnings from Subtask 1.1, stakeholder organisations and representatives of Member States were consulted through an introductory stakeholder survey. This survey aimed to understand stakeholders' expectations and identify the necessary prerequisites that the harmonised label and notice must have. A total of 111 organisations participated, including consumer organisations, business organisations, private businesses and Member State Authorities.

Stakeholders identified several key elements to ensure recognisability and understandability of the harmonised label and notice. They emphasised the importance **of using a clear font with strategic use of bold text as well as incorporating simple icons or symbols** in both the label and notice. In terms of colour, some mentioned to **avoid green to prevent confusion with eco-labels**. Content-wise, stakeholders found it important for the label to **include the guarantee duration, its cost-free nature and the fact that it covers the full product**. They also mentioned preferring the **label and notice sharing a similar visual identity**. For **the reference to the legal guarantee in the label**, stakeholders were **in favour of a subtle visual reminder**. The majority of respondents reported **to be open to an EU logo and QR code**.

The insights coming from this phase, together with the literature review and desk market research, informed the design task in Subtask 1.3 in which preliminary prototypes were created.

### *Second stakeholder survey and consumer workshops (Subtask 1.3)*

Based on the insights gathered in the previous tasks, six initial prototypes for the harmonised label and five initial prototypes for the harmonised notice were developed and tested in Subtask 1.3. Feedback on these prototypes were gathered from stakeholders through the second

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<sup>5</sup> To ensure a representative selection of countries, the project team considered five indicators: regional representation, population size, implementation of the Consumer Sales and Guarantees (CSG) Directive, consumer views on the transparency of legal and commercial guarantees, and popularity of e-commerce among consumers.

<sup>6</sup> The objective of the suitability analysis was to evaluate the suitability of currently used communication tools and labels for harmonised application in the EU. Each type of communication tool was rated against five criteria: clarity, visibility, replicability, and effectiveness. Further information on the methodology is available in [Annex B](#).



stakeholder survey and from consumers through the consumer workshops. For the second stakeholder survey, a total of 76 organisations participated, including again a variety of consumer organisations, business organisations, private businesses and Member State Authorities.

The results showed that it is **important for the label and the notice to find a balance between providing sufficient information and avoiding text overload**. Particularly for the notice, stakeholders emphasised simple, non-legal language to ensure better comprehension by consumers and the flexibility to incorporate country-specific variations in legal guarantees. Also, **the way the information was structured in the designs appeared to be an important element. Icons and symbols need to be clear and universally understood**, with the hammer and shield icons<sup>7</sup> being poorly evaluated, while the icons used to bullet the remedies in the notice designs were better received<sup>8</sup>. **For the expression of duration, suggestions were made to simply use 'years'** (instead of the Latin 'anni' or the calendar symbol) or avoid duration expressions altogether. **Regarding the title, 'Guaranteed Product Durability' or 'Producer Guarantee' were popular choices.**

For the consumer workshops, four workshops (3 online and 1 face-to-face) were organised in each one of the three countries (Germany, Spain and Poland). These workshops were representative in terms of gender, age, education level and disabilities (visual impairments). Consumers mentioned that it is **important to avoid too many translations in the label as it creates this overwhelming 'wall of text'**. **Symbols and icons could also help in this regard to avoid visual clutter**. Symbols like the hammer or stamp were evaluated as outdated though<sup>9</sup>. Regarding the EU symbol, **they preferred the traditional EU flag over modified, more circular, versions**. Additionally, consumers reported that **the use of colour, especially blue, could significantly improve the recognisability** of the harmonised label and notice. Specifically, the clear blue banner at the top of the notice design was well evaluated. Finally, **the title 'Legal Guarantee' was deemed clear.**

By involving stakeholders and consumers, considering their expectations and feedback, the prototypes were further refined before being presented in the first meeting with stakeholders.

### *First meeting with stakeholders*

The work conducted in Subtask 1.3 resulted in an online meeting with stakeholder associations and Member States where the results from the preparatory phase were shared. The most important feedback included input on colour usage and the titles of the label and notice. **Stakeholders acknowledged the appeal of colour designs to consumers, while at the same time considering potential issues with branding, increased printing costs and environmental impacts**. Also, **the need for clear titles was emphasised**, suggesting terms like 'Legal Guarantee' and 'Producer Guarantee of Durability', the latter clearly indicating that the label is offered by the producer.

## **Task 2 – Testing prototypes of the harmonised label and notice**

### *Consumer survey (Subtask 2.1)*

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<sup>7</sup> See label 1 and 2 in [Annex A – Designs for consultation in the second stakeholder survey and consumer workshops](#)

<sup>8</sup> See notice 2, 3 and 5 in [Annex A – Designs for consultation in the second stakeholder survey and consumer workshops](#)

<sup>9</sup> See [Annex A – Overview of label and notice designs](#) for the relevant symbols



After Task 1, six label designs and five notice designs were further refined and tested via a consumer survey. The primary objective of the consumer survey was to assess whether the prototypes were easily recognisable and understandable for consumers in a balanced selection (see [footnote 5](#) for selection criteria) of 10 EU countries (France, Finland, Germany, Greece, Ireland, Poland, Portugal, Slovenia, Spain and Sweden), using representative samples of each country's population.

Designs with **minimal text and eye-catching elements**, like a blue puzzle piece<sup>10</sup>, seemed to **enhance recognisability**. Again, **structuring elements** like numbered paragraphs or two-column layouts seemed to **increase consumers' comprehension** of the information presented in the notice. Additionally, consumers indicated that elements like **having an EU symbol**, using **'years' to express duration**, incorporating **mouseover functions for the online version** of the label and working with **QR codes** to refer to extra information **helped in terms for understandability**. Titles like **'Legal Guarantee' for the Notice and 'Producer Guarantee' for the label were evaluated positively, while 'GARANT' for the label to a lesser extent**. Finally, in terms of purchase intent, **consumers showed a preference for products with the labelled prototypes**, indicating that producers should be incentivised to use the harmonised label on their products.

In combination with the traders and producers survey, the consumer survey gave input to the behavioural experiment (Subtask 2.3).

#### *Traders and producers survey (Subtask 2.2)*

The survey interviewed both producers and traders (online and offline). A balanced sample in terms of sector and company size was assured. The survey was designed based on insights gained in the preceding research activities, and conducted by telephone with video conferencing mode. The primary objective of the traders and producers survey was to assess whether the prototypes were easy to use and reproduce for traders and producers across the same 10 EU countries used in the desk market research and consumer survey.

**Lean designs** were evaluated as being most suitable. Colour preferences leaned towards designs with **either one or two colours or black and white**. In terms of size, **the A6 format was the most popular size choice for the label** while the **A4 format was the preferred size for the notice**. There was a strong preference towards **multiple-language labels with English text and translations in all EU languages**. Some were also open to a fully language-neutral label. **The intention to use the label among producers was evenly distributed**, with a slight lean towards moderate to high usage intentions, suggesting positive receptiveness among a share of the sample. **Opinions on which information the QR code should link to were divided** between linking to the commercial guarantee statement (43%) of the producer or linking to a longer (40%) (as opposed to a shorter, 17%) explanation about the label.

In combination with the consumer survey, the traders and producers survey gave input to the behavioural experiment (Subtask 2.3).

#### *Behavioural experiment (Subtask 2.3)*

Following the testing of the harmonised label and notice prototypes via the consumer survey and the traders and producers survey, the designs were further improved and the effectiveness of these improved four labels and four notices were tested experimentally<sup>11</sup>. The aim of the experiment was to assess the understandability and recognisability of the designs, as well as

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<sup>10</sup> See label 3A and 3b in [Annex A – Designs tested in the consumers survey and traders & producers survey](#)

<sup>11</sup> See [Annex A – Designs tested during behavioural experiment and presented at the second stakeholder meeting](#)

evaluating whether the label and notice helped consumers to make better informed purchase decisions and be more aware of their legal guarantee rights. Respondents were asked to browse for a range of products (printers, washing machines, TVs and suitcases), to which a guarantee label could be affixed. The environment in which respondents explored these products also included a notice of consumers' legal rights to conformity. The experiment was conducted in three environments: an online e-commerce environment, an online environment that simulates an offline store and a real physical store selling electronic products. A balanced selection of 6 countries (see [footnote 5](#) for selection criteria) was made for the behavioural experiment. More specifically, the online environments were tested in Finland, France, Ireland, Romania and Spain. The offline environment was tested in Poland.

Overall, all four labels tested in the experiment performed well compared to a no label situation, in that they all increased consumers' propensity to choose a higher-priced product with a longer commercial guarantee of durability. This finding **shows the effectiveness of implementing these communication tools**, and demonstrates their added value for both consumers and businesses. More respondents chose the higher-priced product with a longer guarantee when any of the four labels was shown compared to the no label scenario in all three environments<sup>12</sup>. **The local language label<sup>13</sup> performed best among the labels tested.** For example, this label increased consumers' tendency to buy a product with a longer guarantee by 21 percentage points versus no label in the e-commerce setting. The **fully language-neutral label and the two multi-language labels<sup>14</sup> also performed well**, in particular in the e-commerce and virtual store environments. For example, in the e-commerce setting these labels increased the share of consumers who chose a product with a longer guarantee by 19, 11 and 13 percentage points respectively vs. no label<sup>15</sup>.

The results **show that the harmonised label was effective in the presence of other labels, including the energy label and the repair score, as well as the durability index in France.** For all label designs, consumers more often chose a product with a longer guarantee when the harmonised label was present compared to no label *for products carrying these other labels*. For instance, the language-neutral label was associated with increases of 20, 18 and 9 percentage points in the proportion of consumers who made such a choice, vs. no label, for products carrying the energy label, repair score and (in France) the durability index, respectively<sup>16</sup>. Moreover, consumers' understanding of the producer guarantee varied very little depending on whether or not the product carried the energy label, repair score or durability index, and consumers were typically (in over 80% of cases) able to correctly identify the meanings of the different labels (including the harmonised label and these three other labels).

**None of the tested notice designs clearly outperformed the other designs, with different designs performing best on different outcome measures<sup>17</sup>.** The only statistically significant differences between notice designs related to perceived clarity and overall appearance. In

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<sup>12</sup> Note that in the physical store the difference was only statistically significant for the top performing, likely due to the smaller sample size for that experiment (which made effects less 'detectable')

<sup>13</sup> See label 1 in [Annex A – Designs tested during behavioural experiment and presented at the second stakeholder meeting](#)

<sup>14</sup> See labels 2, 3 and 4 respectively in [Annex A – Designs tested during behavioural experiment and presented at the second stakeholder meeting](#)

<sup>15</sup> For full results across all experimental environments, see section 8.2.1 of [Annex C](#).

<sup>16</sup> See section 8.2.4 of [Annex C](#) for further results.

<sup>17</sup> In terms of the behavioural experiment results, 'outcome measures' refer to the indicators observed in the experiment, for example consumers' choices during the product section tasks and their understanding of different aspects, which are used to assess the impacts of the label designs, notice designs and other factors tested in the experiment.

**general, consumers' understanding based on the notices was good** (at least 60% or more on all measures of understanding such as understanding of the legal guarantee duration, party to contact to remedy an issue with a product under the legal guarantee and that the legal and commercial guarantees run in parallel). **Colour versions of labels and notices seemed to generally perform better than black and white versions, although the only differences that were statistically significant related to appearance and clarity** (not consumers' product choices or understanding).

The findings from this experiment provided the data necessary to propose an evidence-based design and text for the proposed label and notice design in the final stages of the study.

### **Task 3 – Analysis and presentation of draft final results**

#### *Second meeting with stakeholders and meeting with the responsible Committee of Member States*

The work conducted in Task 2 resulted in a second online meeting with stakeholder associations, as well as a meeting with the responsible Committee of Member States (i.e., the [Committee on the Directive on Empowering Consumers for the Green Transition](#)) where the results from the consumer survey, traders and producers survey and behavioural experiment were shared. Based on this feedback, the draft final label and notice design were developed. These draft designs were incorporated into the draft implementing act, which was made available for public feedback on the '[Have Your Say](#)' platform. Eventually, these designs were established via the [Commission Implementing Regulation \(EU\) 2025/1960 of 25 September 2025 on the design and content of the harmonised notice on the legal guarantee of conformity and of the harmonised label for the commercial guarantee of durability](#) (more information [here](#)).

The final label and notice designs represent the best possible EU-wide solution, reflecting an **optimal balance between** two requirements explicitly set out in Directive (EU) 2024/825, namely that the label and notice should be **'easily recognisable and understandable for consumers', while also being 'easy to use and reproduce for traders'**.

The harmonised label has a **language-neutral design, combined with translations**, which allows it to be easily used and reproduced by traders and producers across the EU. These translations were added to facilitate consumers' understanding and include the phrase 'producer guarantee in years', rendered in all official EU languages. The title was initially proposed as 'GARANT' but later on changed to 'GARAN' following concerns raised by Member States and stakeholders that 'GARANT' could cause misunderstandings in certain EU languages where the term carries specific meanings. The title 'GARAN' refers to (commercial) 'guarantee' in several EU languages and is accompanied by a tick-mark symbol indicating that the good's durability is guaranteed for a certain period. This design choice draws inspiration from the language neutral EU energy label that uses the title 'ENERG' accompanied by a lightning symbol. The label incorporates additional symbols: a calendar symbol representing the commercial guarantee duration, and a G-symbol<sup>18</sup> serving as a visual reminder of the legal guarantee of conformity. The QR code leads to the [Your Europe portal](#) where a concise explanation about the label is available in all EU official languages.

The harmonised notice includes several key elements: a blue banner with the G-symbol at the top to attract attention, information about the minimum 2-year duration of the legal guarantee of conformity – also noting that some countries may have introduced longer periods, a practical 'what to do' section and visual reference to the label's title. The QR code and its web address lead

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<sup>18</sup> The G-symbol combines multiple design elements: 1) the letter 'G', referencing the word (legal) 'guarantee', which begins with a 'G' in many EU languages, 2) a shield shape symbolising consumer protection and 3) the EU stars arranged in a circle to signify the legal guarantee's EU-wide applicability.

to the dedicated language section of the webpage on the legal guarantee of conformity on the [Your Europe portal](#).

The harmonised notice and harmonised label are designed to complement each other and include cross-references that highlight the differences between the two types of guarantees. Online, the label and notice will be provided in colour, offline traders and producers can choose between black and white or colour. This uniform design ensures that traders and producers will provide harmonised information on product guarantees across the EU. The notice will raise consumer awareness about legal guarantee rights and the new GARAN label has the potential to become in the future a recognised and trusted symbol for longer-lasting products.

### Final label in colour



### Final notice in colour



## Final label in black and white

<b>GARAN</b> 		
Brand/Trademark	Model identifier	
<b>XX</b> 		
<p>BG Гаранция от производителя в години   CS Záruka výrobce v letech   DA Producentgarantiens varighed i år   DE Herstellergarantie in Jahren   EL Εγγύηση παραγωγού σε έτη   EN Producer guarantee in years   ES Garantía del productor en años   ET Tootja garantii aastates   FI Tuottajan takuu vuosina   FR Garantie du producteur en années   GA Ráthaíocht an táirgeora de réir blianta   HR Jamstvo proizvođača u godinama   HU Gyártói jótállás években   IT Garanzia del produttore in anni   LT Gamintojo garantija metais   LV Ražotāja garantija gados   MT Garanzija tal-produttur fi snin   NL Producentgarantie in jaren   PL Gwarancja producenta w latach   PT Garantia do produtor em anos   RO Garanția producătorului în ani   SK Záruka výrobcu v rokoch   SL Garancija proizvajalca v letih   SV Tillverkarens garanti i antal år</p>		

## Final notice in black and white

	<b>LEGAL GUARANTEE</b>
<p><b>Minimum two-year legal guarantee protection for goods sold in the European Union.</b></p> <p>Consumers can claim their rights under the legal guarantee of conformity, for example if goods:</p> <ul style="list-style-type: none"> <li>✗ do not match the description;</li> <li>✗ do not function as intended.</li> </ul> <p><b>Sellers are liable</b> for any lack of conformity which existed when the goods were delivered, and which becomes apparent within the legal guarantee period. Sellers in such a situation are required to offer:</p> <ul style="list-style-type: none"> <li>✗ <b>free repair or free replacement;</b></li> <li>✗ in some cases, a <b>price reduction</b> or <b>full reimbursement</b>.</li> </ul>	<p>Some countries have a longer legal guarantee period. For second-hand goods, a shorter period may apply, but not less than one year.</p> <p>For more information on your rights in a specific country, scan the QR code below or ask the seller.</p> <div>  <p>europa.eu/youreurope/guarantees</p> </div>
<p><b>What to do if you receive non-conforming goods:</b></p> <ol style="list-style-type: none"> <li>1 Contact the seller as soon as possible to report the issue;</li> <li>2 Provide proof of purchase, such as a receipt, invoice, or bank statement.</li> </ol>	
<p><b>GARAN</b> </p>	<p>Sellers and producers may also offer commercial guarantees, which apply independently from the legal guarantee. For example, you may see this GARAN label representing a <b>commercial guarantee of durability</b> offered by the producer at no additional cost and covering the entire good.</p>



# Sommaire exécutif

Ce rapport présente une étude complète destinée à développer un label harmonisé de l'UE pour la garantie commerciale de durabilité (dénommé ci-après « label harmonisé ») et une notice harmonisée de l'UE pour la garantie légale de conformité (dénommée ci-après « notice harmonisée »), conformément à la directive (UE) 2024/825 du Parlement européen et du Conseil du 28 février 2024, modifiant les directives 2005/29/CE et 2011/83/UE pour donner aux consommateurs les moyens d'agir en faveur de la transition verte grâce à une meilleure protection contre les pratiques déloyales et grâce à une meilleure information.<sup>19</sup> En particulier, en vertu de l'article 22 point a) de la directive 2011/83/UE<sup>20</sup>, la Commission doit adopter des actes d'exécution précisant la maquette et le contenu :

1. **d'un label harmonisé**, affiché clairement au niveau du produit (y compris en ligne), indiquant la durée de la garantie commerciale de durabilité (lorsqu'elle est proposée par le producteur gratuitement, couvrant l'intégralité du produit pour une durée de plus de deux ans). Ce label doit également comporter un rappel de la garantie légale de conformité.
2. **d'une notice harmonisée**, affichée clairement au niveau du point de vente (y compris en ligne), comprenant les principaux éléments de la garantie légale de conformité selon la directive (UE) 2019/771<sup>21</sup> et une référence à la possibilité que la durée de la garantie légale de conformité soit plus longue en vertu du droit national.

Bien que la garantie légale de conformité et la garantie commerciale de durabilité soient deux types de garanties indépendants, la notice harmonisée et le label harmonisé sont conçus pour se compléter et incluent des références croisées qui mettent en évidence les différences entre les deux types de garanties. La notice harmonisée est une notice obligatoire au niveau du point de vente, destinée à sensibiliser les consommateurs à leurs droits au titre de la garantie légale. En revanche, le label harmonisé représente une garantie commerciale de durabilité volontaire, offerte par les producteurs qui souhaitent garantir aux consommateurs la durabilité de leurs produits.

L'étude était articulée autour de trois tâches principales, chacune comportant plusieurs sous-tâches.

## Tâche 1 – Travail préparatoire

### *Analyse documentaire et recherche secondaire (sous-tâche 1.1)*

La sous-tâche 1.1 comportait une analyse documentaire et une recherche secondaire. L'analyse documentaire a identifié les publications et les études pertinentes aux niveaux européen et national sur la manière dont les producteurs et les professionnels informent les consommateurs des garanties légales et commerciales. Le processus d'évaluation a révélé des données limitées sur l'analyse des garanties légales et commerciales, tant au niveau européen qu'au niveau national. Il a néanmoins confirmé le rôle essentiel des producteurs et des professionnels dans plusieurs domaines : informer les consommateurs sur les garanties, assurer la conformité des exigences légales et inspirer la confiance des consommateurs. Un exercice de client mystère réalisé dans huit États membres a révélé que la **connaissance des garanties légales et commerciales est interconnectée** : 47 % des participants ont été informés de la garantie légale

<sup>19</sup> <https://eur-lex.europa.eu/eli/dir/2024/825/oj>

<sup>20</sup> <https://eur-lex.europa.eu/eli/dir/2011/83/oj/eng>

<sup>21</sup> <https://eur-lex.europa.eu/eli/dir/2019.771/oj/eng>

en achetant un produit doté d'une garantie commerciale<sup>22</sup>. En général, **les points de vente en ligne fournissent davantage d'informations détaillées sur les garanties commerciales**, qui sont souvent expliquées dans la partie des sites web consacrée aux descriptions des produits. Par contre, la documentation montre que **les informations sur la garantie légale sont plus claires dans les points de vente physiques**, où elles sont affichées avec le produit ou indiquées par le personnel de vente.

Cette analyse a été appuyée par une recherche secondaire. La recherche secondaire a analysé l'utilisation des garanties légales et commerciales de 14 types de produits dans des magasins en ligne de plusieurs secteurs et pour une sélection équilibrée de dix pays (Allemagne, Espagne, Finlande, France, Grèce, Irlande, Pologne, Portugal, Slovaquie et Suède)<sup>23</sup>. L'objectif était d'évaluer la pertinence des méthodes de communication actuelles pour une application harmonisée au sein de l'UE. Globalement, **les garanties commerciales ont été identifiées dans 64 % des produits, et dans la moitié d'entre eux, celles-ci étaient offertes gratuitement. Ces garanties étaient le plus souvent exprimées sous la forme de messages textuels (67 %) ou d'une combinaison de messages textuels et visuels (33 %)**. En revanche, **les informations relatives à la garantie légale ont été identifiées sur 84 % des produits et elles étaient principalement transmises sous la forme de messages textuels (92 %)**. L'analyse de pertinence<sup>24</sup> a mis en évidence l'efficacité des messages textuels et de la combinaison de messages textuels et visuels dans la transmission des informations relatives aux garanties. La combinaison de messages textuels et visuels est légèrement plus adaptée à l'application harmonisée, car ses scores sont plus élevés en matière de clarté, de visibilité, de reproductibilité et d'efficacité. Les résultats de cette tâche ont servi de base à toutes les tâches suivantes du projet.

### *Enquête préliminaire auprès des parties prenantes (sous-tâche 1.2)*

Forts des apprentissages tirés de la sous-tâche 1.1, les organisations des parties prenantes et les représentants des États membres ont été consultés via une enquête préliminaire auprès des parties prenantes. Cette enquête visait à comprendre les attentes des parties prenantes et à identifier les conditions préalables nécessaires pour le label et la notice harmonisés. Au total, 111 organisations ont pris part à l'enquête, y compris des associations de consommateurs, des organisations professionnelles, des entreprises privées et des autorités des États membres.

Les parties prenantes ont identifié plusieurs éléments clés pour assurer la reconnaissance et la compréhension du label et de la notice harmonisés. Elles ont souligné l'importance **d'utiliser une police claire, y compris une mise en gras stratégique, et d'inclure des icônes ou des symboles simples** sur le label et la notice. Concernant les couleurs, certaines ont indiqué **vouloir éviter le vert pour ne pas prêter à confusion avec les labels écologiques**. Concernant le contenu, les parties prenantes ont indiqué combien il était important que le label **inclue la durée de la**

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<sup>22</sup> Commission européenne, Direction générale de la justice et des consommateurs (2015). Étude de marché consommateurs sur le fonctionnement des garanties légales et commerciales pour les consommateurs dans l'UE – Rapport définitif Office des publications. Disponible sur : <https://data.europa.eu/doi/10.2838/813430>

<sup>23</sup> Pour garantir une sélection représentative de pays, l'équipe du projet a tenu compte de cinq indicateurs : la représentation régionale, la taille de la population, la mise en œuvre de la directive sur certains aspects de la vente et des garanties des biens de consommation, l'opinion des consommateurs sur la transparence des garanties légales et commerciales, et la popularité du commerce électronique chez les consommateurs.

<sup>24</sup> L'analyse de pertinence visait à évaluer la pertinence des outils de communication et des labels existants pour l'application harmonisée dans l'UE. Chaque type d'outil de communication a été évalué par rapport à cinq critères : clarté, visibilité, reproductibilité et efficacité. Des informations complémentaires sur la méthodologie sont disponibles à l'[Annex B](#).

**garantie, le fait qu'elle soit gratuite et qu'elle couvre l'intégralité du produit.** Elles ont aussi indiqué préférer que **le label et la notice aient une identité visuelle semblable.** Pour ce qui est de **la référence à la garantie légale sur le label,** les parties prenantes ont indiqué être **en faveur d'un rappel visuel discret.** La majorité des personnes interrogées a signalé **être ouverte au logo de l'UE et au code QR.**

Les données obtenues lors de cette phase, associées à celles de l'analyse documentaire et de la recherche secondaire, ont servi de base à la tâche de conception de la sous-tâche 1.3, au cours de laquelle des prototypes préliminaires ont été conçus.

### *Deuxième enquête auprès des parties prenantes et ateliers consommateurs (sous-tâche 1.3)*

Sur la base des données recueillies lors des tâches précédentes, six prototypes initiaux de label harmonisé et cinq prototypes initiaux de notice harmonisée ont été développés et testés dans le cadre de la sous-tâche 1.3. Les commentaires liés à ces prototypes ont été recueillis auprès des parties prenantes par l'intermédiaire de la deuxième enquête auprès des parties prenantes, et auprès des consommateurs par l'intermédiaire d'ateliers consommateurs. Au total, 76 organisations ont pris part à la deuxième enquête auprès des parties prenantes. Celle-ci incluait à nouveau un éventail d'associations de consommateurs, d'organisations professionnelles, d'entreprises privées et d'autorités des États membres.

Les résultats ont montré qu'il est **important, pour le label et la notice, de trouver un équilibre entre fournir suffisamment d'informations et éviter un excès d'informations.** En particulier pour la notice, les parties prenantes ont indiqué l'importance d'un langage simple et non juridique assurant une meilleure compréhension de la part des consommateurs, et de la flexibilité d'incorporer des variations propres à chaque pays dans les garanties légales. En outre, **la structure des informations dans les maquettes a semblé être un élément important. Les icônes et les symboles doivent être clairs et universellement compréhensibles.** Les icônes représentant un marteau et un bouclier<sup>25</sup> ont reçu un avis négatif, tandis que les icônes utilisées comme puces pour les voies de recours sur les maquettes de la notice ont reçu un avis plus favorable<sup>26</sup>. **Concernant la mention de la durée, il a été suggéré d'utiliser simplement le terme « années »** (au lieu du latin « anni » ou du symbole du calendrier) ou d'éviter complètement les mentions de durée. **Pour l'intitulé, « Durabilité du produit garantie » ou « Garantie du producteur » ont été des choix populaires.**

Concernant les ateliers consommateurs, quatre ateliers (3 en ligne et 1 en présentiel) ont été organisés dans chacun des trois pays (Allemagne, Espagne et Pologne). Ces ateliers étaient représentatifs en matière de sexe, d'âge, de niveau d'éducation et de handicap (déficiences visuelles). Les consommateurs ont indiqué **l'importance d'éviter de trop nombreuses traductions sur le label, car cela engendre un « mur textuel ».** **Les symboles et les icônes pourraient être utiles là aussi pour éviter un encombrement visuel.** Cependant, les symboles tels que le marteau ou le timbre ont été évalués comme obsolètes<sup>27</sup>. Concernant le symbole de l'UE, **ils ont préféré le drapeau européen classique et non les versions modifiées, plus circulaires.** Les consommateurs ont aussi indiqué que **l'utilisation des couleurs, en particulier le bleu, pourrait améliorer de manière considérable la reconnaissance** du label et de la notice harmonisés. La bannière bleu clair située en haut de la notice, en particulier, a reçu un avis favorable. Enfin, **l'intitulé « Garantie légale » a été jugé clair.**

<sup>25</sup> Voir les labels 1 et 2 à l'[Annex A – Designs for consultation in the second stakeholder survey and consumer workshops](#)

<sup>26</sup> Voir les notices 2, 3 et 5 à l'[Annex A – Designs for consultation in the second stakeholder survey and consumer workshops](#)

<sup>27</sup> Voir l'[Annex A – Overview of label and notice designs](#) pour les symboles pertinents.

Grâce à l'implication des parties prenantes et des consommateurs, leurs attentes et leurs commentaires ont permis de peaufiner les prototypes avant de les présenter lors de la première réunion avec les parties prenantes.

### *Première réunion avec les parties prenantes*

Le travail réalisé lors de la sous-tâche 1.3 a donné lieu à une réunion en ligne avec les associations de parties prenantes et les États membres au cours de laquelle les résultats de la phase préparatoire ont été partagés. Les commentaires les plus importants concernaient l'utilisation des couleurs et les intitulés du label et de la notice. **Les parties prenantes ont reconnu l'intérêt des consommateurs pour les maquettes colorées, tout en tenant compte des problèmes potentiels liés à l'image de marque, aux coûts d'impression plus élevés et à l'impact environnemental. Elles ont souligné la nécessité d'avoir des intitulés clairs**, suggérant ainsi « Garantie légale » et « Garantie de durabilité du producteur », cette dernière indiquant clairement que le label est offert par le producteur.

## **Tâche 2 – Test des prototypes du label et de la notice harmonisés**

### *Enquête auprès des consommateurs (sous-tâche 2.1)*

Après la tâche 1, six maquettes du label et cinq maquettes de la notice ont été retravaillées et testées grâce à une enquête auprès des consommateurs. L'objectif principal de l'enquête auprès des consommateurs était d'évaluer si les prototypes étaient facilement reconnaissables et compréhensibles par les consommateurs d'une sélection équilibrée (voir la [note de bas de page 5](#) pour les critères de sélection) de 10 pays européens (Allemagne, Espagne, France, Finlande, Grèce, Irlande, Pologne, Portugal, Slovaquie et Suède), à l'aide d'échantillons représentatifs de la population de chacun de ces pays.

Les maquettes dotées **de peu de texte et d'éléments attrayants**, comme une pièce de puzzle bleue<sup>28</sup>, ont semblé **améliorer la reconnaissance**. Là aussi, des **éléments structurés** comme des paragraphes numérotés ou des présentations à deux colonnes ont semblé **améliorer la compréhension des consommateurs** des informations présentées dans la notice. Les consommateurs ont aussi indiqué que des éléments tels que **le symbole de l'UE**, l'utilisation du terme **« années » pour exprimer la durée de la garantie**, l'ajout d'une **fonctionnalité de survol avec la souris pour la version en ligne** du label et l'utilisation de **codes QR** pour renvoyer à des informations complémentaires **contribuaient à améliorer la compréhension**. Des intitulés tels que **« Garantie légale » pour la notice et « Garantie du producteur » pour le label ont reçu un avis positif alors que « GARANT » pour le label a été accueilli un peu moins positivement**. Enfin, concernant l'intention d'achat, les **consommateurs ont indiqué préférer les produits affichant les labels prototypes**, expliquant que les producteurs devraient être encouragés à utiliser le label harmonisé sur leurs produits.

Associée à l'enquête auprès des professionnels et des producteurs, l'enquête auprès des consommateurs a permis de fournir des données pour le test comportemental (sous-tâche 2.3).

### *Enquête auprès des professionnels et des producteurs (sous-tâche 2.2)*

Dans le cadre de cette enquête, des producteurs et des professionnels ont été interrogés (en ligne et hors ligne). Un échantillon équilibré en matière de secteur et de taille d'entreprise a été garanti. L'enquête a été conçue sur la base des données recueillies lors des activités de

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<sup>28</sup> Voir les labels 3A et 3b à l'[Annex A – Designs tested in the consumers survey and traders & producers survey](#)

recherche précédentes et menée par téléphone en mode visioconférence. L'objectif principal de l'enquête auprès des professionnels et des producteurs visait à évaluer si les prototypes étaient faciles à utiliser et à reproduire pour les professionnels et les producteurs dans les 10 mêmes pays de l'UE que ceux de la recherche secondaire et de l'enquête auprès des consommateurs.

Des **maquettes simples « lean »** ont été évaluées comme étant les plus appropriées. En matière de couleurs, les préférences se sont portées sur des maquettes **à une ou deux couleurs ou en noir et blanc**. Concernant la taille, **le format A6 a été le plus populaire pour le label** tandis que le **format A4 a été privilégié pour la notice**. Des **labels multilingues, c.-à-d. avec le texte anglais et des traductions dans toutes les langues de l'UE** ont été plébiscités. Certaines personnes étaient également ouvertes à l'idée d'un label entièrement neutre sur le plan linguistique. **Chez les producteurs, l'intention d'utiliser le label était homogène**, une petite proportion indiquant une intention modérée à élevée, ce qui suggère une réceptivité positive chez une partie de l'échantillon. **Les opinions divergeaient quant aux informations vers lesquelles le code QR devrait renvoyer**, entre la déclaration de garantie commerciale du producteur (43 %) ou une explication plus longue du label (40 %, contre 17 % de personnes souhaitant une explication plus courte).

Associée à l'enquête auprès des consommateurs, l'enquête auprès des professionnels et des producteurs, a permis de fournir des données pour le test comportemental (sous-tâche 2.3).

### *Test comportemental (sous-tâche 2.3)*

Suite au test des prototypes du label et de la notice harmonisés grâce à l'enquête auprès des consommateurs et à celle auprès des professionnels et des producteurs, les maquettes ont été retravaillées et l'efficacité de ces quatre labels et de ces quatre notices améliorés a été testée de manière expérimentale<sup>29</sup>. L'expérience visait à évaluer la reconnaissance et la compréhension des maquettes et à savoir si le label et la notice aidaient les consommateurs à prendre des décisions d'achat en meilleure connaissance de cause et à être davantage conscients de leurs droits en matière de garantie légale. On a demandé aux personnes interrogées de parcourir une gamme de produits (imprimantes, lave-linge, téléviseurs et valises) susceptibles de porter un label de garantie. L'environnement dans lequel ces personnes exploraient ces produits incluait aussi une notice des droits juridiques des consommateurs en matière de conformité. Ce test a été mené dans trois environnements : un environnement de commerce électronique en ligne, un environnement en ligne qui simulait un point de vente hors ligne et un point de vente physique réel proposant des produits électroniques. Une sélection équilibrée de 6 pays (voir la [note de bas de page 5](#) pour les critères de sélection) a été faite pour le test comportemental. Plus précisément, les environnements en ligne ont été testés en Espagne, en Finlande, en France, en Irlande et en Roumanie. L'environnement hors ligne a été testé en Pologne.

Globalement, les quatre labels testés ont obtenu de bons résultats par rapport à une situation sans label : ils ont tous donné lieu à une propension accrue, chez les consommateurs, à sélectionner un produit plus cher doté d'une garantie commerciale de durabilité plus longue. Ces résultats **montrent l'efficacité de la mise en œuvre de ces outils de communication** et leur valeur ajoutée pour les consommateurs et les entreprises. Dans les trois environnements, un plus grand nombre de personnes interrogées a choisi un produit plus cher doté d'une garantie

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<sup>29</sup> Voir l'[Annex A – Designs tested during behavioural experiment and presented at the second stakeholder meeting](#)



plus longue par rapport au scénario sans label, et ce, *quel que soit* le label présenté<sup>30</sup>. **Le label dans la langue locale<sup>31</sup> est celui qui a été le plus plébiscité parmi tous les labels testés.** Par exemple, ce label a davantage incité les consommateurs à acheter un produit doté d'une garantie plus longue par rapport à un produit sans label (21 points de pourcentage) dans un environnement de commerce électronique. **Le label entièrement neutre du point de vue linguistique et les deux labels multilingues<sup>32</sup> ont aussi eu de bons résultats,** en particulier dans les environnements de commerce électronique et de point de vente virtuel. Par exemple, dans l'environnement de commerce électronique, ces labels ont augmenté la part de consommateurs choisissant un produit doté d'une garantie plus longue de 19, 11 et 13 points de pourcentage respectivement, par rapport à un produit sans label<sup>33</sup>.

Les résultats **indiquent que le label harmonisé était efficace en présence d'autres labels, y compris le label énergétique et l'indice de réparabilité, ainsi que l'indice de durabilité en France.** Pour toutes les maquettes de label, les consommateurs ont plus souvent choisi un produit doté d'une garantie plus longue lorsque le label harmonisé était présent par rapport à un produit sans label *comportant ces autres labels*. Par exemple, le label neutre du point de vue linguistique était associé à des augmentations de 20, 18 et 9 points de pourcentage chez les consommateurs ayant choisi ce label par rapport à un produit sans label, pour des produits comportant le label énergétique, l'indice de réparabilité et (en France) l'indice de durabilité respectivement<sup>34</sup>. De plus, la compréhension, de la part des consommateurs, de la garantie du producteur affichait très peu de variations selon que le produit comportait ou non le label énergétique, l'indice de réparabilité ou l'indice de durabilité, et les consommateurs étaient généralement capables (dans plus de 80 % des cas) d'identifier correctement la signification des différents labels (y compris le label harmonisé et ces trois autres labels).

**Aucune des maquettes testées de la notice n'a clairement surpassé les autres. Les différentes maquettes ont eu des résultats variés en fonction des critères de résultats<sup>35</sup>.** Les seules différences notables du point de vue statistique entre les maquettes de la notice concernaient la perception de la clarté et de l'aspect global. **En règle générale, la compréhension des notices par les consommateurs était bonne** (au moins 60 % sur tous les indicateurs de compréhension tels que la durée de la garantie légale, qui contacter en cas de problème avec un produit en vertu de la garantie légale et le fait que les garanties légales et commerciales fonctionnent en parallèle l'une de l'autre). **Les versions en couleur des labels et des notices ont généralement semblé avoir de meilleurs résultats que celles en noir et blanc, même si les seules différences notables du point de vue statistique concernaient l'aspect et la clarté** (et non le choix des produits ou la compréhension par les consommateurs).

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<sup>30</sup> Remarque : dans le point de vente physique, la différence n'était significative sur le plan statistique que pour les meilleurs, probablement en raison de la taille d'échantillon plus petite pour ce test (ce qui a rendu les effets moins « détectables »).

<sup>31</sup> Voir le label 1 à l'[Annex A – Designs tested during behavioural experiment and presented at the second stakeholder meeting](#)

<sup>32</sup> Voir les labels 2, 3 et 4 respectivement à l'[Annex A – Designs tested during behavioural experiment and presented at the second stakeholder meeting](#)

<sup>33</sup> Pour consulter l'ensemble des résultats de tous les environnements de test, voir la partie 8.2.1 à l'[Annex C](#).

<sup>34</sup> Voir la partie 8.2.4 à l'[Annex C](#) pour davantage de résultats.

<sup>35</sup> Concernant les résultats du test comportemental, les « critères de résultats » font référence aux indicateurs observés au cours du test, par exemple les choix des consommateurs lors des tâches sur les produits et leur compréhension des différents aspects utilisés pour évaluer l'impact de ces maquettes de labels, de notices et d'autres facteurs pris en compte lors du test.

Les résultats de ce test ont fourni les données nécessaires pour soumettre une maquette fondée sur des faits et suggérer le texte pour le label et la notice proposés pour les dernières étapes de l'étude.

### Tâche 3 – Analyse et présentation des résultats finals préliminaires

#### *Deuxième réunion avec les parties prenantes et réunion avec le Comité responsable des États membres*

Le travail accompli lors de la tâche 2 a donné lieu à une deuxième réunion en ligne avec les associations des parties prenantes et à une réunion avec le Comité responsable des États membres (c.-à-d. le [Comité relatif à la directive pour donner aux consommateurs les moyens d'agir en faveur de la transition verte](#)) au cours desquelles les résultats de l'enquête auprès des consommateurs, de l'enquête auprès des professionnels et des producteurs et du test comportemental ont été partagés. L'ébauche des maquettes définitives du label et de la notice a été développée sur la base de ces retours. L'ébauche de ces maquettes a été incluse dans le projet d'acte d'exécution, qui a été publié sur la plateforme « [Have Your Say](#) » pour obtenir le retour du public. Ces maquettes ont finalement été définies par le biais de la [Règlement d'exécution \(UE\) 2025/1960 de la Commission du 25 septembre 2025 sur la maquette et le contenu de la notice harmonisée sur la garantie légale de conformité et du label harmonisé pour la garantie commerciale de durabilité](#) (voir [ici](#) pour plus d'informations).

Le label et la notice définitifs représentent la meilleure solution possible au niveau de l'UE et **l'équilibre optimal entre** les deux exigences expressément énoncées dans la directive 2024/825 (UE), c.-à-d. que le label et la notice doivent être « **facilement reconnaissables et compréhensibles pour les consommateurs** » tout en étant « **faciles à utiliser et à reproduire pour les professionnels** ».

Le label harmonisé est **neutre du point de vue linguistique, et s'accompagne de traductions**, ce qui lui permet d'être facilement utilisé et reproduit par les professionnels et les producteurs au sein de l'UE. Ces traductions ont été ajoutées pour faciliter la compréhension des consommateurs. Elles incluent la mention « garantie du producteur en années » dans toutes les langues officielles de l'UE. L'intitulé proposé à l'origine était « GARANT », mais il est devenu « GARAN » à la suite de préoccupations soulevées par les États membres et les parties prenantes selon lesquelles « GARANT » pourrait créer des malentendus dans certaines langues de l'UE dans lesquelles le terme a une signification particulière. « GARAN » fait référence à la garantie (commerciale) dans plusieurs langues de l'UE et il est accompagné du symbole de la coche pour indiquer que la durabilité du produit est garantie pendant une certaine période. Ce choix de maquette s'inspire du label énergétique européen, qui est neutre du point de vue linguistique et qui utilise la mention « ENERG » accompagnée du symbole de la foudre. Le label inclut d'autres symboles : un calendrier représentant la durée de la garantie commerciale et le symbole G<sup>36</sup> qui sert de rappel visuel de la garantie légale de conformité. Le code QR conduit à [Your Europe portal](#), qui comprend une explication succincte du label dans toutes les langues officielles de l'UE.

La notice harmonisée comprend plusieurs éléments clés : une bannière bleue avec le symbole G en haut pour attirer l'attention, des informations sur la durée minimum de 2 ans de la garantie légale de conformité (avec mention d'une période éventuellement plus longue dans certains pays), une section pratique « Que faire » et une référence visuelle à l'intitulé du label. Le code QR

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<sup>36</sup> Le symbole G comprend plusieurs éléments : 1) la lettre G qui fait référence à la « garantie » (légale), un mot qui commence par la lettre G dans de nombreuses langues européennes, 2) un symbole en forme de bouclier qui représente la protection du consommateur et 3) les étoiles de l'UE en cercle pour indiquer que la garantie légale s'applique à l'ensemble de l'UE.

et son adresse web renvoient à la partie linguistique pertinente de la page web de la garantie légale de conformité sur [Your Europe portal](#).

La notice harmonisée et le label harmonisé sont conçus pour se compléter et incluent des références croisées qui mettent en évidence les différences entre les deux types de garanties. En ligne, le label et la notice seront affichés en couleur. Hors ligne, les professionnels et les producteurs pourront choisir entre le noir et blanc ou la version en couleur. Ce caractère uniforme permet de s'assurer que les professionnels et les producteurs fournissent des informations harmonisées sur les garanties de produit dans l'ensemble de l'UE. La notice sensibilisera les consommateurs à leurs droits en matière de garantie légale et le nouveau label GARAN a le potentiel pour devenir, à l'avenir, un symbole reconnu et fiable de produits plus durables dans le temps.

### Label final en couleur



### Notice finale en couleur



## Label final en noir et blanc

Brand/Trademark
Model identifier

BG Гаранция от производителя в години | CS Záruka výrobce v letech |  
DA Producentgarantiens varighed i år | DE Herstellergarantie in Jahren |  
EL Εγγύηση παραγωγού σε έτη | EN Producer guarantee in years | ES Garantía  
del productor en años | ET Tootja garantii aastates | FI Tuottajan takuu vuosina |  
FR Garantie du producteur en années | GA Ráthaíocht an táirgeora de réir  
blianta | HR Jamstvo proizvođača u godinama | HU Gyártói jótállás években |  
IT Garanzia del produttore in anni | LT Gamintojo garantija metais | LV Ražotāja  
garantija gados | MT Garanzija tal-produttur fi snin | NL Producentgarantie in  
jaren | PL Gwarancja producenta w latach | PT Garantia do produtor em anos |  
RO Garanția producătorului în ani | SK Záruka výrobcu v rokoch | SL Garancija  
proizvajalca v letih | SV Tillverkarens garanti i antal år

## Notice finale en noir et blanc

LEGAL  
GUARANTEE

**Minimum two-year legal guarantee protection for goods sold in the European Union.**

Consumers can claim their rights under the legal guarantee of conformity, for example if goods:

- do not match the description;
- do not function as intended.

**Sellers are liable** for any lack of conformity which existed when the goods were delivered, and which becomes apparent within the legal guarantee period. Sellers in such a situation are required to offer:

- free repair or free replacement;**
- in some cases, a **price reduction** or **full reimbursement**.

Some countries have a longer legal guarantee period. For second-hand goods, a shorter period may apply, but not less than one year.

For more information on your rights in a specific country, scan the QR code below or ask the seller.

europa.eu/youreurope/guarantees

**What to do if you receive non-conforming goods:**

- Contact the seller as soon as possible to report the issue;
- Provide proof of purchase, such as a receipt, invoice, or bank statement.

Sellers and producers may also offer commercial guarantees, which apply independently from the legal guarantee. For example, you may see this GARAN label representing a **commercial guarantee of durability** offered by the producer at no additional cost and covering the entire good.

# Glossary

## **Commercial guarantee**

A commercial guarantee means any undertaking by the trader or producer (the guarantor) to a consumer, in addition to his legal obligation relating to the guarantee of conformity, to reimburse price paid or to replace, repair, or service goods in any way if they do not meet the specifications or any other requirements not related to conformity set out in the guarantee statement or in the relevant advertising available at the time of, or before the conclusion of the contract.

## **Commercial guarantee of durability**

A commercial guarantee of durability is a specific type of commercial guarantee. It is a commitment from a producer to the consumer that a good will maintain its required functions and performance through normal use. Where a producer offers to the consumer a commercial guarantee of durability for certain goods for a certain period of time, the producer shall be liable directly to the consumer, during the entire period of the commercial guarantee of durability for repair or replacement of the goods.

## **Commercial guarantee statement**

The conditions of the commercial guarantee are laid down in the commercial guarantee statement.

## **Durability**

Durability means the ability of the goods to maintain their required functions and performance through normal use.

## **EU harmonised label for the commercial guarantee of durability**

The EU harmonised label for the commercial guarantee of durability allows consumers to easily identify which particular good benefits from a commercial guarantee of durability. The harmonised label represents a commercial guarantee of durability that are offered by the producer at no additional cost, covering the entire good and with a duration of more than two years. The label should be prominently displayed e.g. directly on the product or its packaging, or positioned next to the product on the shelf or next to a picture of the product in the case of online sale. To avoid confusing consumers between the commercial guarantee of durability and the legal guarantee of conformity, the harmonised label includes a reminder that consumers also benefit from the legal guarantee of conformity. Throughout this report, any mentioning of 'harmonised label' or 'label' refers to the 'EU harmonised label for the commercial guarantee of durability'.

## **EU harmonised notice on the legal guarantee of conformity**


The EU harmonised notice on the legal guarantee of conformity reminds consumers about the existence and the main elements of the legal guarantee of conformity, including its minimum duration of two years and a reference to the possibility that the duration of the legal guarantee of conformity can be longer under national law. The harmonised notice should be prominently displayed, e.g. through an eye-catching poster on the shop wall, positioned near the checkout counter, or—for online sales—featured as a general



reminder on the trader's website. Throughout this report, any mentioning of 'harmonised notice' or 'notice' refers to the 'EU harmonised notice on the legal guarantee of conformity'.

### **Legal guarantee of conformity**

Sellers are liable towards the consumers for a minimum 2-year legal guarantee as a protection against faulty goods or goods that do not look or work as advertised. Some countries have a longer legal guarantee period. The notice provides the main elements of the legal guarantee of conformity. Throughout this report, any mentioning of 'legal guarantee' refers to the 'legal guarantee of conformity'.



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# 1 Introduction

This report outlines a comprehensive study aimed at developing an EU harmonised label for the commercial guarantee of durability (hereafter referred to as 'harmonised label') and an EU harmonised notice on the legal guarantee of conformity (hereafter referred to as 'harmonised notice'), as set out by the Directive (EU) 2024/825 of the European Parliament and of the Council of 28 February 2024 amending Directives 2005/29/EC and 2011/83/EU as regards empowering consumers for the green transition through better protection against unfair practices and through better information<sup>37</sup>. More specifically, under Article 22(a) of Directive 2011/83/EU<sup>38</sup>, the Commission must adopt implementing acts specifying the design and content of:

1. **A harmonised label**, displayed at product level (including online), indicating the duration of a commercial guarantee of durability (when offered by the producer at no additional cost, covering the entire good and with a duration of more than two years). The label must also include a reminder of the legal guarantee of conformity and should be displayed prominently either by placing it directly on the product packaging or by adding it to the shelf where the guaranteed goods are located.
2. **A harmonised notice**, displayed at shop level (including online), containing the main elements of the legal guarantee of conformity under Directive (EU) 2019/771<sup>39</sup> and referencing to the possibility of a longer duration of the legal guarantee under national law. The notice should be displayed prominently, for example on a poster in an eye-catching location in the shop, near checkout counters, or for online retailers, placed as a general reminder on the website.

While the legal guarantee of conformity and the commercial guarantee of durability are two independent types of guarantees, the harmonised notice and harmonised label are designed to complement each other and include cross-references that highlight the differences between the two types of guarantees. The harmonised notice is a mandatory notice at the point of sale, intended to raise consumer awareness of their legal guarantee rights. In contrast, the harmonised label represents a voluntary commercial guarantee of durability, offered by producers who wish to assure consumers of the durability of their goods.

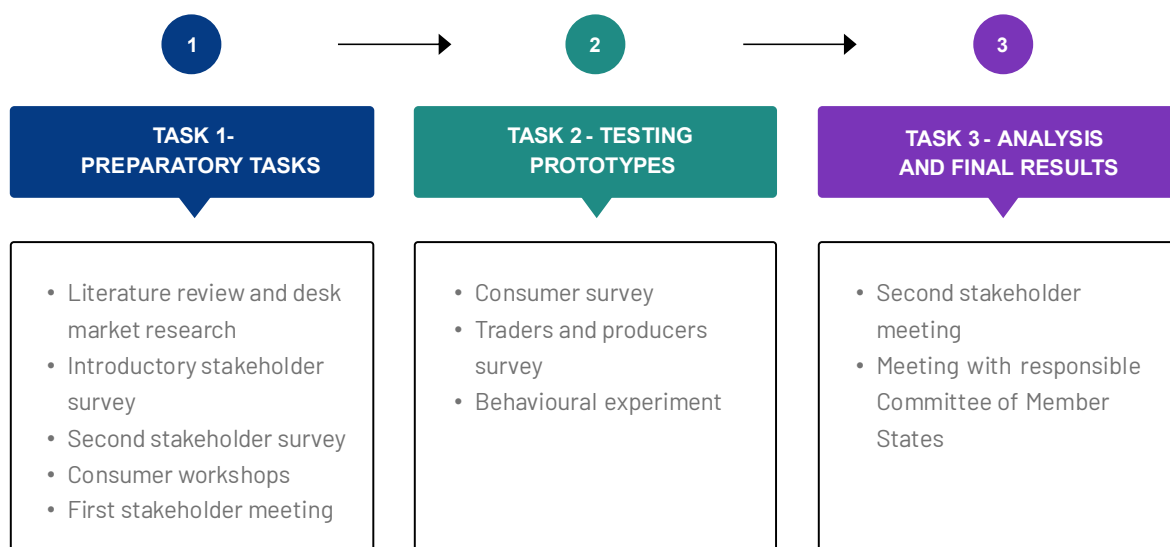
The study was structured into three main tasks, each comprising several subtasks (see [Figure 1](#) below for an overview of the research tasks within this project). [Chapter 2](#) gives an overview of the outcomes for each research question. [Chapter 3](#) outlines the methodology and key findings from each research task. [Chapter 4](#) summarises the general conclusions and introduces the final selected harmonised label and notice that were based on these overall conclusions. For in-depth results of the studies performed under Task 1, please refer to [Annex B](#). For in-depth results of the studies performed under Task 2, please refer to [Annex C](#).

<sup>37</sup> <https://eur-lex.europa.eu/eli/dir/2024/825/oj>

<sup>38</sup> <https://eur-lex.europa.eu/eli/dir/2011/83/oj/eng>

<sup>39</sup> <https://eur-lex.europa.eu/eli/dir/2019.771/oj/eng>

Figure 1 Overview of research tasks





## 2 Overview of research questions and outcomes

This chapter summarises the results for each research question. For more information on the various methods and detailed results, see the relevant subsections and annexes.

**Objective #1: Assess the current communication tools (textual messages, graphic visuals, etc.) used by producers and traders, online and offline, to communicate to consumers about commercial guarantees of durability and the legal guarantee of conformity.**

RQ1a: Which and how often are communication tools (textual messages, graphic visuals, etc.) currently being used by producers and traders to communicate about commercial guarantees (of several types), including commercial guarantees of durability in the different Member States?

The results of the **literature review** showed that **online retailers frequently used textual messages to describe commercial guarantees**. This included detailed descriptions on product pages, and dedicated sections that outline the specifics of the guarantees offered. **Many online platforms also employed graphic visuals**, such as banners and infographics, to highlight commercial guarantees. The use of visuals was often more consistent in online settings compared to physical stores. **Physical retailers also used visuals** on the product or close to the product to communicate information about commercial guarantees. This information could also be reported by salespersons.

Based on the **desk market research**, **primarily textual messages and combinations of textual and graphic visuals were found**. For what concerns commercial guarantees covering the entire product, textual messages were the most frequently used communication tool, found in 67% of the cases for commercial guarantees. Regarding other types of commercial guarantees, such as those covering specific parts of products and insurance-type guarantees, textual messages were the predominant means of communication, used in 59% of cases, whilst the remaining 41% of instances were conveyed with a combination of text and visuals.

The **traders and producers survey** revealed that **most producers communicated about commercial guarantees via product manuals in the packaging** (54%). Other popular communication tools were providing info on the packaging itself (37%) and info on the product itself (37%). Among traders, verbal explanations by sales staff (79%) was the most commonly used way to communicate about commercial guarantees of durability, followed by providing information on the product's webpage (46%). Additionally, **the first stakeholder survey** allowed stakeholders to upload good examples of clear guarantee communication. The results showed here that **stakeholders preferred circular designs that clearly state the number of years** of the guarantee.

RQ1b: Which and how often are communication tools (textual messages, graphic visuals, etc.) currently being used by producers and retailers - to remind consumers about - or by public authorities to explain - the legal guarantee of conformity in the different Member States?

The role of producers and traders in providing information about the legal guarantee of conformity varied significantly between online shopping and brick-and-mortar stores, as highlighted in the **literature review**. **Online retailers often provided detailed information about the legal guarantee of conformity on their websites**. This included textual descriptions, FAQs, terms and conditions, and dedicated sections outlining consumer rights and remedies. Information clarity varied among websites. Some presented it accessibly with headings and bullet points, while others hide it in lengthy terms. **Legal guarantee information presentation**

**also differed widely among online retailers.** Some sites clearly stated duration and conditions, while others may have omitted it entirely.

**In physical retail environments, the role of sales staff was crucial in informing consumers about the legal guarantee.** Retailers may use signage and brochures to communicate information about the legal guarantee. This can include information on receipts and during the checkout process.

The communication tools used to remind consumers about the legal guarantee of conformity differed also across public authorities, the national branches of the European Consumer Centres Network (ECC-Net), and national consumer associations across Member States. **Public authorities often used government-run websites to provide detailed consumer rights information, including legal guarantees.** These sites offered guides, FAQs, and legal references. Some authorities conducted awareness campaigns using printed materials, public announcements, and outreach programs. Certain authorities provided platforms for consumers to report guarantee-related issues. **The ECC-Net branches in various Member States maintained specific webpages that explained the legal guarantee of conformity,** including information tailored to the local context, such as rights, remedies, and how to enforce them. **National consumer associations created educational materials,** such as brochures and online guides. Many consumer associations offered **advisory services,** including hotlines and in-person consultations. Consumer associations also often ran **awareness campaigns** that may include **workshops, webinars, and social media** outreach to inform consumers about their rights under the legal guarantee.

Based on the **desk market research,** the communication tools currently being used by producers and retailers to **remind consumers about the legal guarantee of conformity, were predominantly textual messages.** These were used in 92% of cases.

Once again, **the traders and producers survey** revealed that **verbal explanations by sales staff (71%) and information provided on product webpages (38%) were frequently cited.** Additionally, in-store displays, brochures, and posters (33%) were commonly used. The **first stakeholder survey** also showed that **stakeholder preferred notice designs that include icons and other structuring elements.**

**Objective #2: Generate insights and evidence to support the design on an EU harmonised label which would be easily recognisable and understandable for consumers, and easy to use and reproduce for traders and producers.**

RQ2a: What are the expectations of the stakeholders' (including from Member State representatives) concerning the EU harmonised label?

The **first stakeholder survey, second stakeholder survey and the first stakeholder meeting** revealed the following expectations regarding the EU harmonised label:

- **Clarity and simplicity:** Stakeholders emphasised the need for a clear, simple design that effectively communicates key information.
- **Mixed design:** A combination of text and symbols was preferred, with a balance between information clarity and visual appeal.
- **Content:** The label should clearly show the guarantee duration in years, its cost-free nature, and that it covers the entire product
- **Flexibility in placement:** The label should be adaptable for both physical and online stores, with prominent positioning.

- **Colour use:** There was a divide between preferences for colour versions (consumer organisations and some Member State Authorities, for attractiveness and consumer recognisability) and black and white (business organisations, for cost-effectiveness).
- **QR code:** While useful, they should not be the sole source of crucial information.
- **Clear title:** Clear title, that preferably referred to the fact that the commercial guarantee of durability is offered by the producer, was mentioned to be important.

RQ2b: Which elements are necessary for the harmonised label to be perceived by consumers as easily recognisable and understandable in the different EU Member States and different EU languages and also taking into account consumer characteristics such as age or socio-economic situation?<sup>40</sup>

The **desk market research, first stakeholder survey, second stakeholder survey, consumer workshops, the first stakeholder meeting and the consumer survey** showed that the following elements are necessary for the harmonised label to be perceived by consumers as easily recognisable and understandable:

- **Combination of text and visuals:** Combine visual elements with clear textual elements that convey key information about the guarantee, incl. coverage, duration and provider identification.
- **Clear and legible font:** The label should use a font that is easy to read, with strategic use of bold text for emphasis.
- **Balanced information presentation:** Use bullet points and clear structuring to present information effectively.
- **Minimal translations:** Avoid too extensive translations on the label itself to prevent creating a 'wall of text'.
- **Simple and universal icons/symbols:** Incorporate easily recognisable icons or symbols that transcend language barriers. However, these should be used sparingly to avoid visual clutter, with outdated or ambiguous symbols (like the hammer or stamp) being avoided. Some stakeholders also mentioned to avoid industry related symbols, such as the factory symbol.
- **EU symbol:** Consumers appreciated the inclusion of an EU symbol as it increased recognisability.
- **Clear title:** The need for clear titles was emphasised, suggesting terms like 'producer's guarantee of durability'.
- **Colour use:** Avoid green to prevent confusion with eco-labels. There was also a divide between preferences for colour versions (consumers and consumer organisations and Member State Authorities) and black and white (business organisations). When considering colour, graphics should be in distinctive colours to attract attention and ensure visibility against product backgrounds.
- **Expression of duration:** The expression of duration should be straightforward. The majority preferred to simply use 'years' (with or without translations).
- **Consistent visual identity:** Maintain a visual connection between the label and the notice to reinforce recognition.
- **QR code:** Include a QR code for additional information, but do not rely on it solely for crucial details.

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<sup>40</sup> Note that this RQ also covers the question of the possible usefulness of a QR code.

- **Accessibility features:** Consider features like mouseover functions for online versions and appropriate font sizes for visually impaired individuals.

RQ2c: Which elements are necessary for the harmonised label to ensure consumers are taking into account/processing the information provided by such harmonised label?<sup>41</sup>

The **desk market research** revealed that it is crucial to present the information in a clear and engaging manner. According to the results of the desk market research and suitability analysis, this includes **highlighting essential details such as coverage, duration, and the provider of the guarantee**. Additionally, the label should be **prominently placed on the product** but avoid clutter with other information. Providing **links to detailed commercial guarantee statements** can further enhance understanding. Finally, **offering guidance to market players** on how to effectively communicate the harmonised label will support consumers in processing the information and understanding their rights under the guarantees.

Similarly, in the **second stakeholder survey**, stakeholders stressed **to keep the label as concise as possible** to ensure consumers would take it into account. Also, consumers in the **workshops** indicated that **heavy textual content (because of translations for example) prevented them to understand and process the presented information**. Additionally, as was already mentioned above **recognisable symbols, EU-related symbols, simple, clear titles, use of blue colours, uncluttered designs, 'years' as expression of duration and a QR code** referring to additional information are all elements that would help with understandability and recognisability and thereby ensure consumers properly process the presented information.

**Objective #3: Generate insights and evidence to support the design on an EU harmonised notice which would be easily recognisable and understandable for consumers, and easy to use and reproduce for traders.**

RQ3a: What are stakeholders' expectations (including from Member State representatives) for the EU harmonised notice?

The **first stakeholder survey, second stakeholder survey and the first stakeholder meeting** revealed the following expectations regarding the EU harmonised notice:

- **Visual consistency:** The notice should share core visual elements with the harmonised label to ensure easy recognition and consistency.
- **Clarity and conciseness:** Information should be presented in a clear, concise, and easily understandable manner, avoiding overwhelming consumers with excessive text. They also mentioned that it is important to avoid overly legal language.
- **Structure:** The notice should make use of structuring elements such as icons or columns.
- **Guidance:** The notice should guide consumers to reliable information sources, possibly including phrases like "ask the seller or authority for consumer rights information."
- **Adaptability:** The design should be flexible enough to accommodate country-specific variations in legal guarantee rules.
- **Clear title:** There was a strong preference for clear titling, such as 'Legal guarantee'.

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<sup>41</sup> Note that this RQ also covers the question of the possible usefulness of a QR code.

- **Colour use:** While business organisations favoured black and white for cost reasons, there was openness to colour versions, especially blue, from consumer organisations and Member State authorities.
- **Accessibility:** The notice should be accessible via screen readers.
- **QR code:** Inclusion of a QR code is viewed positively as a means to access more detailed or country specific information.

RQ3b: Which elements are necessary for the harmonised notice to be perceived by consumers as easily recognisable and understandable in the different EU Member States and different EU languages and also taking into account consumer characteristics such as age or socio-economic situation?<sup>42</sup>

Based on the results of the **desk market research** and suitability analysis, **the notice should be prominently placed on retailers' websites or stores**, ideally within the product description, and should **include both text and visuals** to enhance visibility and attract consumer attention. Consistency in visual and textual style was deemed essential to foster recognisability and trust. Additionally, the effectiveness of the notice should be regularly assessed, with adjustments made as necessary to improve comprehension.

The **first stakeholder survey, second stakeholder survey, consumer workshops, the first stakeholder meeting and the consumer survey** showed that the following elements are necessary for the harmonised notice to be perceived by consumers as easily recognisable and understandable:

- **Visual consistency:** Visual consistency with the label will ensure easy recognition for consumers.
- **Text:** Restrict the amount of text to prevent overwhelming consumers and use bold text to highlight important information, particularly remedies and the two-year minimum guarantee.
- **Language:** Using simple, and particularly non-legal language, was seen as important to ensure better comprehension.
- **Structure:** Bulleted or summation layouts seemed to enhance understanding.
- **Adaptability:** The design should be flexible enough to accommodate country-specific variations in legal guarantee rules.
- **Icons and symbols:** Using icons to indicate different remedies were evaluated as useful for quick understanding.
- **Clear title:** Use of the title 'Legal guarantee' was deemed to be clear and informative.
- **Colour use:** A blue banner at the top of the design was evaluated as recognisable. Green tones should be avoided to prevent confusion with eco-marketing.
- **Accessibility:** The notice should be accessible via screen readers (i.e., assistive technology software that reads digital content aloud for people with visual impairments).
- **QR code:** Inclusion of a QR code is viewed positively as a means to access more detailed or country specific information.

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<sup>42</sup> Note that this RQ also covers the question of the possible usefulness of a QR code.



RQ3c: Which elements are necessary for the harmonised notice to effectively make consumers aware about their legal guarantee rights?

Based on the results of the **desk market research** and suitability analysis, the notice should **use straightforward language to avoid ambiguity**. The notice must be **accessible, with translations available in all official EU languages, and designed for easy replication by retailers and producers** across various industries and cultural contexts. Guidelines should be provided to facilitate uniform application. Best practice examples should be included in the guidelines to support retailers and producers in delivering clear and complete information.

The **consumer workshops** revealed that specific terms such as **'2-year guarantee' and 'free repair or replacement' were particularly well-received by consumers**, effectively conveying essential information about their rights. The **clear title 'Legal guarantee' was also appreciated** for its role in increasing awareness of consumer rights.

The **consumer survey** showed that a **'what to do' section** seemed to be helpful in making consumers more aware about their legal guarantee rights.

In the **behavioural experiment** consumers generally **understood the minimum 2-year duration of the legal guarantee** and the party to contact to remedy an issue with a product under the legal guarantee. Although there were no statistically significant differences between the notice designs in terms of these outcome measures, **consumers were more likely to correctly understand these things if they saw the information campaign**<sup>43</sup>.

**Objective #4: Conceptually and graphically design a range of alternative proposals for an EU harmonised label based on the evidence and insights gathered.**

RQ4a: What are suitable designs (including text) for on-package and 'displayed in shops' labels and online displayed labels to ensure easy consumer recognition and understanding and easy to use and reproduce for traders?<sup>44</sup>

Below an overview is provided of the best rated designs per research task.

The **second stakeholder survey and the consumer workshops** showed that the best rated designs were Label 1 and 4<sup>45</sup>. **Label 1 received favourable ratings**, particularly for its attractiveness and suitability for online and offline placement. **Label 4 scored high on understandability**, having the right amount of text, structuring information clearly and using a comprehensive language. **Label 4 was also perceived as easier to reproduce and cost-effective** for traders and producers.

The **first stakeholder meeting** showed that **Labels 3A and 3B**<sup>46</sup> **were received most positively** across all stakeholder groups. Note that business organisations and Member State Authorities were a bit more in favour of Label 3B, while consumer organisations seemed to prefer Label 3A.

<sup>43</sup> See section 8.3.3 and 8.4.4 of [Annex C](#)

<sup>44</sup> Note that this RQ also covers the question of the possible usefulness of a QR code.

<sup>45</sup> See [Annex A – Designs for consultation in the second stakeholder survey and consumer workshops](#). Note that the same label numbers refer to different designs in different studies (e.g., 'label 1' in stakeholder survey two differs from 'label 1' in the behavioural experiment). See [Annex A – Overview of label and notice designs](#) for a complete overview of all labels.

<sup>46</sup> See [Annex A – Designs presented for consultation in the first stakeholder meeting](#)

The **consumer survey and traders and producers survey** revealed similar results and showed that **Labels 3A and 3B<sup>47</sup> were the most suitable** to ensure easy understanding and recognition among consumers. **Note that while consumers were more in favour of Label 3A, traders and producers preferred Label 3B. This because Label 3B was a leaner label** that did not require local language adaptations, as opposed to Label 3A where the title was translated into the local language. Consumers however appreciated this local language element.

Regarding recognition, the **behavioural experiment** showed that consumers tended to **recognise reasonably well that they had seen a label** indicating 'how long you would be guaranteed to have a product that works' in the shopping task, consumers' recall of seeing the label was reasonable. Depending on the experiment environment and label design, this recognition ranged from 41% to 71%<sup>48</sup>. It was highest for labels 1 and 2 in the e-commerce and virtual store environments, while in the physical store consumers it was highest for labels 3 and 4<sup>49</sup>. The relatively low recall rate of label 2 in the physical store (41%) may be because it did not attract attention, which in turn could have been due to the relatively simple design of this label.

Overall, **consumers recalled well whether certain features appeared on the label** (e.g., the term 'producer guarantee' and a figure indicating a number of years). Those in the online experiment answered correctly for 72% of features, while those in the physical store answered correctly for 62%, with no statistically significant differences between designs. The fact that those who saw labels 1 and 2. in the online experiment were more likely to recall seeing 'a figure indicating a number of years' suggests that displaying the number of years in larger text improves recall.

Regarding understanding, **the behavioural experiment showed that the labels were rated well in terms of clarity**. For instance, in the online experiment consumers rated the labels, on average, between 3.5 (label 2) and 4.2 (label 1) out of 5. Consumers rated label 1 best and label 2 worst in terms of clarity. Language-neutral elements of label 2 may have contributed to this result, as the replies to the open-ended questions seem to suggest that these elements may not have been well understood by some consumers. Moreover, although most consumers understood that the commercial and legal guarantee periods run in parallel for all label designs shown, the share who understood this correctly was highest for label 1 and lowest for label 2. Despite this, however, label 2 still performed well (as did the other designs) in terms of prompting consumers to choose a product with a higher price and longer commercial guarantee compared to when no label was shown, as explained below in relation to RQ6a.

**While consumers infrequently scanned the QR codes on the notice and label in the physical store, the rate at which consumers scanned the label QR code (1.2 times per 100 per shopping trips) could still result in many more consumers having a better understanding what the label represents.** Most consumers would prefer the label QR code to link to a brief explanation of the commercial guarantee (64%), rather than the producer's commercial guarantee statement (36%).

In addition to the results outlined above, **consultations with stakeholders and the responsible Committee of Member States** offered further insights. These representatives had varied

<sup>47</sup> See [Annex A – Designs tested in the consumers survey and traders & producers survey](#)

<sup>48</sup> Explanations of the 'environments' in the experiment can found in sections [3.8.1](#) and sections [8.1.3](#) and [8.1.5](#) in [Annex C](#)

<sup>49</sup> See [Annex A – Designs tested during behavioural experiment and presented at the second stakeholder meeting](#)

preferences, **some favoured different variations of an EU-wide solution, while others preferred an option in the local language**<sup>50</sup>.

RQ4b: Which text as part of the label is most suitable to ensure easy consumer recognition and understanding and easy to use and reproduce for traders?

Are there alternative wordings to 'commercial guarantee of durability' that will be more suitable such as 'guaranteed life (span)', 'commercially guaranteed lifespan', 'guaranteed durability'?

The first stakeholder survey, second stakeholder survey and consumer survey investigated different titles to see which alternative wordings would be most suitable. The **first stakeholder survey** revealed that **'Guaranteed product durability' was the best-rated title for the label**, although it received a relatively low approval rate of 28%. Other suggestions that emerged from this survey included 'commercial guarantee of durability' and 'producer's guarantee of durability.'

The **second stakeholder survey** showed divergent preferences among different groups. **Business organisations favoured the term 'Producer guarantee,' while consumer organisations preferred 'Guaranteed product durability.'** Member State Authorities expressed approval for both **'Guaranteed product durability' and 'Additional product guarantee.'** Notably, producers emphasised the importance of **including a reference to the producer in the label name** to clarify the source of the guarantee. This request was also voiced during the **first stakeholder meeting**, where stakeholders emphasised the need for a clear title, such as 'producer guarantee of durability'.

The **consumer survey** showed that **consumers preferred the term 'Producer guarantee' over 'GARANT.'** However, regional differences were observed, with Greece showing almost equal preference for both terms.

The **traders and producers survey** focused **less on the title and more on the importance of language-neutrality of the text included in the label.** Results indicated that traders and producers were open to the idea of a multiple-language label that includes text translated into all EU languages. This suggested a willingness to accommodate linguistic diversity.

RQ4c: Which text as part of the label is most suitable to remind consumers about the legal guarantee of conformity?

In the **first stakeholder survey**, participants suggested the use of a **subtle visual reminder** for the label. When considering textual elements, stakeholders recommended keeping any sentences brief, such as 'know your rights: legal guarantee.' Following up on this suggestion for a visual reminder, the **consumer survey** and **traders and producers survey** found that the **puzzle piece symbol was an effective visual method** for linking the label to the notice. Yet, this visual reminder in itself was not sufficient and during the **first stakeholder meeting** stakeholders voiced the need to **add a short textual reminder as well.** Also note that the **second stakeholder survey** revealed that in order for the link between the label and notice to be clear, the titles of the labels and notice should explicitly state to which type of guarantee they are referring to.

RQ4d: How likely are producers to use this voluntary EU harmonised label?

The **first stakeholder survey** provided valuable insights into encouraging producer adoption of the label and preferences for the legal guarantee reminder. To promote label adoption, respondents **suggested using a black and white design to reduce printing costs, establishing**

<sup>50</sup> See [Annex A – Designs tested during behavioural experiment and presented at the second stakeholder meeting](#)

**clear regulations around guarantees, and offering competitive advantages in public tenders or lower VAT rates for labelled products.** The **traders and producers survey**, addressing the likelihood of using the new label, revealed that on a scale from 1 to 10, producers were evenly split between lower to moderate scores (1-6) and moderately high scores (7-8), with a smaller portion giving very high scores (9-10). Interestingly, results from the **consumer survey** indicated that **producers would be incentivised to use the label**, suggesting potential benefits for adoption despite the varied responses from producers themselves. As explained below in relation to RQ6a, in the **behavioural experiment consumers more often chose a product with a higher price and longer commercial guarantee when the harmonised label was shown** compared to when no label was shown<sup>51</sup>. Therefore, the price premium that consumers would be willing to pay for products carrying the harmonised label should also incentivise producers to produce high-quality and longer-lasting products and eventually use the label.

RQ4e: How to ensure that the EU harmonised label and notice are easy to use and reproduce for producers and traders?

The **second stakeholder survey** revealed a **preference for leaner labels with minimal translations, and in black and white**. This aligns with findings from the **traders and producers survey**, which showed that **designs printable in smaller formats with shorter text lengths were perceived as more cost-effective and suitable**. Several factors were identified as impacting the label's ease of use and reproducibility for traders and producers, including printing, size, language-neutrality, colour, and attachment method. These findings were further supported by discussions in the **first stakeholder meeting**, where representatives **noted that while colour versions were more attractive to consumers, they raised concerns about potential conflicts with company branding, increased printing costs, and environmental impact of colour ink usage**.

RQ4f: What would be the costs for producers and traders to use the EU harmonised label?

The **traders and producers interviews** revealed that cost estimates ranged from €0.05 to €0.20 per label. The **desk research** showed that price indications can range from €0.001 to €0.03 per piece for an A8 and from €0.009 to €0.04 per piece for an A5. Order quantity significantly impacts the prices, with 10,000 units potentially costing twice as much per unit as 100,000 units at some printing companies. Colour printing generally adds between €0.001 and €0.02 per label as compared to printing in black and white. It is important to note that these unit prices are somewhat lower than those cited in the interviews (ranging from €0.05 to €0.20 per unit). This discrepancy can be attributed to the fact that the prices mentioned in the interviews encompass the full production cost of integrating the label in the production process and communication policy of the company. This process extends beyond mere printing and includes additional steps such as incorporating the label into the overall package design for example.

**Objective #5: Conceptually and graphically design a range of alternative proposals for an EU harmonised notice based on the evidence and insights gathered.**

RQ5a: What are suitable designs (including text) for 'displayed in shops' notices and for online displayed notice to ensure easy consumer recognition and understanding and easy to use and reproduce for traders?

The **second stakeholder survey and the consumer workshops** showed that the **best rated designs were Notice 4 and 5**<sup>52</sup>. Notice 4 and 5 were particularly well-regarded for its

<sup>51</sup> See section 8.2.1 of [Annex C](#) for the full results

<sup>52</sup> See [Annex A – Designs for consultation in the second stakeholder survey and consumer workshops](#)

attractiveness, structured information and ease of understanding. Further building on the design of Notice 4, the similar design of Notice 3<sup>53</sup> received the highest overall score across all stakeholder groups in the **first stakeholder meeting**.

The **consumer survey and traders and producer surveys** revealed similar results **with Notices 3 and 4 being the most favoured**<sup>54</sup>. These results demonstrated that using structuring elements like numbered paragraphs, icons for remedies and a two-column structure enhanced consumers' comprehension. These notices also employed a shorter or lean design, which make them more suitable to display in a store environment.

In the **behavioural experiment**, **only a minority of all consumers recalled seeing the notice during the shopping task** (26%-40% depending on the environment), with no significant differences between the designs on this measure in any environment.

**Overall, consumers rated the notices well in terms of clarity.** For instance, in the online experiment the average ratings ranged from 4.25 and 4.33 (out of 5), with notice 2 being rated the best<sup>55</sup>. Consumers also rated the notices favourably in terms of appearance (at least 3.8 out of 5 on average).

**In general, consumers' understanding based on the notices was reasonably good** (at least 60% on all measures, on average). For example, most participants correctly identified the duration of the legal guarantee and the party to contact to remedy an issue with a product under the legal guarantee, with no significant differences between notice designs. Consumers more often understood that the commercial and legal guarantee periods run in parallel if they saw notice and label 1 and were least likely to get this correct if they saw notice and label 2. This may suggest this information is better conveyed via the label, and that small font sizes may hinder consumers' ability to identify information on the notice.

The **second stakeholder meeting** revealed that **business organisations leaned more towards Notice 1**, with its roof banner and title 'Seller guarantee', likely due to the clear reference to the seller. **Member State authorities and consumer organisations preferred Notice 3**, which indicated they liked the rectangular banner and the symbol of the G surrounded by the stars. Member State authorities were also receptive to Notices 2 and 4, with Notice 4 offering a more rounded banner and Notice 3 incorporating the balance symbol.

**RQ5b: Would a similar visual identity of the EU harmonised notice and the EU harmonised label help consumers understanding the information provided?**

The **first stakeholder survey** showed that **a similar visual identity would help consumers better understand the information provided**. The **consumer survey and traders and producers survey** showed similar results and further revealed that **incorporating the puzzle piece in both the label and notice strengthened this visual link**. Overall, these results suggested a preference for consistency in design elements across the label and notice. It is important to highlight that this harmonisation should make sure that consumers are less likely to – be confused with the various

<sup>53</sup> See

[Annex A – Designs presented for consultation in the first stakeholder meeting](#)

<sup>54</sup> See [Annex A – Designs tested in the consumers survey and traders & producers survey](#)

<sup>55</sup> See [Annex A – Designs tested during behavioural experiment and presented at the second stakeholder meeting](#)



types of commercial guarantees currently on offer. Evidence<sup>56</sup> showed that information on commercial guarantees, and the way that consumers are being charged, is often unclear, imprecise or incomplete making it difficult for consumers to compare between products and to distinguish the commercial guarantee from the (compulsory) legal guarantee.

**RQ5c: Is the effectiveness of the harmonised notice expected to be hampered by a simultaneous provision of information about any additional (e.g., extended guarantee) scheme?**

While the legal guarantee of conformity and the commercial guarantee of durability are two independent types of guarantees, the harmonised notice and harmonised label are designed to complement each other and include cross-references that highlight the differences between the two types of guarantees.

Additionally, the research tasks investigated whether the effectiveness of the harmonised label was hampered by other schemes or labels. The **first stakeholder survey raised indeed concerns about potential confusion** between the proposed label and existing labels, particularly energy and eco-labels. However, these concerns were not substantiated in subsequent research. The **consumer survey and consumer workshops demonstrated that the new label designs did not evoke associations with existing labels among consumers**. This finding suggests that the proposed label designs were sufficiently distinct and did not create the confusion initially anticipated by stakeholders. Moreover, in the **behavioural experiment the harmonised label was effective in the presence of other labels**, including the energy label and repair score, as well as the durability index in France, as explained below in relation to RQ6g.

**RQ5d: What would be the costs for traders to use the EU harmonised notice?**

Printing costs for the notice can range from €0.2 per piece for an A4 to €1.7 per piece for an A2 depending on the printing company. Again order quantity and paper quality significantly impact the prices, colour printing generally adds between €0.02 and € 0.1 per notice as compared to printing in black and white.

**Objective #6: Experimentally test with consumers and conducts surveys with producers, traders and consumers on a range of possible alternatives for an EU harmonised label and harmonised notice with consumers.**

**RQ6a: How likely are the possible alternatives for an EU harmonised label perform, both online and offline, to ensure that consumers can make better informed choices, choose longer lasting products and be better aware of their legal guarantee rights?**

The **consumer survey revealed that Label 3A<sup>57</sup> had the most significant impact on respondents' purchase intentions**. More specifically, in a hypothetical scenario involving refrigerator purchases, the majority of respondents would buy the labelled refrigerator instead of the non-labelled refrigerator.

In the **behavioural experiment, consumers more often chose a product with a higher price and longer commercial guarantee of durability when the harmonised label was shown compared to when no label was shown**. This was the case for all four tested label designs, all experiment environments (e-commerce, virtual store and physical store) and all countries in which the

<sup>56</sup> See page 7 of the impact assessment on the proposal for a Directive on empowering consumers for the green transition. [https://commission.europa.eu/publications/proposal-directive-empowering-consumers-green-transition-and-annex\\_en](https://commission.europa.eu/publications/proposal-directive-empowering-consumers-green-transition-and-annex_en)

<sup>57</sup> See [Annex A – Designs tested in the consumers survey and traders & producers survey](#)

experiment was conducted. This demonstrates the effectiveness of these communication tools and their added value for both consumers and businesses. **The local language label, label 1<sup>58</sup>, performed best among those tested** (e.g., this label increased consumers' tendency to buy a product with a longer guarantee by 21 percentage points versus no label in the e-commerce setting). The fully language-neutral label and the two multi-language labels (labels 2, 3 and 4 respectively) also performed well, in particular in the e-commerce and virtual store environments. For example, in the e-commerce setting these labels (labels 2, 3 and 4) increased the share of consumers' who chose a product with a longer guarantee by 19, 11 and 13 percentage points respectively vs. no label<sup>59</sup>.

**Consumers were most likely to correctly realise that the commercial and legal guarantee periods run in parallel if they saw label 1;** 71% of those who saw label 1 answered this correctly. Consumers showed reasonable understanding of the relationship between the label and notice, correctly identifying 66% of statements as true or false on average, with no statistically significant differences between designs on this measure. Consumers also showed reasonable understanding in terms of their ability to identify correct and incorrect statements about the producer guarantee, without statistically significant differences between designs.

RQ6b: How do these possible alternatives for the harmonised notice impact consumers' awareness of their rights?

**Notices 3 and 4<sup>60</sup> merged in the consumer survey as the most successful in making consumers more aware of their legal guarantee rights.** Notice 1A and 1B demonstrated similar effectiveness though. These designs both incorporated a 'what to do' section. Overall, a notice design characterised by less text-heavy layouts and the inclusion of action-oriented section, appeared to help consumers to better understand their legal guarantee rights.

As noted in relation to RQ5a, in the **behavioural experiment most consumers** (75%-81% depending on the environment) **correctly identified the minimum duration of the legal guarantee and most** (69%-79%) **knew who they should contact to remedy an issue** with a product under the legal guarantee. Consumers also understood reasonably well that the commercial and legal guarantee periods run in parallel, although this was at its highest (71%) when the relevant information was on the label as opposed to the notice (as was the case for label/notice 1). Moreover, as noted with respect to RQ6a, consumers demonstrated reasonable understanding of the relationship between the label and notice.

RQ6c: Is consumers' level of recognition, understanding, trust and recall of the notice/label linked to a propaedeutic information/awareness campaign, and likely to increase over time, as EU consumers will become familiar with it?

The **consumer survey**, explored the necessity of an information campaign to accompany the notice and label implementation. To investigate this, the sample was divided into two groups: one receiving background information about the label's and notice's purpose, while the other received no additional information. Next, they were asked to do a test that assessed their understanding. Results showed no significant difference in performance on the understandability test between these groups though. This suggests that a dedicated information campaign may not be crucial for the notice's and label's launch (which will be an information campaign in itself) or that European consumers were already well-informed about

<sup>58</sup> See [Annex A – Designs tested during behavioural experiment and presented at the second stakeholder meeting](#)

<sup>59</sup> For full results across all experimental environments, see section 8.2.1 of [Annex C](#)

<sup>60</sup> See [Annex A – Designs tested in the consumers survey and traders & producers survey](#)

their legal/commercial guarantee rights. However, given the limited information provided by specifically the label about specific characteristics of the commercial guarantee, an information campaign could still prove beneficial to ensure consumers have a comprehensive understanding of the label and notice and its implications. It should also be noted that consumers in the **consumer workshops** noted that a communication campaign would be useful as consumers will need some time to get used to the label and notice.

In the **behavioural experiment** though, the effects of an information campaign were tested again (see Figures 70 and 71 on Annex C<sup>61</sup>) and this time led to concrete outcomes in several areas. Firstly, consumers who saw the campaign had a higher tendency to choose the higher priced product with a longer guarantee (e.g. by 42% to 31% in the e-commerce environment) and, moreover, to do so while citing the length of the guarantee as a reason for this. Those who saw the campaign were also more likely to recall of the label and notice and tended to rate the clarity of the label better. Furthermore, the campaign also enhanced consumers' understanding in various respects, namely their understanding of the duration of the legal guarantee and who should be contacted to remedy an issue with a product under the legal guarantee. Several of these aspects will be addressed through the mere display of the notice and label, when they will become available in the shops as of 27 September 2026, or through the more detailed information that will be made available through their QR codes.

**RQ6d: How likely will producers and traders be incentivised to provide guarantees falling under the various alternatives of the EU harmonised label (costs versus competitive advantage)?**

The **consumer survey** asked respondents to choose between labelled and unlabelled refrigerator. The results showed a clear majority preference for the labelled refrigerator. This finding suggests that the presence of the label positively influences consumer purchasing decisions. Consequently, this consumer preference could serve as an incentive for producers to adopt and use the label on their products.

As explained above with respect to RQ6a, the **behavioural experiment** found that the harmonised label tended to increase consumers' propensity to purchase products with longer guarantees, even though these products had higher prices. Thus, also these experiment results imply that the label will help to incentivise businesses to provide guarantees (and longer guarantees in particular).

**RQ6e: How easy to use and reproduce are the various alternatives of the EU harmonised label and notice, for producers and traders?**

The findings of the traders and producers survey revealed that labels with smaller printable formats and shorter text lengths were viewed more favourably by traders and producers. These compact designs were perceived to have a positive impact on costs and improved usability for traders and producers. When asked to identify cost-efficient designs, the majority of traders and producers showed a clear preference for Label 3B and Notice 3<sup>62</sup>.

**RQ6f: Is the provision of the EU harmonised label and harmonised notice equally effective online vs. offline?**

<sup>61</sup> The information campaign tested was a banner with information on the legal guarantee and commercial guarantees of durability. Such information is very similar to the information that will be made available via the notice itself, and/or via the QR code (which explains the label). Hence, the display of the notice and label (and the information these will provide, including via the QR code) may be considered as an information campaign as such.

<sup>62</sup> See [Annex A – Designs tested in the consumers survey and traders & producers survey](#)

**Consumer workshops** revealed minimal differences between the two settings, with concise designs being preferred in both contexts, while text-heavy designs were challenging regardless of the environment. The **consumer survey** also found no differences between online and offline contexts. However, the **traders and producers survey** uncovered some nuanced preferences for the label among businesses. Label 3A was deemed best for offline environments, while both Label 3A and 3B were considered suitable for online use<sup>63</sup>.

In the **behavioural experiment**, consumers were more likely to choose a product with a longer guarantee, despite its higher price, when the harmonised label was shown. This was true across all settings: the e-commerce environment, virtual store and physical store. While the magnitude of this effect varied between the three environments, the size of the effect was always substantial (a minimum of 15 percentage points for the best performing label design) across all environments.

The same label (specifically label 1<sup>64</sup>) performed best in all three settings. Other labels had more varied performance between the different settings. In particular, label 2 performed well in the e-commerce and virtual store environments but less well in the physical store. As noted in relation to RQ4a, label 2 seemed to be less effective in terms of attracting attention in the physical store, which may have been a factor in its relatively weaker performance in that setting. That said, overall across the different experiment environments, label 2, like the other label designs, performed well in terms of prompting consumers to choose a product with a longer commercial guarantee<sup>65</sup>.

**RQ6g: Is the effectiveness of any notice/label hampered by the simultaneous provision of information about other additional (e.g., extended guarantee) schemes?**

The **first stakeholder survey** raised concerns about potential confusion between the proposed label and existing labels, particularly energy and eco-labels. However, these concerns were not substantiated in subsequent research. The **consumer survey and consumer workshops** demonstrated that the new label designs did not evoke associations with existing labels among consumers. While no design stood out as significantly problematic in the consumer survey, it should be noted that Label 4<sup>66</sup> was most frequently identified as potentially misleading, although scores were still quite low.

In the e-commerce and virtual store environments, the **behavioural experiment** included products carrying the EU energy label and repair score label, as well as products that did not carry these labels. All tested label designs were effective in terms of prompting consumers to purchase products with a longer guarantee in these environments and this was *consistent across all products, products with the energy label, and products with the repair score*. For example, in the e-commerce environment, for products with the energy label and repair score the effect sizes of the two best performing labels (labels 1 and 2<sup>67</sup>) ranged from 18 to 23 percentage points, whereas for all products the effect sizes were 18 and 20 percentage points. Moreover, the harmonised label was effective in the presence of the French durability index (tested for televisions in France). For example, compared to the no label scenario, the language-neutral

<sup>63</sup> See [Annex A – Designs tested in the consumers survey and traders & producers survey](#)

<sup>64</sup> See [Annex A – Designs tested during behavioural experiment and presented at the second stakeholder meeting](#)

<sup>65</sup> See the response to RQ6a and section 8.2.1 in [Annex C](#)

<sup>66</sup> See [Annex A – Designs tested in the consumers survey and traders & producers survey](#)

<sup>67</sup> See [Annex A – Designs tested during behavioural experiment and presented at the second stakeholder meeting](#)

label (label 2) led to increases of 20, 18 and 9 percentage points in the share of consumers who chose a product with a longer guarantee for products carrying the energy label, repair score and (in France) the durability index, respectively<sup>68</sup>.

Furthermore, consumers' understanding of the producer guarantee varied very little depending on whether the product carried the energy label or repair score (or neither) and when consumers were asked to identify which labels had certain meanings, they did so correctly in most cases (86%, 93% and 83% respectively for the harmonised label, energy label and repair score). These findings suggest that the proposed label designs were sufficiently distinct and did not create the confusion initially anticipated by stakeholders.

### **Objective #7: Provide and present a proposed final design for an EU harmonised label and harmonised notice, grounding such proposal on solid and objective evidence.**

RQ7a: What is the proposed final design for an EU harmonised label and harmonised notice? Taking into account pros and cons for each alternative, why was this design the preferred one?

It is important to note that, in the **behavioural experiment, all tested label designs<sup>69</sup> performed well, overall, in terms of prompting consumers to buy products with longer guarantees and higher prices**. Label 1, the language-neutral label, performed best, overall. It was linked with the largest increase in consumers' tendency to buy a high-priced product with a longer guarantee in all settings, and also perform best in terms of clarity and some understanding measures, and did not perform poorly on any measure. Label 2 performed well in terms of prompting consumers to choose products with longer guarantees in the e-commerce and virtual store environments, but less so in the physical store, which could have been because the design meant it attracted less attention in that setting. It also scored less well in terms of perceived clarity, which could have been due to language-neutral elements. Labels 3 and 4 also resulted in a higher share of consumers selecting a high-priced product with a longer guarantee in each of the three environments.

**The final label was created by integrating the most effective elements from all 4 designs.** The final designs for the EU harmonised label and EU harmonised notice are presented below. Online, the label and notice will be provided in colour, offline traders and producers can choose whether they prefer to use black and white or colour.

The harmonised label has a **language-neutral design, combined with translations**, which allows it to be easily used and reproduced by traders and producers across the EU. These translations were added to facilitate consumers' understanding and include the phrase 'producer guarantee in years', rendered in all official EU languages. The title was initially proposed as 'GARANT' but later on changed to 'GARAN' following concerns raised by Member States and stakeholders that 'GARANT' could cause misunderstandings in certain EU languages where the term carries specific meanings. The title 'GARAN' refers to (commercial) 'guarantee' in several EU languages and is accompanied by a tick-mark symbol indicating that the good's durability is guaranteed for a certain period. This design choice draws inspiration from the language neutral EU energy label that uses the title 'ENERG' accompanied by a lightning symbol. The label incorporates additional symbols: a calendar symbol representing the guarantee duration, and a G-symbol serving as a visual reminder of the legal guarantee of conformity. The G-symbol combines multiple design elements: 1) the letter 'G', referencing the word 'guarantee', which begins with a 'G' in many EU languages, 2) a shield shape symbolising consumer protection and 3) the EU stars arranged in a

<sup>68</sup> See section 8.2.4 of [Annex C](#) for further results

<sup>69</sup> See [Annex A – Designs tested during behavioural experiment and presented at the second stakeholder meeting](#)



circle to signify the guarantee's EU-wide applicability. The QR code leads to the [Your Europe portal](#) where a concise explanation about the label is available in all EU official languages.

The final notice **features the title 'Legal guarantee'**, as the title 'Seller guarantee' was overall less well-received during the second stakeholder meeting and consultation with the responsible Committee of Member States. This choice was made to avoid potential confusion with commercial guarantees that sellers may offer and to ensure alignment with the wordings and terms used in Member States. **Icons next to the remedies were retained** based on positive survey results, **but a checkmark icon was added** to ensure visual consistency with the label. **The blue banner and 'what to do' section were kept** due to positive evaluations in the consultations. To ensure consumers are well-informed about the distinction between the legal guarantee of conformity and commercial guarantees, **the notice pointed out via both a visual (display of label's title) and textual reminder that sellers and producers may also provide an additional commercial guarantee of durability**. Research showed such a reminder helps consumers make the connection. The QR code and its web address lead to the dedicated language section of the webpage on the legal guarantee of conformity on the [Your Europe portal](#).

To address concerns raised in the consultations throughout the project regarding printing costs and sustainability issues, traders and producers are given the option to use either colour or black and white versions for the offline label and notice.

RQ7b: What is the stakeholder and Member States' feedback of the proposed final design for an EU harmonised label and harmonised notice and how can it be addressed?

See response above to RQ7a.

**Objective #8: Generate insights and guidance on the implementation, use, and communication of the EU harmonised label and notice to enhance consumers' understanding, recognition, recall as well as the effectiveness of the label and notice with regard to improving the availability of commercial guarantees of durability and consumers' understanding thereof and consumers' awareness of their rights under the legal guarantee of conformity.**

RQ8a: What are the requirements for different stakeholders to effectively provide the developed EU harmonised label and notice, both online and offline, in a prominent manner?

Finding a balance between language neutrality and local language was a requirement for stakeholders to effectively provide the label and notice, ensuring it is understandable and user-friendly for everyone involved. Additionally, sustainable colour use and clear titles were important considerations.

An EU wide compromise was found regarding the label's language to balance the preferences of different stakeholders. While several Member State authorities and consumer organisations favoured initially local language labels, traders and producers emphasised the importance of a lean design that can be uniformly used across the EU. To ensure widespread adoption of the optional label, a hybrid solution was developed. The label uses language-neutral elements, with explanations of the title and duration expression in all EU languages at the bottom of the label. This approach addresses the key requirements voiced by the various stakeholders.

Similar compromises were made regarding colour use. Consumer organisations strongly favoured colour designs, while traders and producers expressed concerns about sustainability

and printing costs. As a result, the label and notice will be in colour for online use, but for offline applications, traders and producers can choose between colour or black and white versions.

Additionally, the notice also incorporates stakeholder feedback by using the title 'Legal guarantee.' To provide flexibility in terms of size, the minimum dimensions for the notice were set at A4. Addressing concerns about country-specific legislation, it was clearly stated that such information can be accessed via a QR code on the notice.

This design approach aims to balance the diverse needs and concerns of all stakeholders while maintaining the effectiveness and adoptability of both the label and notice.

**RQ8b: What kind of communication vehicles (e.g., awareness raising campaign) would make the label and notice more effective?**

The consumer survey showed that an information or awareness raising campaign did not improve consumers' understanding of the label and notice. Consumers in the **consumer workshops** as well as the results of the **behavioural experiment** showed though that a communication campaign would be useful. Stakeholders and Member States representatives further confirmed this need for a communication or awareness campaign.

**RQ8c: Would the display of the EU harmonised notice and/or harmonised label create potential confusion in certain type of shops?**

The **consumer survey** revealed lower support for the notice in certain retail environments. Specifically, certain consumers expressed concerns about potential confusion in supermarkets, bookstores, newsstands, night shops, and grocery stores. This finding was not supported by the **traders and producers survey** where traders of perishable and non-durable goods (like night shops and shops selling newspapers or magazines), although with a smaller sample size, indicated that the notice was unlikely to cause confusion in their stores.

While the legal guarantee is applicable to all products sold, it may be rarely applied in practice to perishable goods. Nevertheless, displaying the notice in venues like supermarkets, bookstores, newsstands, night shops and grocery stores will still be relevant, as it will increase consumer awareness of their rights when buying goods in general.

## 3 Key findings per research task

This chapter summarises the methodology and key findings from each research task. For in-depth results of studies performed under Task 1, please refer to Annex B. For in-depth results of studies performed under Task 2, please refer to [Annex C](#).

### Task 1 – Preparatory tasks

#### 3.1 Literature review and desk market research

The [literature review](#) primarily employed targeted keyword searches to explore how producers and traders inform consumers about legal and commercial guarantees in the ten countries of focus (France, Finland, Germany, Greece, Ireland, Poland, Portugal, Slovenia, Spain and Sweden)<sup>70</sup>. This approach aimed to identify relevant studies and data sources related to legal guarantees, commercial guarantees, consumer information, and EU consumer rights. To ensure a comprehensive scope, the review focused on EU-level as well as national-level research in the languages of the selected countries and examined research publication websites (i.e., Google Scholar, Research Gate, Publication office of the European Union) and websites of consumer organisations and public authorities to gather diverse information and practices.

The review process revealed that there is **limited data at both the EU and national levels on the analysis of legal and commercial guarantees**. Nonetheless, it confirmed that producers and traders play a crucial role in informing consumers about guarantees, ensuring compliance with legal requirements and fostering consumer trust. In particular, **online stores were found to provide more comprehensive information on commercial guarantees**: retailers typically emphasise commercial guarantees as marketing tools, particularly for higher-value items, using textual messages and graphic visuals to enhance visibility and appeal. Therefore, online websites often provide detailed descriptions and dedicated sections for commercial guarantees, although the clarity and completeness of this information can vary. Instead, the literature indicates that **the clarity of legal guarantee information is higher in brick-and-mortar stores**, where it is displayed with the product or reported by salespersons. Awareness of legal and commercial guarantees is also **interlinked**: a mystery shopping exercise conducted across eight Member States revealed that 47% of participants were informed about the legal guarantee when purchasing a product with a commercial guarantee<sup>71</sup>. Public authorities, branches of the European Consumer Centres Network (ECC-Net), and national consumer associations were also found to contribute to consumer awareness by providing comprehensive resources, guides, and educational materials to inform consumers about their rights regarding legal guarantees.

This review was further complemented by national-level [desk market research](#). The objective was to assess on e-commerce platforms how often and which communication tools are used by producers and traders at the product level and shop level, in order to inform consumers about the commercial guarantee of durability and legal guarantee of conformity. Ultimately, the aim was to evaluate the suitability of the current communication methods for harmonised

<sup>70</sup> To ensure a representative selection of countries, the project team considered five indicators: regional representation, population size, implementation of the CSG Directive, consumer views on the transparency of legal and commercial guarantees, and popularity of e-commerce among consumers.

<sup>71</sup> European Commission, Directorate-General for Justice and Consumers (2015). Consumer market study on the functioning of legal and commercial guarantees for consumers in the EU – Final report. Publications Office. Available at: <https://data.europa.eu/doi/10.2838/813430>

application across the EU. Given the nature of desk market research, it was focused on **online shopping experiences and e-commerce websites**.

As a first step, the research team agreed with the European Commission and EISMEA a selection of 14 products, with the objective to include both energy related and non-energy related products, as well as items which also display the EU Energy label. The following [Table 1](#) offers an overview of the sample of products agreed with the European Commission and EISMEA.

**Table 1** Sample of products selected for desk market research

Product category	No.	Item	EU Energy label	Energy or non-energy
<b>Consumer electronics, White appliances</b>	1	Washing machine	Yes	Energy
	2	Dryers	Yes	Energy
	3	Refrigerators	Yes	Energy
	4	Televisions	Yes	Energy
	5	Laptops	No	Energy
	6	Photographic cameras	No	Energy
	7	Smartphones	No	Energy
<b>Furniture</b>	8	Wardrobe	No	Non-energy
	9	Sofa	No	Non-energy
	10	Mattress	No	Non-energy
	11	Outdoor dining table <sup>72</sup>	No	Non-energy
<b>Sport goods</b>	12	Bicycle	No	Non-energy
<b>Childcare items</b>	13	Stroller	No	Non-energy
<b>Music instruments<sup>73</sup></b>	14	Guitar	No	Non-energy

The research team then identified the most relevant e-commerce websites by product category, for each of the ten countries of focus. Following the identification of the e-commerce websites, all national researchers used the same templates for gathering the data, in order to guarantee a systematic and comparable approach to data collection across countries.

Overall, **the research team analysed 793 different product items, offered for sale on in 58 websites**. Commercial guarantees were identified for **64%** of the product items, half of which were provided at no additional cost. These were most often conveyed with textual messages (67%) or a combination of textual and visual messages (33%). Instead, information on the legal guarantee was found in **84%** of the product items and was mostly conveyed via textual messages (92%). The analysis also identified ‘other types of guarantees’, e.g., commercial guarantees applicable only to certain parts of the products and insurance-type guarantees<sup>74</sup>. Overall, these

<sup>72</sup> The product “outdoor dining table” replaces the initial idea to include “garden swings”. From the pilot conducted in Ireland and the identification of the suitable ecommerce websites for all categories of products, garden swings emerged as too specific and difficult to find than an outdoor dining table. The two products are thought to be equivalent, as both are types of outdoor furniture.

<sup>73</sup> Music instruments appear as very likely to display commercial guarantees according to the results of a confidential study shared by DG JUST in the early stages of the project.

<sup>74</sup> Insurance-type guarantees refer to agreements where a third-party insurer provides coverage for specific risks associated with a product. These guarantees typically involve a premium paid by the consumer, which ensures that in the event of a loss, damage, or failure of the product, the insurer will compensate the consumer or repair/replace the product according to the terms of the policy. Insurance-type guarantees require a financial commitment from the consumer and may cover a broader range of risks.

types of guarantees were found for **26%** of all the analysed products, and were conveyed either with textual messages (59%), or a combination of visuals and texts (41%).

After the data collection phase, the study team used all information gathered to **evaluate the suitability of currently used communication tools and labels for harmonised application in the EU**. The following criteria were adopted for this particular analysis:

- **Clarity:** how easily a consumer can understand the information being conveyed. It involves evaluating the simplicity of the language used, the formatting and organisation of information, and the use of visuals or infographics.
- **Visibility:** whether the communication tool is easy for consumers to find. For example, a label information needs to be prominently displayed or a website or platform needs to be easily navigable.
- **Replicability:** whether the communication tool is easy and cost-efficient for producers and traders to realise, also across different industrial, productive but also cultural environments.
- **Effectiveness:** whether a communication tool actually leads to the desired behaviour or outcome. This could involve assessing whether or not the tool effectively informs consumers about their rights under legal and commercial guarantees.

Subsequently, national researchers rated for each type of communication tool identified in the assigned countries whether it met the criteria on a Likert scale from 1 to 5 (1 being 'very low', and 5 being 'very high'). The results were peer reviewed by researchers who analysed other countries in order to mitigate the risk of subjectivity of the analysis.

The suitability analysis<sup>75</sup> showed the importance of clarity in communication, with standout practices demonstrating the potential for clear and complete information to significantly aid consumer comprehension. Visibility was another key factor, with visual elements proving to be more recognisable and attention-grabbing than text alone. In terms of replicability, the presence of visuals was found key to be more adaptable across different markets and cultural contexts. Lastly, the effectiveness of the communication tools was assessed, with visuals and text outperforming text alone in conveying the message rapidly and memorably.

All in all, the suitability analysis highlighted the effectiveness of both textual messages and **combinations of text and visuals** in conveying guarantee information, with the latter **being slightly more suitable for harmonised application** due to the higher scores in clarity, visibility, replicability, and effectiveness. These findings suggest that a harmonised approach to communicating guarantees in the EU could benefit from incorporating both visual and textual elements to enhance consumer understanding and engagement.

Learnings from this task fundamentally informed all subsequent project tasks.

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<sup>75</sup> The objective of the suitability analysis was to evaluate the suitability of currently used communication tools and labels for harmonised application in the EU. Each type of communication tool was rated against five criteria: clarity, visibility, replicability, and effectiveness. Further information on the methodology is available in [Annex B](#).



## 3.2 Introductory stakeholder survey

Building on the results from the literature review and desk market research, an introductory stakeholder survey was conducted. This survey aimed to understand stakeholders' expectations and identify the necessary prerequisites that the harmonised label and notice must have.

### 3.2.1 Methodology

The fieldwork was conducted over a six-week period in August–September 2024. During this timeframe, the CAWI study gathered a total of 111 individual responses from a diverse range of stakeholder groups (see [Table 2](#) below).

**Table 2** Number of responses introductory stakeholder survey

Stakeholder group	Completes (frequency)	Completes (percentage)
Consumer organisation	20	18%
Business organisation	25	23%
Private business	18	16%
Member State Authority	38	34%
Other	10	9%
Total	111	100%

A key feature of the survey design was the inclusion of closed as well as open-ended questions. This approach was strategically implemented to capture more nuanced and detailed responses. Additionally, the survey incorporated a visual component, enabling respondents to upload images illustrating exemplary cases or best practices.

### 3.2.2 Key findings: label

The summary below presents the main preferences and concerns for the label expressed by stakeholders who participated in the introductory stakeholder survey. These findings have provided valuable guidance in the development of initial design concepts for the harmonised label.

- **Design:** A majority of respondents (77%) favoured a mixed design, incorporating both text and symbols (instead of a solely visual or solely textual design).
- **Colour:** The suggested colour scheme included grey, silver, black, blue, and white, with a specific recommendation to avoid green to prevent confusion with eco-labels. Black and white was also suggested to avoid printing costs.
- **Text:** Stakeholders recommended to use a clear, legible font and make strategic use of bold text to highlight key information.
- **Icons and symbols:** Icons and symbols need to be kept simple and easy recognisable, with some suggestions to incorporate the number of years of guarantee within the icon design.

- **Duration:** There was a strong preference (87.39%) for expressing the guarantee duration in years (instead of months).
- **Content:** The key information that respondents felt should be included on the label were the duration of the commercial guarantee (75%), the fact that it comes at no additional cost (41%), and that it covers the entire good (45%).
- **Title:** The survey explored potential alternative names for the label, with 'Guaranteed product durability' emerging as the most popular choice (28%). Other suggestions included 'Producer's guarantee of durability' and 'Commercial guarantee of durability'.
- **Confusion with existing labels:** Some respondents worried about possible overlap with future initiatives such as the Digital Product Passport.
- **Link between label and notice:** Regarding the reminder of the legal guarantee, most respondents preferred including a subtle visual reminder that does not interfere with the commercial guarantee information. There was also a preference for the label to share a similar visual identity with the notice.
- **Placement:** For offline stores, the most popular locations were on the product packaging (60%), on the good itself (38%), and on the shelf next to the good (22%). For online stores, respondents preferred placement in the product description (53%), next to the product picture (49%), and in the image gallery (33%).

### 3.2.3 Key findings: notice

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The summary below presents the main preferences and concerns for the notice expressed by stakeholders who participated in the introductory stakeholder survey. These findings have provided valuable guidance in the development of initial design concepts for the harmonised notice.

- **Design:** Respondents emphasised again the importance of a harmonised approach, with the label and notice sharing core design elements for visual consistency. They also mentioned to prefer a straightforward design, to ensure clarity and ease of understanding.
- **Colour:** Again, respondents recommended to avoid green tones to prevent association with eco-marketing.
- **Accessibility:** Stakeholders expressed the importance of ensuring that the information in the notice is accessible via screen readers.
- **Content:** Stakeholders stressed the importance of concise and clear information in the harmonised notice. Key elements suggested for inclusion were consumer action steps, remedy options and timeframes, emphasis on the two-year minimum guarantee, and information on where to find additional details. Many stakeholders expressed concern about the fragmentation of legal guarantee rules across countries.
- **Placement:** For offline stores, popular locations included next to check-out counters (49%), posters on walls or in aisles (41%), and in the form of leaflets that consumers can take home (26%). For online stores, preferred placements were on individual product pages (50%) and shopping cart pages (37%).

The survey also explored the inclusion of EU symbols and QR codes. While opinions were divided, many stakeholders saw value in including an EU symbol (40%) to represent quality and trust. However, concerns were raised about potential misinterpretation (i.e., the label being offered by the EU instead of the producer) and design overload. Regarding QR codes, a majority of respondents favoured their inclusion on both the label and notice (55%), suggesting they could

provide access to more detailed information about guarantees, consumer rights, and product-specific details.

## 3.3 Second stakeholder survey

Building on the results from the first stakeholder survey, six designs for the harmonised label and five designs for the harmonised notice were developed<sup>76</sup> and tested during a second stakeholder survey. The primary objective of this survey was to gather initial impressions from stakeholders on these preliminary design concepts and identify areas for refinement and enhancement in the subsequent iterations of the label and notice designs.

### 3.3.1 Methodology

The fieldwork was conducted over a five-week period in October–November 2024. During this timeframe, the CAWI study gathered a total of 76 individual responses from a diverse range of stakeholder groups (see [Table 3](#) below).

**Table 3**      Number of responses second stakeholder survey

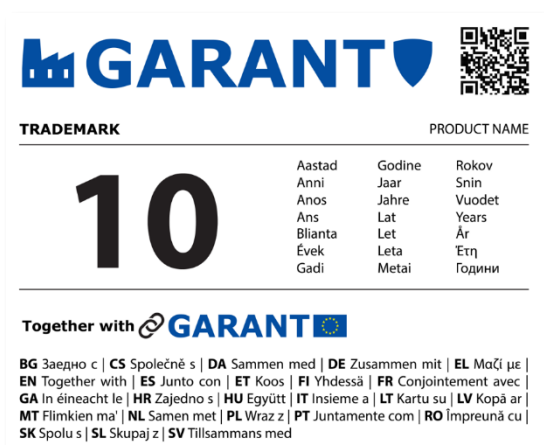
Stakeholder group	Completes (frequency)	Completes (percentage)
Consumer organisation	12	16%
Business organisation	22	29%
Private business	10	13%
Member State Authority	29	38%
Other	3	4%
Total	76	100%

Below an overview of the initial design concepts that were tested in the second stakeholder survey (and also the consumer workshops, see [3.4 Consumer workshops](#)). Note that participants saw the designs both in black and white and colour. Below the versions in colour are presented, but the black and white versions are annexed as well. These preliminary designs represent the first iteration of visual proposals for the harmonised label and notice<sup>77</sup>.


<sup>76</sup> See [Annex A – Designs for consultation in the second stakeholder survey and consumer workshops](#)

<sup>77</sup> See [Annex A – Designs for consultation in the second stakeholder survey and consumer workshops](#) to review the designs in a bigger size and consult them in both colour and black and white.

Label 1



TRADEMARK	PRODUCT NAME		
<b>10</b>	Aastad	Godine	Rokov
	Anni	Jaar	Snin
	Anos	Jahre	Vuodet
	Ans	Lat	Years
	Bilanta	Let	År
	Èvek	Leta	Ετη
	Gadi	Metai	Години

Together with 

**BG** Заедно с | **CS** Společně s | **DA** Sammen med | **DE** Zusammen mit | **EL** Μαζί με | **EN** Together with | **ES** Junto con | **ET** Koos | **FI** Yhdessä | **FR** Conjointement avec | **GA** In éineacht le | **HR** Zajedno s | **HU** Együtt | **IT** Insieme a | **LT** Kartu su | **LV** Kopā ar | **MT** Flikkien ma' | **NL** Samen met | **PL** Wraz z | **PT** Juntamente com | **RO** Împreună cu | **SK** Spolu s | **SL** Skupaj z | **SV** Tillsammans med

Label 2

## GUARANTEED PRODUCT DURABILITY



**BG** Гарантирана трайност на продукта. Тази гаранция е изразена в години и не нарушава вашите законови права за гаранция | **CS** Zaručená životnost výrobku. Tato záruka je vyjádřena v letech a nenarušuje vaše zákonné práva na záruku | **DA** Garanteret produktholdbarhed. Denne garanti er udtrykt i år og griber ikke ind i dine lovestemte garantiregter | **DE** Garantierte Produkthaltbarkeit. Diese Garantie wird in Jahren ausgedrückt und beeinträchtigt nicht Ihre gesetzlichen Garantierechte | **EL** Εγγυημένη ανθεκτικότητα προϊόντος. Η εγγύηση αυτή εκφράζεται σε έτη και δεν πορπιβόλητο στο νόμιμο δικαίωμα εγγύησης | **EN** Guaranteed Product Durability. This guarantee is expressed in years and does not interfere with your legal guarantee rights | **ES** Durabilidad garantizada del producto. Esta garantía se expresa en años y no interfiere con sus derechos de garantía legal | **ET** Garanteeritud toote vastupidavus. See garanti on välendatud aastates ega mõjuta teie seaduslikke garantiõigusi | **FI** Taattu tuotteen kestävyys. Tämä takuu ilmaaataan vuosina eikä se vaikuta lallisen takuuoikeuksi | **FR** Longévité garantie du produit. Cette garantie est exprimée en années et n'interfère pas avec vos droits de garantie légale | **GA** Marthanacht ráthaithe táirge. Léirítear an ráthaocht seo i mblianta agus ní chuireann sí isteach ar do chearta ráthaochta dhlíthula | **HR** Zajamčena trajnost proizvoda. Ovo jamstvo izraženo je u godinama i ne utječe na vaša zakonska jamstvena prava | **HU** Garántált termék tartóssága. Ez a garancia években van kifejezve, és nem befolyásolja az Ön törvényes garanciális jogait | **IT** Durata garantita del prodotto. Questa garanzia è espressa in anni e non interferisce con i diritti di garanzia legale | **LT** Garantuotas produkto patvarumas. Ši garantija išreikšta metais ir netrukdo jūsų įstatymų nustatytoms garantinėms teisėms | **LV** Garantēta produkta ilgmūžīgums. Šī garantija ir izteikta gados un neietekmē jūsu likumīgās garantijas tiesības | **MT** Durabilità garantita tal-prodott. Din il-garanzja hija espressa fi snin u ma interferixxi mad-drittijet ta' garanzja legali legħali | **NL** Gegarandeerde productlevensduur. Deze garantie wordt uitgedrukt in jaren en heeft geen invloed op uw wettelijke garantierechten | **PL** Gwarantowana trwałość produktu. Ta gwarancja jest wyrażona w latach i nie koliduje z ustawowymi prawami gwarancyjnymi | **PT** Esta garantia é expressa em anos e não interfere com os seus direitos de garantia legal | **RO** Durabilitate garantată do produsului. Această garanție este exprimată în ani și nu interferează cu drepturile dumneavoastră de garanție legală | **SK** Zaručená životnosť výrobku. Táto záruka je vyjadrená v rokoch a nenaruša vaše zákonné práva na záruku | **SL** Zajamčena trajnost izdelka. Ta garancija je izražena v letih in ne posega v vaše zakonske pravice do garancije | **SV** Garanterad produktållbarhet. Denne garanti uttrycks i år och påverkar inte dina lagstadgade garantättigheter

Label 3



**BG** ГАРАНЦИЯ НА ПРОДУКТА. Вие също се ползвате от законовата гаранция в Европейския съюз | **CS** ZÁRUKA NA PRODUKT. Také máte prospěch z právní zárukou v Evropské unii | **DA** PRODUKTGARANTI. Du drager også fordel af den lovestemte garanti i Den Europæiske Union | **DE** PRODUKTGARANTIE. Sie profitieren auch von der gesetzlichen Garantie in der Europäischen Union | **EL** ΕΓΓΥΗΣΗ ΠΡΟΙΟΝΤΟΣ. Εμπλεκώστε επίσης από τη νόμιμη εγγύηση στην Ευρωπαϊκή Ένωση | **EN** PRODUCT GUARANTEE. You also benefit from the legal guarantee in the European Union | **ES** GARANTÍA DEL PRODUCTO. También se beneficia de la garantía legal en la Unión Europea | **ET** TOOTEGARANTII. Usate saate kasu Euroopa Liidu seadustulust garantist | **FI** TUOTETAKUUI. Hyödyt myös lakisääteisestä takuusta Euroopan unionissa | **FR** GARANTIE DU PRODUIT. Vous bénéficiez également de la garantie légale dans l'Union européenne | **GA** RÁTHAOCHT TÁIRGE. Bainneann tú tairche as an ráthaocht dhlíthul san Aontas Eorpach freisin | **HR** JAMSTVO PROIZVOĐA. Također imate koristi od zakonskog jamstva u Europskoj uniji | **HU** TERMÉK-GARANCIA. Ön is részesül az Európai Unióban érvényes törvényes jótállásból | **IT** GARANZIA DEL PRODOTTO. Benefici anche della garanzia legale nell'Unione Europea | **LT** PRODUKT GARANTĖJA. Jūs taip pat naudojaties teisine garantija Europos Sąjungoje | **LV** PRODUKTA GARANTĪJA. Jūs arī glosat labumu no likumīgās garantijas Eiropas Savienībā | **MT** GARANZIJA TAL-PRODOTT. Din il-garanzja hija espressa fi snin u ma interferixxi mad-drittijet ta' garanzja legali legħali | **NL** PRODUCTGARANTIE. U geniet ook van de wettelijke garantie in de Europese Unie | **PL** GWARANCJA PRODUKTU. Korzystasz również z gwarancji prawnej w Unii Europejskiej | **PT** GARANTIA DO PRODUTO. Você também beneficia da garantia legal na União Europeia | **RO** GARANȚIA PRODUSULUI. De asemenea, beneficiați de garanția legală în Uniunea Europeană | **SK** ZÁRUKA NA PRODUKT. Vyhlaďte si aj výhodnú právnú záruku v Európskej únii | **SL** GARANCIJA IZDELKA. Koristite tudi zakonsko garancijo v Evropski uniji | **SV** PRODUKTGARANTI. Du drar också nytta av den lagstadgade garantin i Europeiska unionen

Label 4



**BG** Гаранция на производителя | **CS** Záruka výrobce | **DA** Producentgaranti | **DE** Herstellergarantie | **EL** Εγγύηση πορποιού | **EN** Producer guarantee | **ES** Garantía del fabricante | **ET** Tootjagarantia | **FI** Valmistajan takuu | **FR** Garantie du fabricant | **GA** Ráthaocht an tairgeora | **HR** Jamstvo proizvođača | **HU** Gyártói garancia | **IT** Garanzia del produttore | **LT** Gamintojo garantija | **LV** Ražotāja garantija | **MT** Garanzja tal-produttur | **NL** Fabriekegarantie | **PL** Gwarancja producenta | **PT** Garantia do fabricante | **RO** Garanția producătorului | **SK** Záruka výrobcu | **SL** Garancija proizvajalca | **SV** Tillverkargaranti

Label 5



Label 6



**BG** Година | **CS** Let | **DA** År | **DE** Jahre | **EL** Έτη | **EN** Years | **ES** Años | **ET** Aastad | **FI** Vuodet | **FR** Ans | **GA** Bilanta | **HR** Godine | **HU** Év | **IT** Anni | **LT** Metai | **LV** Gadi | **MT** Snin | **NL** Jaar | **PL** Lat | **PT** Anos | **RO** Ani | **SK** Rokov | **SL** Leta | **SV** År

In addition to the legal guarantee

**BG** В допълнение към законовата гаранция | **CS** Kromě zákonné záruky | **DA** Ud over den lovestemte garanti | **DE** Zusätzlich zur gesetzlichen Gewährleistung | **EL** Επιπλέον της νόμιμης εγγύησης | **EN** In addition to the legal guarantee | **ES** Además de la garantía legal | **ET** Usaks seadusest tulenevale garantiele | **FI** Lakisääteisen takuun lisäksi | **FR** En plus de la garantie légale | **GA** Sa bhreis ar an ráthaocht dhlíthul | **HR** Uz zakonsko jamstvo | **HU** A törvényes jótálláson felül | **IT** In aggiunta alla garanzia legale | **LT** Be teisėtos garantijos | **LV** Papildus likumā noteiktajai garantijai | **MT** Minbarra i-garanzja legali | **NL** Naast de wettelijke garantie | **PL** Oprócz gwarancji prawnej | **PT** Além da garantia legal | **RO** Pe lângă garanția legală | **SK** Okrem zákonnej záruky | **SL** Poleg zakonske garancije | **SV** Utöver den lagstadgade garantin



## Notice 1




**YOUR PROTECTION AGAINST DEFECTIVE PRODUCTS IN THE EU**

**As EU consumer, you are entitled to a minimum 2-year legal guarantee from the time of delivery for products that for example:**

- Fail to match the product description
- Do not meet the advertised qualities
- Are not fit for the intended purpose
- Do not demonstrate the normal quality and performance expected
- Are incorrectly installed due to inadequate instructions

**Your rights under the legal guarantee:**

1. Free repair or replacement by a new product, or in some cases price reduction or full reimbursement.
2. If you choose to repair the product instead of replacing it, you have one extra year of legal guarantee protection.
3. The seller is liable

Some EU countries have a longer legal guarantee period under their national law

**What to do if you receive a defective product:**

1. Contact the seller as soon as possible to report the issue
2. Provide the receipt, invoice or bank statement proving your purchase
3. If a dispute arises, consult the consumer protection authority in your country

Ask the seller for more information about your legal guarantee rights.  
You may be offered additional commercial guarantees by the seller or producer.

## Notice 2

**LEGAL GUARANTEE**

A protection against faulty products 

**3 principles**

-  Covers defective products for 2 years from the time of delivery. Some EU countries have a longer legal guarantee period under their national law
-  Entitles to free repair or replacement, or in some cases price reduction or full reimbursement
-  The seller is liable

## Notice 3



**You benefit from the legal guarantee in the European Union**

If products are defective, all consumers in the European Union have a 2-year legal guarantee right from the time of delivery of these products, entitling them to free

-  **repair**
-  **or replacement,**
-  **or in some cases price reduction or full reimbursement.**

A consumer can invoke the legal guarantee for example if a product fails to meet the advertised description or quality, or if it was incorrectly installed due to inadequate instructions.

Some EU countries have a longer legal guarantee period under national law.  
Get more information from the seller or the consumer protection authority in your country!

## Notice 4



**Legal Guarantee**

By law, consumers are entitled to guarantee for conformity defects for 2 years or longer subject to country specific law.

Repairs or replacements of the defective product should be carried out free of charge. In certain situations consumers are entitled to a price reduction or a full reimbursement.

Scan the code for more information on your rights & applicable conditions.



## Notice 5



**LEGAL GUARANTEE**

**Minimum 2-year legal guarantee under EU law:**  
in case of defective products or products that are not matching description, consumers have the right to free

-  **repair**
-  **or replacement,**
-  **or in some cases partial or full reimbursement.**

Some EU countries have introduced a longer guarantee period. Ask the seller for more information.

### 3.3.2 Key findings: label

The summary below provides an overview of stakeholders' assessments regarding the initial label design concepts. These findings highlight the need for further refinement in the label designs, focusing on balancing information density, improving icon clarity and considering stakeholder preferences in naming and colour schemes.

- **Overall evaluation:** Labels 3, 4 and 6 received more positive overall evaluations, while labels 1, 2, and 5 were less favourably received, with label 5 scoring the lowest.
- **Colour:** Organisations representing businesses, particularly producers, favoured black and white labels. For producers, it was important that the adaptable information (i.e., brand, model number and number of years) were for sure provided in black and white. Traders showed more openness to colour versions. Consumer organisations were open to both black and white and colour designs. Member State authorities, however, preferred colour versions or considered the option to provide both black and white and colour versions and let producers choose themselves which one they would like to use.
- **Text:** A common criticism for labels 1, 2, 3, and 6 was that they were too text-heavy, which negatively impacted their understandability and ease of comprehension. Conversely, label 5 was criticised for containing insufficient information. Organisations representing producers expressed concern that extensive small text might be perceived as an attempt to hide or mislead consumers.
- **Structure of information:** The structure of information presentation was best received in labels 3, 4, and 6.
- **Icons and symbols:** Label 1 received mixed reviews, with producers appreciating the top banner, while Member State Authorities felt it resembled a label from an important furniture multinational rather than an official EU logo. Icons across all labels were identified as an area for improvement. Specific criticisms included the overuse of icons in label 1, the unclear shield icon, the poorly received hammer icon in label 2, and the confusing ribbon design in label 3. The 'G' with stars symbol was perceived as unclear.
- **Duration:** The Latin term 'anni' was not well understood, while also the 'calendar' icon did not receive broad support during these consultations. Some stakeholders suggested using the word 'years' in English, accompanied or not with the relevant translations. Labels without duration expression received fewer comments.
- **Title:** Overall, business organisations expressed preference for 'Producer Guarantee', while consumer organisations favoured 'Guaranteed Product Durability'. Member State Authorities liked both 'Guaranteed Product Durability' and 'Additional product guarantee'. Producers emphasised the importance of including a reference to the producer in the label name to clarify the guarantee's source.

### 3.3.3 Key findings: notice

The summary below provides an overview of stakeholders' assessments regarding the initial notice design concepts. These findings highlight the need for further refinement in the notice designs, focusing on striking an optimal balance between information density and clarity, incorporating flexibility for country-specific details and enhancing the overall structure of information presentation.

- **Overall evaluation:** The evaluation of the initial notice designs by stakeholders revealed generally more positive responses compared to the label designs. Among the five notice designs presented, Notice 5 received the most favourable overall perception, while

Notices 2, 3, and 4 were moderately well-received. Notice 1 was the least preferred design.

- **Colour:** Regarding colour preferences, organisations representing businesses generally favoured black and white notices, with traders showing slightly more openness to colour versions. Interestingly, unlike their preferences for the label designs, business organisations indicated openness to both colour and black and white options for the notices. Consumer organisations and Member State authorities expressed a preference for colour versions, particularly favouring blue.
- **Text:** The main criticism for Notice 1 and Notice 3 was that they were considered too text-heavy, potentially overwhelming consumers with information. This was particularly noted by business organisations. Despite this, the notices generally scored well on understandability. However, stakeholders pointed out that the language used was often too legal in tone, suggesting that future designs should employ simpler language to ensure better comprehension by consumers.
- **Structure of information:** Notices that utilised a bulleted or summation format, such as Notices 1, 2, and 5, were praised for their well-structured presentation of information. The icons used in Notice 5 to indicate different remedies were particularly well-received. In contrast, Notice 4 was criticized for unclear text placement.
- **Content:** A significant point of discussion was the need to acknowledge and address variations in legal guarantees across Member States. Stakeholders emphasised that providing generic information could lead to confusion due to differences in how the Directive is transposed nationally. Suggestions included allowing for country-specific adaptations or providing nationally specific information via the QR code. In this regard, the QR code was seen as a useful vehicle to provide additional information, particularly by stakeholders presenting businesses. Note that some Member State Authorities expressed concerns regarding the risks of fraud linked to QR code.

## 3.4 Consumer workshops

In parallel with the second stakeholder survey, the same initial six designs of the harmonised label and five designs of the harmonised notice (as displayed above, see [3.3.1 Methodology](#))<sup>78</sup> were also tested via consumer workshops. The primary objective of these workshops was to gather initial impressions from consumers on these preliminary design concepts and identify areas for refinement and enhancement in the subsequent iterations of the label and notice designs.

### 3.4.1 Methodology

The fieldwork was conducted over a two-week period in October 2024. During this timeframe, four workshops were organised in each one of the three countries Germany, Poland and Spain (see [0](#) below). This country selection was made to ensure the representation of different EU regions. Additionally, relevant legal regulations on guarantees<sup>79</sup> and consumers' experiences with guarantees<sup>80</sup> were taken into account when selecting these countries. More specifically, Germany and Spain adhere to the minimum rules under the Consumer Sales and Guarantees Directive, while Poland extends the period for reversal of burden of proof. According to the European Commission studies mentioned in footnotes 52 and 53, Polish consumers also demonstrate a high understanding of legal guarantees and both Polish and Spanish consumers find commercial guarantee information more transparent than German consumers. German consumers on the other hand have a better understanding of the difference between legal and commercial guarantees than Polish and Spanish consumers.

Ensuring a balanced sample in terms of gender, age, education level and people with visual impairments, each of the four workshops focused on a specific target group:

- **Online Workshop 1 (75 mins):** adults 35-65 years or older, with a *higher level of education*
- **Online Workshop 2 (75 mins):** adults 35-65 years or older, with a *lower level of education*
- **Online Workshop 3 (75 mins):** *young adults* 16-34 years old, including at least 1 participant being 16-18 years old
- **Face-to-face (F2F) workshop (2 hours):** adults 25-65 years or older, with *visual disabilities* such as low-vision, colour blindness, and other visual impairments.

<sup>78</sup> See [Annex A – Designs for consultation in the second stakeholder survey and consumer workshops to review the designs in bigger size](#)

<sup>79</sup> European Commission (2017). Study on the costs and benefits of minimum harmonisation under the Consumer Sales and Guarantees Directive 1999/44/EC and of potential full harmonisation and alignment of EU rules for different sales channels. Retrieved from: <https://op.europa.eu/en/publication-detail/-/publication/358f6bb9-9ac0-11e8-a408-01aa75ed71a1>

<sup>80</sup> European Commission (2015). Consumer market study on the functioning of legal and commercial guarantees for consumers in the EU. Retrieved from: <https://op.europa.eu/en/publication-detail/-/publication/146e59de-02d3-11e6-b713-01aa75ed71a1/language-en>

Table 4 Respondent composition of consumer workshops

Country	Spain				Poland				Germany				Total
	WS online 1	WS online 2	WS online 3	WS F2F	WS online 1	WS online 2	WS online 3	WS F2F	WS online 1	WS online 2	WS online 3	WS F2F	
<b>Total</b>	8	7	8	8	7	7	7	7	8	8	8	8	91
<b>Gender</b>													
Male	4	4	4	4	3	4	4	3	4	4	4	4	46
Female	4	3	4	4	4	3	3	4	4	4	4	4	45
<b>Age</b>													
16-17	0	0	2	0	0	0	2	0	0	0	2	0	6
18-34	0	0	6	2	0	0	5	1	0	0	6	2	22
35-54	5	6	0	4	3	2	0	2	3	4	0	4	33
55-64	1	1	0	2	3	4	0	3	3	3	0	1	21
65+	2	0	0	0	1	1	0	1	2	1	0	1	9
<b>Education</b>													
Higher education level	8	0	1	3	7	0	3	4	8	0	3	3	40
Lower education level	0	7	7	5	0	7	4	3	0	8	5	5	51

The consumer workshops were designed to gather feedback from respondents on several key elements of the label and notice designs. Specifically, consumers were asked to provide their opinions and insights on the following aspects:

- Whether the label and notice impact consumers' awareness of their rights.
- Whether the label and notice increase consumer's recognition, understanding, trust and recall.
- Whether the label incentivises consumers to choose the product with the label.
- Whether the label and notice are equally effective online vs. offline.
- Whether the effectiveness of the label and notice is hampered by other information.
- Whether the label and notice are understandable for all consumers, including vulnerable groups.

The discussion guide was structured in three main parts:

- An ice-breaker, discussing labels and any other information consumers say they look at when shopping for durable goods.
- A first deep-dive session gathering feedback on the harmonised label designs.
- A second deep-dive session gathering feedback on the harmonised notice designs.

The designs were discussed one by one. Participants first got the chance to describe how they interpret the design. Secondly, the moderator shared some background information about the design to give participants insights in why the design was drafted in a certain way. Finally, participants got to evaluate the designs by talking about the strengths and weaknesses of each



design. At the end of the workshop, each participant got to select a winning pair of the label and notice.

### 3.4.2 Key findings: label

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The summary below provides an overview of consumers' assessments regarding the initial label design concepts. These findings revealed that the effectiveness of labels in meeting objectives varied. While some designs contributed to raising awareness about consumer rights, others fell short due to complexity or lack of clarity. The inclusion of EU symbols and clear language generally increased trust and recognition. However, overwhelming amounts of text and unclear icons often hindered full understanding and recall.

- **Colour:** Use of colour enhanced recognisability. The use of blue was often associated with trust and security, particularly in Germany and Poland.
- **Text:** The extensive use of translations created a visually overwhelming 'wall of text' that deterred consumers from engaging with the label in its entirety, significantly reducing its overall appeal. This issue was particularly problematic for individuals with visual impairments. Older participants highlighted the importance of enhancing readability through thoughtful design choices. They suggested using an appropriate font size, incorporating bold text for emphasis, and employing bullet points to structure information clearly.
- **Icons and symbols:** Consumers expressed a preference for a limited number of icons, citing concerns about visual clutter and potential misinterpretation. In particular, the hammer icon was associated more with damage or repair than with durability. The stamp icon was seen as outdated, especially by younger respondents.
- **Duration:** Participants expressed a preference for designs that clearly indicated the duration of the guarantee in years.
- **Title:** The use of a unified word, like GARANT, was generally seen as a positive step towards enhancing recognition and recall. Also the title Producer Guarantee was well-received.
- **QR code:** The inclusion of QR codes was generally well-received, especially by younger participants, as a means to access more detailed information.
- **EU symbol:** The presence of the EU flag was seen as positive and conveying credibility. Consumers expressed a preference for the conventional EU flag design over the modified version featuring a 'G' surrounded by stars. They found the traditional flag more immediately recognisable and associated it more strongly with official EU communications.

### 3.4.3 Key findings: notice

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The summary below provides an overview of consumers' assessments regarding the initial notice design concepts. These findings showed that respondents across all workshops viewed the concept of a standardised EU-wide notice positively. Designs that balanced clear titles, prominent EU symbols, and well-structured information generally performed better in terms of recognition and understanding.

- **Design:** A clear blue banner at the top of the design (as in Notice 4) was evaluated as clear and recognisable.
- **Text:** A large amount of text (as in Notice 1) was considered overwhelming and potentially discouraging consumers from reading it, especially in a shop setting.

Participants suggested that this level of detail would be more appropriate for information accessed via a QR code. Bold text, as done for the remedies in Notice 3, enhanced recall.

- **Structure of information:** Paragraphs separated by horizontal lines and the use of icons appreciated as they helped to scan the content.
- **Title:** The title 'Legal Guarantee' was evaluated as clear.
- **QR code:** The inclusion of a QR code was appreciated.

## 3.5 First stakeholder meeting

Based on the results of the second stakeholder survey and consumer workshops, the designs of the harmonised label and notice were further improved<sup>81</sup> and discussed during the first online stakeholder meeting.

### 3.5.1 Methodology

The first stakeholder meeting was held online in November 2024. A total number of 35 stakeholder organisations attended the meeting, including 9 business organisations, 9 consumer organisations, 12 Member State authorities and 4 environmental NGOs.

The meeting was structured in two parts:

- In the first part, the project team presented the results of tasks performed thus far, including the literature review, desk market research, stakeholder surveys I and II, and consumer workshops.
- The second part focused on presenting new prototype designs of the harmonised label and notice, which were developed based on the results of stakeholder survey II and the consumer workshops. Stakeholders had the opportunity to vote on each of the presented designs using the Mentimeter tool, providing immediate feedback. After each round of voting, stakeholders were given the floor to share their insights. To ensure comprehensive input, the project team also provided stakeholders with a feedback form in Excel format that they could use to submit written feedback after the meeting.

Below an overview of the reworked designs that were discussed during the meeting. These designs represent the second iteration of visual proposals for the harmonised label and notice.

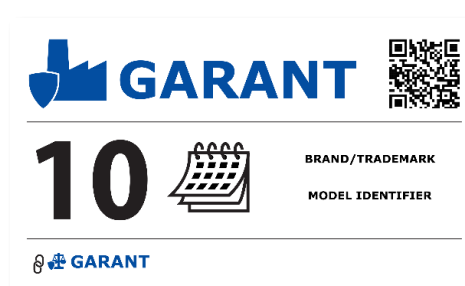
Notice 1



Label 1A



Label 1B



<sup>81</sup> See [Annex A – Designs presented for consultation in the first stakeholder meeting](#) to review the designs in bigger size

## Notice 2



**LEGAL GUARANTEE**

If products are defective, all consumers in the European Union have a **minimum 2-year legal guarantee right** from the time of delivery of these products.

Consumers can claim their legal guarantee rights for example if a **product fails to meet the advertised description or quality, or if it was incorrectly installed** due to inadequate instructions.

**Sellers are required to offer free**

- repair
- or replacement,
- or in some cases price reduction or full reimbursement.

Some EU countries have a longer legal guarantee period under national law.

Get more information **from the seller or the consumer protection authority** in your country.

Logo for online version:  
(mouse-over)



## Label 2



Logo for online version: (mouse-over)



BG ГАРАНТИЯ ЗА ДЪЛГОТРАЙНОСТ, ПРОДЪЛЖИТЕЛНОСТ И ПРОИЗХОДИТЕЛ. Търговски и/или законна гаранция.

CS ZÁRUKA ŽIVOTNOSTI POŠTOVANÁ VÝROBCEM. Součástí se získanou zárukou.

DA PRODUKTENS HJOLDBÆRHEDSGARANTI. Parallelt med den lovestemte garanti.

DE HERSTELLERGARANTIE FÜR HALBBAREIT. Parallel zur gesetzlichen Gewährleistung.

EL ΕΓΓΥΗΧΗ ΑΝΕΚΤΙΚΟΤΗΤΑΣ ΤΟΥ ΠΑΡΑΓΩΓΩ. Παράλληλα με τη νόμιμη εγγύηση.

ES GARANTÍA DE DURABILIDAD DEL PRODUCTO. En paralelo a la garantía legal.

ET TOOTJA VASTUPIDAVUSGARANTIA. Paralleelsi seadusliku garantiaga.

FI TUOTTAJAN KESTÄVYYSKATUUKU. Rinnakkuinen laeissaan säätämän katukau.

FR GARANTIE DE DURABILITÉ DU PRODUCTEUR. Parallèlement à la garantie légale.

GA BATHALÓCHÍ MARTHANACHTA AN TÁIRGEORA. A gcomhréir leis an rathúnacht dhíothúil.

HR JAMSTVO TRAJNOSTI PROIZVOĐAČA. Inaporedno sa zakonskom jamstvom.

HU A GYÁRTÓ TARTÓSSÁGI GARANCIAJA. A jogszabályban alapul garanciával párhuzamosan.

IT GARANZIA DI DURABILITÀ DEL PRODUTTORE. In parallelo con la garanzia legale.

LT GAMINTOJO PATVIRIMO GARANTUJA. Lygiagrečiai su teisės aktais nustatyta garantija.

LV RAČOTĀJA IZCIETĪBAS GARANTĪJA. Paraleli ar likumotajai garantijai.

MT GARANZIJA TA' DURABILITÀ TAL-PRODUTTUR. I'm qiegħ parafel mill-garanzja legali.

NL LEVENSDUURGARANTIE VAN DE PRODUCTENT. Parallel met de wettelijke garantie.

PL GWARANCJA TRWAŁOŚCI UŻYCIELANA PRZEZ PRODUKENTA. Równocześnie z gwarancją prawną.

PT GARANTIA DE DURABILIDADE DO PRODUTOR. Em paralelo com a garantia legal.

RO GARANȚIA DE DURABILITATE A PRODUCĂTOR. În paralel cu garanția legală.

SK ZÁRUKA ŽIVOTNOSTI POŠTOVANÁ VÝROBCOM. Súčasne so získanou zárukou.

SL JAMSTVO PROIZVALCA ZA TRAJNOST. Tjopenredno z zakonskim jamstvom.

SV PRODUKTENS HÅLLBARHETSGARANTI. Parallellt med den rättsliga garantin.

## Notice 3



**Legal Guarantee**

**Minimum 2-year legal guarantee under EU law:** for example in case of defective products or products that are not matching description, consumers have the right to ask the seller for free:

- repair
- or replacement,
- or in some cases price reduction or full reimbursement.

Some EU countries have introduced a longer guarantee period.

Ask the seller or scan the code for more information on your rights & applicable conditions.

## Label 3A

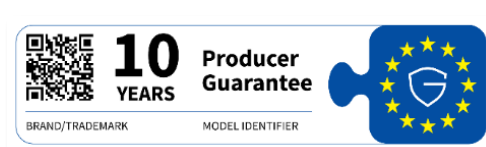


**10 years Producer guarantee**

BRAND/TRADEMARK MODEL IDENTIFIER

BG Гаранция за дълготрайност, издръжливост и произход. Търговски и/или законна гаранция. | ES Años. Garantía del productor. | ET Aastad. Toetaja garantii. | FR Années. Valeurée par la loi. | GA Blianta. Ráthúnacht an Tairgeora. | DE Jahre. Herstellergarantie. | HU Évek. Gyártói garancia. | IT Anni. Garanzia del produttore. | LT Metai. Gamintojo garantija. | LV Gadi. Ražotāja garantija. | MT Sins. Garanzija tal-produttur. | NL Jaar. Productgarantie. | PL Lata. Gwarancja producenta. | PT Anos. Garantia ao produtor. | RO Ani. Garanția producătorului. | SK Rokov. Záruka výrobcu. | SL Leto. Garancija proizvajalca. | SV År. Tillverkargaranti.

## Label 3B



**10 YEARS Producer Guarantee**

BRAND/TRADEMARK MODEL IDENTIFIER

## Notice 4



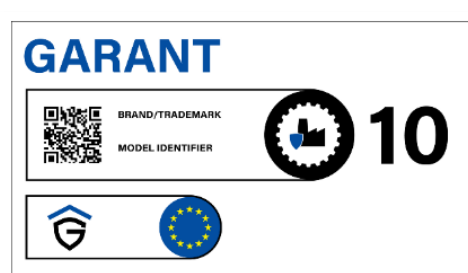
**LEGAL GUARANTEE**

- Minimum 2-year protection against defective products under the EU law.**
- Consumers can invoke the legal guarantee if a product, for example, fails to meet the advertised description or quality, or if it was incorrectly installed due to inadequate instructions.
- Sellers are required to offer free**
  - repair
  - replacement
  - in some cases price reduction or full reimbursement

Some EU countries have a longer legal guarantee period under national law.

For more information on your rights and applicable conditions, scan the QR code, ask the seller, or contact the consumer protection authority in your country.

## Label 4



**GARANT**

BRAND/TRADEMARK MODEL IDENTIFIER

**10**

### 3.5.2 Key feedback: label

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The summary below provides an overview of stakeholders' feedback regarding the label designs.

- **Overall evaluation:** Label 3A and 3B were received most positively across stakeholder groups. Business organisations and Member State Authorities showed a higher preference for Label 3B, while consumer organisations favoured Label 3A.
- **Colour:** While colour versions were seen as more attractive from a consumer perspective, concerns were raised about potential conflicts with company branding, printing costs and the environmental impact of colour ink.
- **Icons and symbols:** Some stakeholders mentioned avoiding industrial imagery that may harm the image of sustainable products.
- **Duration:** To improve consumer understanding, stakeholders advocated for using years instead of calendars, symbols, or other representations of time.
- **Title:** Clarity in titles was emphasised, with specific suggestions for using terms like 'legal guarantee' and 'producer's guarantee of durability'.
- **QR code:** Necessary information should not only be expressed via the QR code, as not all consumers have smartphones.
- **Use and reproducibility:** Use and reproducibility were generally scored low, with Label 1A receiving the lowest rating.

### 3.5.3 Key feedback: notice

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The summary below provides an overview of stakeholders' feedback regarding the notice designs.

- **Overall evaluation:** Notice 3 received the highest overall score across all stakeholder groups. More specifically, in terms of attractiveness and consumer understanding, Notice 3 received the highest scores across all three stakeholder groups. However, business organisations assessed Notice 2 as equally effective for consumer understanding.
- **Content:** One notable suggestion from stakeholders was to add the phrase 'ask the seller or authority for consumer rights information' to the notice. This addition aims to guide consumers towards reliable sources of information regarding their rights, potentially enhancing the utility of the notice.
- **Title:** Stakeholders preferred the title 'Legal guarantee' over the title 'GARANT'.
- **QR code:** QR code was perceived as useful to link to more information.
- **Use and reproducibility:** Regarding use and reproducibility, consumer organisations scored all four notices low, with Notice 1 receiving the lowest rating.



## Task 2 – Testing prototypes

### 3.6 Consumer survey

Based on the feedback received during the first stakeholder meeting, the designs of the harmonised label and notice were further improved and tested in the consumer survey. The primary objective of this survey was to gather insights from consumers on the understandability and recognisability of the label and notice designs.

#### 3.6.1 Methodology

The fieldwork was conducted over a three-week period in January–February 2025. The general population aged 18 and above was targeted, with a substantial sample size of 10,155 respondents distributed across all ten participating countries (see [Table 5](#) below). To enhance the representativeness of the results, the data were weighted according to key demographic variables, including age, gender, region, and education.

**Table 5**      Number of responses consumer survey

Country	Completes
Finland	1,023
France	1,019
Germany	1,010
Greece	1,016
Ireland	1,005
Poland	1,023
Portugal	1,022
Slovenia	1,005
Spain	1,032
Sweden	1,000
Total	10,155

Below an overview of the reworked designs<sup>82</sup> that were tested in the consumer survey (and also the traders and producers survey, see 3.7 Traders and producers survey). These designs represent the third iteration of visual proposals for the harmonised label and notice. Note that the title of Label 3A was translated into the local language for all participating countries.

### Notice 1A



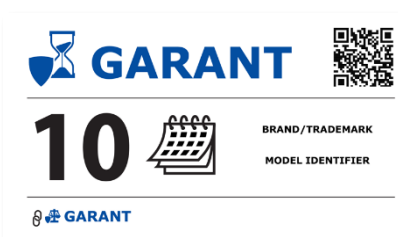
### Label 1A



### Notice 1B



### Label 1B



<sup>82</sup> See Annex A – Designs tested in the consumers survey and traders & producers survey

## Notice 2



## Label 2



## Notice 3



## Label 3A



## Label 3B



## Notice 4



## Label 4



## 3.6.2 Key findings: label

The summary below provides an overview of consumers' assessments regarding the label designs. The results gave valuable insights in which design elements helped consumers to understand and recognise the label.

- **Understandability:** Labels 3A and 3B, featuring rectangular designs with minimal text, proved most effective in enhancing consumer comprehension. More specifically, 45% of consumers reported that Label 3A used a structure that was easy to follow. Label 3B was a close second with 41%. Looking at the results of the understandability test, the duration of the guarantee (62% correctly understood/remembered this) and the fact that it was offered by the producer (44%) were rather clear to respondents. Other characteristics, such as the fact that the guarantee was offered at no additional cost (37%) and it applies to the entire product (35%) were less clear.
- **Recognisability:** The blue puzzle piece in labels 3A and 3B seemed particularly successful in attracting attention. More specifically, 46%/44% of consumers reported that Label 3A would catch their attention in an offline/online shop. Label 3B was a close second with 40%/41%. No noticeable difference in recognisability between online and offline contexts.
- **Trustworthiness:** Label 3A was perceived as trustworthy by approximately half of the respondents, resembling official EU communication. The inclusion of a 'G' symbol surrounded by stars seemed to enhance the perception of trustworthiness.
- **Title:** 'Producer guarantee' (31%) and 'GARANT' (31%) emerged as the most popular title options.
- **Duration:** The expression of duration using 'Years', both with (44%) and without translations (44%), was most widely understood across countries.
- **QR code and mouseover:** Interactive features were well-received by participants. A majority found the concept of a mouseover option useful for accessing more detailed information, and most expressed willingness to scan QR codes on the labels. These findings suggest that consumers are open to engaging with digital elements that provide additional information about the guarantee.
- **Purchase intention:** In a hypothetical scenario involving refrigerator purchases, the majority of respondents preferred a labelled product over a non-labelled one (49% mentioned to be very likely and 36% mentioned to be likely to choose the labelled product). Label 3A showed the highest potential to influence purchase intention and guide consumers towards longer-lasting products.
- **Link between label and notice:** The connection between the label and the accompanying notice was effectively established through the puzzle piece symbol, with 39% finding this a clear visual link. Notice 3, which combined a textual reference to the commercial guarantee with a visual image of the corresponding label, appeared to enhance consumers' understanding of the relationship between the two elements.
- **Information campaign:** Although exposure to additional information about the label did not have a significant impact on respondents' understanding of the label, an information campaign might still be beneficial. Given the limited information provided on the label itself, an information campaign could help consumers to better understand the label's exact applicability and implications.

### 3.6.3 Key findings: notice

The summary below provides an overview of consumers' assessments regarding the notice designs. The results gave valuable insights in which design elements helped consumers to understand and recognise the notice.

- **Understandability:** The majority of respondents (81%) correctly identified the number of years the legal guarantee holds based on reading the notices. Similarly, most

respondents (86%) accurately recognised that the seller or store is responsible for repairing or replacing defective products under the legal guarantee. In terms of design and understandability, Notices 3 and 4 performed particularly well. More specifically, 45% of consumers reported that Notice 4 used a structure that was easy to follow and 46% found that it used simple and clear language. Notice 3 was a close second with 38% of consumers finding the design well structured and 39% evaluating the language as simple and clear. Their success demonstrated that using numbered paragraphs and presenting information in two columns rather than one enhanced consumers' comprehension.

- **Recognisability:** Notice 3's prominent blue banner at the top seemed to effectively attract attention. More specifically, 47% of consumers reported that Notice 3 would catch their attention in an offline shop and 46% reported that Notice 3 would catch their attention in an online shop. Notice 4 was a close second with 38% reporting that it would catch their attention in both an online and offline shop. No noticeable difference in recognisability between online and offline contexts.
- **Awareness:** Action-oriented sections, like the 'What to do' section, appeared to help consumers better understand their legal guarantee rights.
- **Trustworthiness:** Notice 3 was perceived as particularly trustworthy, with approximately half of all respondents viewing it as resembling official EU communication. The 'G' symbol surrounded by stars seemed to enhance this perception of trustworthiness.
- **Title:** The title 'Legal Guarantee' (56%) was generally preferred over 'GARANT' (38%) as a title, though this preference varied somewhat by age and country. For instance, in Greece, there was little difference in preference between the two terms, and 'GARANT' resonated more with younger respondents while 'Legal Guarantee' was favoured by older participants.
- **Confusion in stores:** Support for the notice was lower in certain retail environments, including supermarkets, bookstores, newsstands, night shops, bakeries, and butchers.
- **Information campaign:** Although exposure to additional information about the notice did not have a significant impact on respondents' understanding of the label, an information campaign might still be beneficial.



## 3.7 Traders and producers survey

In parallel with the consumer survey, the same six designs of the harmonised label and five designs of the harmonised notice (as displayed above, see [3.6.1 Methodology](#))<sup>83</sup> were also tested via a traders and producers survey. The primary objective of this survey was to gather insights from traders and producers on the usability and reproducibility of the label and notice designs.

### 3.7.1 Methodology

The fieldwork was conducted over a four-week period in January-February 2025. To ensure adequate representation, hard quotas were implemented with a target of 20 traders and 20 producers per country. The sample of traders was carefully balanced in terms of business sector, location of sales, company size and sales channel. Given the scope of the project, the sample mostly focused on traders of durable goods. Similarly, the sample of producers was carefully balanced in terms of business sector, company size and sales channel. A total sample size of 412 respondents was obtained, comprising of 207 producers and 205 traders (see [Table 6](#) below).

**Table 6** Number of responses traders and producers survey

Country	Completes total	Completes producers	Completes traders
Finland	42	21	21
France	41	21	20
Germany	41	20	21
Greece	40	20	20
Ireland	41	21	20
Poland	40	20	20
Portugal	41	20	21
Slovenia	42	22	20
Spain	42	21	21
Sweden	42	21	21
Total	412	207	205

<sup>83</sup> See [Annex A – Designs tested in the consumers survey and traders & producers survey](#) to review the designs in bigger size

### 3.7.2 Key findings: label

The summary below provides an overview of traders' and producers' assessments regarding the label designs. The results gave valuable insights in which design elements improved the usability and reproducibility of the label.

- **Understandability and suitability:** Labels 3A and 3B, characterised by their lean design and minimal translations, emerged as the most favourable options. More specifically, 55% of traders and producers reported that Label 3B would be the easiest to understand for their consumers, followed by Label 3A with 52%. Regarding suitability, respondents showed a preference for Label 3A in offline settings (57%), while both Label 3A and 3B (37%) were deemed suitable for online environments.
- **Colour:** Colour preferences among producers leaned towards designs incorporating one (46%) or two (44%) colours with variable elements in black. While a monochromatic label reproducible in any color was less preferred, it was still accepted by many (33%).
- **Cost-efficiency:** Label 3B was identified as the most cost-efficient design by the majority of respondents (46%).
- **Size:** Traders and producers showed a strong preference for the A6 format (47%), followed by A5 (28%), indicating a desire for compact yet readable labels.
- **Language-neutrality:** Language-wise, there was a strong preference for multiple-language labels with text elements in English and translations available in all official EU languages (47%). They also expressed interest in a fully language-neutral label option (35%), highlighting the need for flexibility in multilingual markets.
- **Intention to use:** Producers responses were evenly distributed. On a scale from 1 to 10, there was a split between lower to moderate scores (1-6; 45%) and moderately high scores (7-8; 43%), with a smaller portion giving very high scores (9-10; 12%).
- **Link between label and notice:** In terms of visual cohesion between different types of guarantees, traders and producers rated Notice 3 and Label 3A/3B as having the best similar visual design (44%).
- **QR code:** Regarding the use of QR codes on labels, opinions were divided among producers. A significant proportion (43%) suggested that the QR code should direct users to the commercial guarantee statement on the producer's website, while another substantial group believed it should provide an extensive explanation of the harmonised label (40%).

### 3.7.3 Key findings: notice

The summary below provides an overview of traders' and producers' assessments regarding the notice designs. The results gave valuable insights in which design elements improved the usability and reproducibility of the notice.

- **Understandability and suitability:** Notice 3 (63%) was evaluated by traders as the easiest to understand for their consumers. Notice 4 was also well-received in this regard (48%). In terms of suitability, 61% found Notice 3 the most suitable to display in an offline shop, while 37% found Notice 4 the most suitable to display in an online shop.
- **Cost-efficiency:** Notice 3 was identified as the most cost-efficient design by the majority of respondents (49%).
- **Size:** Traders showed a strong preference for the A4 format (44%), followed by A5 (31%), indicating a desire for compact yet readable notices.

## 3.8 Behavioural experiment

Based on the results from the consumer survey and traders and producers survey, the designs of the harmonised label and notice were further improved and tested in the behavioural experiment<sup>84</sup>.

### 3.8.1 Methodology

The behavioural experiment consisted of a hypothetical **shopping task** during which respondents shopped for products, followed by a **survey**. Each respondent completed the shopping task in one of three 'environments': an **e-commerce** environment, '**virtual store**' environment, or **physical store**:

- The e-commerce environment was designed to simulate the experience of buying products on an e-commerce website, in a realistic way.
- While online, the 'virtual store' was designed to mimic a customer journey through a physical store with images of a store entrance, aisles, products side-by-side and a checkout. This allowed the labels and notices to be presented in the context of a shopping experience in a physical store, within an online experiment.
- The physical store shopping task took place in an electronics store in the city of Łódź, Poland. Participants saw products in their natural environment and actual display positions in the store. Participants were accompanied by researchers to ensure they made their way to the right products, record their choices and ask relevant follow-up questions. The researchers only gave guidance to facilitate the research and did not lead the participants.

Further details of the shopping task in each of these environments are given in [Annex C](#). The e-commerce and virtual store environments were part of an online experiment carried out in five countries – Finland, France, Ireland, Romania and Spain – with c.1,000 respondents per country, split 800/200 between the e-commerce and virtual store environments. The physical store shopping task was conducted with 206 Polish consumers. The countries for the behavioural experiments were selected from among those included in the wider set of ten countries covered in the study, based on the same set of criteria as used to select the wider set (see [footnote 5](#) for selection criteria).

Across the different environments, several 'factors' were varied in the experiment including: the **label and notice designs**; the **placements of the label and notice**; the **notice size**; the **colour scheme** of the labels and notices (i.e. whether they were in colour or black and white); the **label QR code content**; and whether an **information campaign** was shown. The tested label and notice designs are shown at the end of this subsection (again, see [Annex C](#) for further details). [Table 7](#) shows which factors were tested in which experiment environments. In the experiment, these factors were varied at random across respondents (i.e. 'between subjects'<sup>85</sup>). In the ecommerce and virtual store environments, for each factor respondents were allocated at random to a variant (e.g., a specific label design) separately and independently of their allocations for all other factors. In the physical store setting, where the sample size was smaller, respondents were allocated using an experimental design that ensured the allocations to variants were

<sup>84</sup> See [Annex A – Designs tested during behavioural experiment and presented at the second stakeholder meeting](#) to review the designs in bigger size

<sup>85</sup> In experiment design, 'between subjects' design means that different participants are exposed to each treatment condition. A 'treatment' is a variation that is tested in the experiment. such as in this case each label design) with each person exposed to only one treatment (in contrast 'within subjects design would mean that each person is exposed to several treatments).

uncorrelated across the factors (e.g. the assignments to the label and notice designs were uncorrelated with the assignments to notice placements and sizes).<sup>86</sup>

**Table 7** Factors tested in different experiment environments

Factor	E-commerce	Virtual store	Physical store
Label & notice design	✓	✓	✓
Label placement		✓	
Notice placement	✓	✓	✓
Notice size			✓
Colour scheme	✓		
QR code content			✓
Information campaign	✓	✓	

Each respondent completed the shopping task three times and each time they were asked to 'buy' (hypothetically) a different type of product, namely either a washing machine, printer, TV or suitcase, except in the physical store where suitcases were not included as these are not sold in this retailers' store.

In the e-commerce and virtual store environments<sup>87</sup>, the products included in the experiment also carried other mandatory labels (not only the harmonised label) to enhance the realism of the hypothetical shopping tasks. Specifically, TVs and washing machines carried the EU energy label, whereas printers carried a repair score label. Furthermore, in France TVs also carried the French durability index label. This allows the study to assess the effectiveness of the harmonised label in the presence of other relevant labels that provide similar types of information and which consumers encounter in the respective countries.

Four options were available for each type of product (respondents could choose from four TVs, four printers, etc.), and among the four products of each type:

- Two products – Products 1 and 3 – had a **lower price** and **did not carry the label**, even under the 'with label' treatments.
- One product – Product 2 – had a **lower price** and a **shorter guarantee** and **carried the label** under any 'with label' treatments
- One product – Product 4 – had a **higher price** and a **longer guarantee** and **carried the label** under any 'with label' treatments

This set-up is summarised in [Table 8](#) below (for further details of the set-up, see [Annex C](#)):

**Table 8** Set-up of products in the shopping task

Price & label	Product 1	Product 2	Product 3	Product 4
Price	<b>Lower</b> , very similar to 2 & 3	<b>Lower</b> , very similar to 1 & 3	<b>Lower</b> , very similar to 1 & 2	<b>Higher</b> than 1, 2 & 3
Guarantee period	n/a	<b>Short</b> , 3 years	n/a	<b>Long</b> , 6 years
Carried label? (under 'with label' treatments)	<b>No</b>	<b>Yes</b>	<b>No</b>	<b>Yes</b>

The shopping task and subsequent survey provided a wide range of outcome measures for analysis. a key outcome measure from the experiment is the proportion of consumers who chose

<sup>86</sup> That is, the experiment design was 'orthogonal' (a 'fractional factorial design' was used for this purpose).

<sup>87</sup> In the physical store, the products carried any labels that the retailer ordinarily places on their products. While we might assume that these would have included those labels required by relevant rules in Poland, this was not controlled in the experiment.

the higher priced product with a longer guarantee, as well as whether they chose their selected product *due to the length of the guarantee*. Further outcome measures related to recall, understanding, and subjective perceptions of the labels and notices. For details of these outcome measures, see [Annex C](#).

Below is an overview of the reworked designs that were tested in the experiment<sup>88</sup>. These designs represent the fourth iteration of visual proposals for the harmonised label and notice. The designs deliberately aimed to ensure sufficient variation between the labels in order to identify potential differences in effectiveness. Note that label 1 and the title of label 4 were fully translated into the local languages for all participating countries. All notices were translated into the local languages, below are the English versions.

### Notice 1



### Label 1



<sup>88</sup> See [Annex A – Designs tested during behavioural experiment and presented at the second stakeholder meeting](#) to review the designs in bigger size



## Notice 2



## Legal Guarantee

**Minimum 2-years legal guarantee protection** from time of delivery of products for all consumers in the European Union (EU).

Consumers can claim their legal guarantee rights, for example if a product:

- **does not match** the advertised description
- **does not work** as it should.

**Sellers are required to offer:**

- free repair
- free replacement
- in some cases price reduction or full reimbursement

Some EU countries have a **longer legal guarantee period** under national law.

For more information on your rights, scan the QR code or ask the seller.



[europa.eu/youreurope](http://europa.eu/youreurope)

**What to do**

If you receive a defective product:

1. **Contact the seller** as soon as possible to report the issue
2. **Provide a proof of your purchase**, such as receipt, invoice, or bank statement.
3. If a dispute arises, **consult the competent authority**



You may be offered additional commercial guarantees by the seller or producer. In particular, you may see on a product the symbol at the left, which is a **commercial guarantee of durability** offered by the producer at no additional cost and covering the entire good. This producer guarantee runs in parallel with the legal guarantee.

## Label 2




# 3



WAVE  
890L



## Notice 3



## Legal Guarantee

**Minimum 2-years legal guarantee protection from time of delivery** of products for all consumers in the European Economic Area (EEA).

For example in case of defective products or products that are not matching description, consumers have the right to ask the seller for:

- **free repair** (in this case you have an extra year of legal guarantee protection)
- or **free replacement**,
- or in some cases price reduction or full reimbursement.

Some EEA countries have introduced a **longer guarantee period**.

Ask the seller, competent authorities, or scan the code for more information on your rights.



[eur-lex.europa.eu](http://eur-lex.europa.eu)

**Producer Guarantee**

In addition, you may be also offered a **commercial guarantee of durability** by the producer. This guarantee runs in parallel with the legal guarantee.

## Label 3



# 3

YEARS

## Producer Guarantee

WAVE 890L



**BG** Година. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des Herstellers | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthlaocht an táirgeora | **HR** Godina. Proizvođačko jamstvo | **HU** Évek. Gyártói garancia | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja komercgarantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti

## Notice 4



## Legal Guarantee

**Minimum 2-years legal guarantee protection from time of delivery** of products for all consumers in the European Economic Area (EEA).

For example in case of defective products or products that are not matching description, consumers have the right to ask the seller for:

-  **free** repair (in this case you have an extra year of legal guarantee protection)
-  or **free** replacement,
-  or in some cases price reduction or full reimbursement.

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Some EEA countries have introduced a **longer guarantee period**.

Ask the seller, competent authorities, or scan the code for more information on your rights.

8470226 84.../202006\_00000

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In addition, you may be also offered a **commercial guarantee of durability** by the producer. This guarantee runs in parallel with the legal guarantee.

## Label 4



# 3

## Ans

### Garantie du Producteur



Wave 890L

**BG** Година. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des Herstellers | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Rátháilocht an táirgeora | **HR** Godina. Proizvođačko jamstvo | **HU** Évek. Gyártói garancia | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja komercgarantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti

For each notice and label designs, their black and white variants were also tested.



BG Година. Гаранция от производителя | CS Let. Záruka výrobce | DA År. Producentens garanti | DE Jahre. Garantie des Herstellers | EL Χρόνια. Εγγύηση παραγωγού | EN Years. Producer guarantee | ES Años. Garantía del productor | ET Aastat. Tootja garanti | FI Vuotta. Tuottajan takuu | FR Ans. Garantie du producteur | GA Blianta. Ráthlaíocht an tairgeoir | HR Godina. Proizvođačko jamstvo | HU Évek. Gyártói garancia | IT Anni. Garanzia del produttore | LT Metal. Gamintojo garantija | LV Gadi. Ražotāja komercgarantija | MT Snin. Garanzija tal-produttur | NL Jaar. Productgarantie | PL Lata. Gwarancja producenta | PT Anos. Garantia do produtor | RO Ani. Garanția producătorului | SK Roky. Záruka výrobcu | SL Leta. Garancija proizvajalca | SV År. Tillverkarens garanti



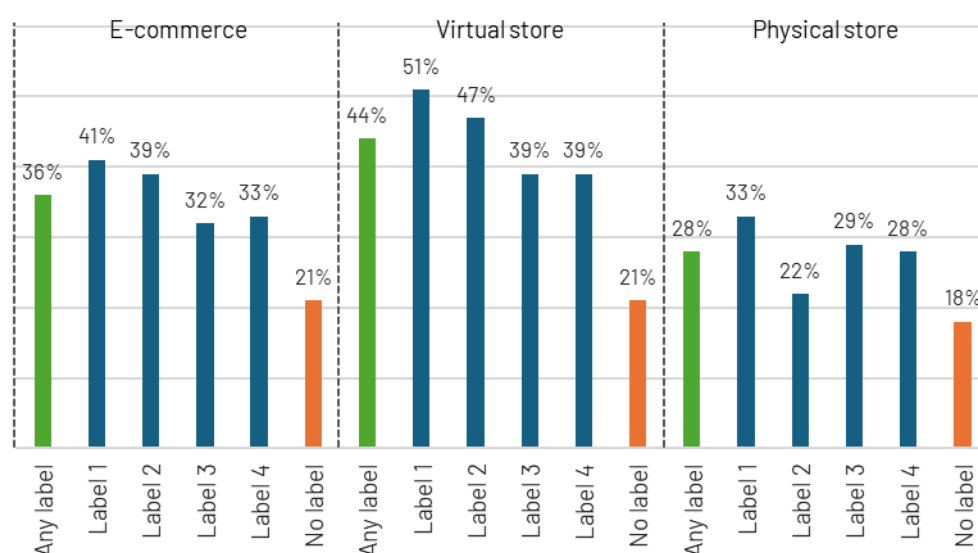
### 3.8.2 Key findings: label

#### Product choice

In the experiment **consumers more often chose a product with a higher price and longer commercial guarantee of durability when a harmonised label was shown compared to when no label was shown**. This was the case for all four tested label designs, all experiment environments (e-commerce, virtual store and physical store) and all experiment countries. This demonstrates the effectiveness of these communication tools and the value they bring for both consumers and businesses.

The shares of consumers who chose a product with a higher price and longer guarantee are shown in the [Figure 2](#) below. Note that for each experiment environment this share was lowest when no label was shown (see the righthand (orange) bars). The increase in the share of consumers who chose a product with a longer guarantee when *any* label was shown (on average across the different designs) relative to when no label was present, was 15 percentage points (pp) in the e-commerce setting, 23pp in the virtual store, and 10pp in the physical store (this can be seen by comparing the lefthand (green) and righthand (orange) bars for each environment in the figure below).

Figure 2 Share of consumers who chose a higher priced product with a longer guarantee



For details of sample sizes and p-values see [Annex C](#).

**Source: LE Europe analysis of experiment data**

**The local language label ('label 1') performed best among the labels tested. For example, in the e-commerce setting this label increased consumers' tendency to buy a product with a longer guarantee and a higher price by 21 pp compared to the no label situation.** The fully language-neutral label (label 2) also performed particularly well in both the e-commerce and virtual store environments, although it performed less well in the physical store. For instance, relative to when no label was shown label 2 increased consumers' tendency to buy a product with a longer guarantee and a higher price by 19pp in the e-commerce environment. The two multi-language labels (labels 3 and 4) also performed well (albeit less well than labels 1 and 2 in the e-commerce and virtual store environments, but better than label 2 in the physical store). For example, versus the no label scenario labels 3 and 4 increased the share of consumers' who chose a product with

a longer guarantee and higher price by 11pp and 13pp in the e-commerce environment, respectively.

Detailed information on the statistical significance of the results for this outcome measure (the share who chose a higher price product with a longer guarantee) can be found in section 7.2.1 of Annex C. To sum up: in the e-commerce environment, all labels were statistically significant versus no label, label 1 was statistically significant versus labels 3 and 4, and label 2 was statistically significant versus label 3; in the virtual store setting, all labels were statistically significant versus no label, and both labels 1 and 2 were statistically significant versus both labels 3 and 4; and in the physical store setting, label 1 was statistically significant versus no label, but none of the label designs were statistically significant versus on another.

**The results also show that the harmonised label was effective in the presence of other labels, including the energy label and the repair score, as well as the durability index in France.** For all label designs, consumers more often chose a product with a longer guarantee when the harmonised label was present compared to no label *for products carrying these other labels*. For instance, the language-neutral label was associated with increases of 20, 18 and 9 percentage points in the proportion of consumers who made such a choice, vs. no label, for products carrying the energy label, repair score and (in France) the durability index, respectively.

### Recall of the label

**When asked whether they saw, during the shopping task, a label informing them 'how long you would be guaranteed to have a product that works' (question RL1<sup>89</sup>), consumers' recall of seeing the label was reasonable.** Depending on the design, recall ranged from 51% to 66% in the e-commerce setting, 62% to 70% in the virtual store, and 41% to 71% in the physical store. In the e-commerce and virtual store environments labels 1 and 2 were recalled best while in the physical store consumers were more likely to recall labels 3 and 4. The relatively low recall rate of label 2 in the physical store (41%) may be because it did not attract attention (consumers were least likely to inspect this label while browsing). In turn, this could have been due to the relatively simple design of this label.

**Overall, consumers recalled well which features had appeared (or not) on the label (question RL2).** On average, those in the e-commerce and virtual store settings (combined) answered correctly for 72% of the features listed in the question, while in the physical store this share was 62%. There were no statistically significant differences between the designs (in any setting) in terms of this outcome measure. In the e-commerce and virtual store settings, those who saw labels 1 and 2 were more likely to recall seeing 'a figure indicating a number of years' than those who saw labels 3 and 4, suggesting that displaying the number of years in larger text improves recall.

### Perceived clarity of the label

**In terms of clarity (question SPL1), consumers rated label 1 and label 2 as most and least clear, respectively.** Language-neutral elements of label 2 (the '365' calendar symbol and the word 'GARANT') may have contributed to this result and, indeed, the replies to the open-ended questions suggest that these elements may not have been well understood by some consumers.

The poorer performance of label 2 in terms of perceived clarity is not necessarily inconsistent with this label's relatively strong performance in terms of product choice. The simplicity of label 2 and the size of the number of years may have made consumers relatively responsive to the label in terms of product choice, even if the interpretation of the label was less clear.

<sup>89</sup> In these results sections, the questions from the survey following the shopping task (RL1, SPL1, ULN1, ULN2 etc.) are referenced in parentheses.



### Understanding of the label

Consumers more often realised, correctly, that the commercial and legal guarantee periods run in parallel (question ULN1, see Annex C.8 in [Annex C](#)) if they saw label 1; 71% of those who saw label 1 answered this correctly. **Consumers showed reasonable understanding of the relationship between the label and notice**, correctly identifying 66% of statements as true or false on average, with no statistically significant differences between designs on this measure (question ULN2). Consumers also showed reasonable understanding in terms of their ability to identify correct and incorrect statements about the producer guarantee (question EFU3), without statistically significant differences between designs.

### Label size

**When asked what the minimum size of the label should be (question SPL3), most consumers replied that it should be A5 (36.4%),** followed by A6 (25.4%) or A7 (15.2%). Fewer respondents said it should be larger than A5 (11.3%), while very few thought less than A7 (2.5%) would be adequate. The preference for A5 as a minimum size was consistent across all label designs.

### Label placement

**Findings for label placement were not statistically significant.** That is, in the virtual store (the only environment in which the label placement was tested), whether the label was placed on the product or, alternatively, on the shelf, had no statistically significant effects on any of the outcome measures, such as which product consumers chose, their recall of the label, or their understanding.

## 3.8.3 Key findings: notice

### Recall of the notice

**Only a minority of all consumers (26%-40% depending on the environment) recalled seeing the notice during the shopping task** (question RN1), with no significant differences between the designs on this measure in any environment.

### Perceived clarity and appearance of the notice

**Overall, consumers rated the notices well in terms of clarity (question SPN1), with notice 2 rated best on this measure.** In the online experiment, the average rating for notice 2 was significantly better than for notices 3 or 1, even though the magnitudes of the differences were very small (4.33 versus 4.25). **Consumers also rated the notices favourably in terms of appearance** (all notices received an average rating of *at least* 3.8 where 4 meant 'Rather appealing' and 5 meant 'Very appealing'), with no significant differences between the designs on this measure (question SPN2).

### Understanding of the notice

**In general, consumers showed reasonably good understanding based on the notices; at least 60% on all measures, on average.** For example, most (75%-81% depending on the environment) correctly said that the duration of the legal guarantee is two years (question EFU1), and most (69%-79% depending on the environment) correctly identified the party to contact to remedy an issue with a product under the legal guarantee (question EFU2), with no significant differences between notice designs on these measures.

Consumers were most likely to correctly realise that the commercial and legal guarantee periods run in parallel (question ULN1) if they saw notice and label 1, and least likely to get this correct if they saw notice and label 2. This may be because this information appeared on label 1 (as

opposed to notice 1) and notice 2 (as opposed to label 2), and on notice 2 the information was in a smaller font compared to the other notice designs.

### Notice size

**While consumers rarely stopped to inspect the notice during the shopping task in the physical store, more did so when the notice was A2 (5%) than when it was A3 (1%) or A4 (2%).** These results aside, no clear patterns emerged for other outcome measures in terms of which notice size performed best, and no statistically significant results were found.

### Notice placement

**In the e-commerce environment, worse outcomes tended to be seen when the notice was accessed via a link (as opposed to shown upfront on a page of the website).** However, for all but one outcome measure no statistically significant differences were found. The only statistically significant results related to consumers' propensity to recall seeing the notice, which was highest when the notice was on the product information page (46%) and lowest when it was accessed via a link (35%).

**In the physical store, better outcomes tended to be seen when the notice was placed on the aisles, although most differences were not statistically significant.** While very few consumers inspected the notice, the share that did so was higher (5.3% vs. 0%) when it was placed on the aisles rather than at the checkout. This may suggest that placing the notice in areas where consumers spend time browsing, rather than completing their purchase, may increase engagement.

## 3.8.4 Key findings: colour scheme

**The colour labels and notices performed better than the black and white versions in terms of how well respondents perceived the clarity and appearance of the labels and notices.**

In terms of appearance, the colour labels and notices received higher ratings, on average, than the black and white versions, by 3.67 vs. 3.51 for the labels and 3.89 vs. 3.81 for the notices (question SPL2 and SPN2). This indicates that colour increases the visual appeal of both the label and notice.

For each label design, the colour version consistently outperformed the black and white version in terms of the average rankings given by consumers for both clarity and appearance (questions AT1 and AT1B). Similarly, for each notice design, the colour version received a higher average ranking than every black and white version for both clarity and appearance (questions AT2 and AT2B).

Aside from the difference set out above, no other differences between the colour and black and white versions were statistically significant. That is, the colour scheme did not have statistically significant effects on purchase decisions, recall or understanding.

## 3.8.5 Key findings: QR code

**In the physical store, consumers infrequently scanned the QR codes on the notice and label:** They did so on 6 out of 492 possible instances for the label QR code, and 1 out of 492 possible instances for the notice QR code. However, if replicated in the real world, even an incidence rate of just 1.2% per shopping trip (for the label QR code) could result in many more consumers better understanding what the label represents. The label QR code was scanned most frequently for label design 2 (4 times out of 123 possible instances), once each for label designs 3 and 4, and

never for label design 1. This may have been because the language-neutrality of label 1 made it less clear – QR codes might be more relevant for a language-neutral label, or a label with less explicit content in general.

**When asked what they would prefer, most consumers indicated they would prefer the label QR code to link to a brief explanation of the commercial guarantee<sup>90</sup> (64%) than the producer's commercial guarantee statement<sup>91</sup> (36%).**

### 3.8.6 Key findings: information campaign

The information campaign positively affected several outcomes. Consumers who saw the campaign were more likely to purchase the higher priced product with a longer guarantee (e.g. by 42% to 31% in the e-commerce environment) and to do so while giving the length of the guarantee as a reason for their choice.

The campaign also increased consumers' recall of the label (question RL1) and notice (question RL2) and how they favourably rated the clarity of the label (question SPL1). Moreover, it also helped consumers' understanding in various ways, including their understanding of the duration of the legal guarantee (question EFU1) and the party to contact to remedy an issue with a product under the legal guarantee (question EFU2).

<sup>90</sup> Specifically: "This commercial guarantee of durability is expressed in years. It is offered by the producer at no additional cost and covers the entire product. The producer has to describe the exact terms in the commercial guarantee statement. You also benefit as a consumer in the European Union from legal guarantee rights against the seller."

<sup>91</sup> Explained to respondents as follows: "A commercial guarantee statement from the producer, which is specific to the product on sale. This would be a detailed statement regarding the terms and conditions under which the producer will guarantee the durability of the product, or will repair or replace it if necessary."

## Task 3 – Analysis and final results

### 3.9 Second stakeholder meeting

The results of the consumer survey, traders and producers survey and behavioural experiment were discussed in a second online stakeholder meeting. During this meeting, attendees also received the opportunity to provide feedback to the designs tested in the surveys and the experiment (as displayed above, see [3.8.1 Methodology](#))<sup>92</sup>. Following the meeting, a written consultation was arranged to allow participants to provide additional written feedback on the designs.

#### 3.9.1 Methodology

The second stakeholder meeting was held online in May 2025. A total number of 49 stakeholders attended the meeting, including 9 business organisations, 4 private businesses, 14 consumer organisations, 19 Member State authorities and 3 other, environmental, organisations.

The meeting was structured in four parts :

- In the first part, the project team presented the draft findings of the consumer and trader & producers surveys.
- In the second part, the project team presented the draft findings of the behavioural experiment.
- In the third part, the project team presented general conclusions for the final design phase based on the results from the surveys and experiment.
- In the fourth part, stakeholders were given the opportunity to provide feedback.

After the meeting, a written consultation was also organised to give stakeholders the opportunity to provide additional, more detailed, written feedback on the designs.

#### 3.9.2 Key findings: label

The summary below provides an overview of stakeholders' feedback regarding the label designs.

- **Terminology concerns:** Multiple stakeholders across different groups expressed that the term 'Garant' used in Label 2 was confusing, unclear, or potentially misleading for consumers. There was general agreement that the title should clearly indicate it's a 'producer guarantee (of durability)' to avoid confusion.
- **Multilingual challenges:** The results highlighted the tension between having a language-neutral label (easier for manufacturers) and ensuring clarity for consumers across different countries (preferred by consumer organisations and Member State authorities). Label 2 was often cited as too abstract or unclear due to its language-neutral approach. Although labels with multiple language versions, like Label 3, were sometimes described as visually cluttered, these were also seen as a good compromise between a fully language-neutral and a fully language local label.
- **Avoid confusion with quality labels:** Some stakeholders cautioned against design 1 as the medal design could be mistaken for a quality seal.

<sup>92</sup> See [Annex A – Designs tested during behavioural experiment and presented at the second stakeholder meeting](#) to review the designs in bigger size

- **Colour Usage:** Business representatives mentioned that colour printing would be an additional burden and less sustainable and therefore preferred black and white options. While consumer organisations leaned more towards including colour as this more attractive for consumers.
- **Standardisation across EU:** Many stakeholders highlighted the importance of a uniform label design that can be used across all EU member states. This could be obtained by using the calendar icon to make the label more language-neutral and present the main text in English with translations either provided in the label itself or, to keep the label as lean as possible, behind the QR code.

### 3.9.3 Key findings: notice

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The summary below provides an overview of stakeholders' feedback regarding the notice designs.

- **Terminology concerns:** Many stakeholders expressed issues with the term 'Seller Guarantee' in Notice 1. There was a strong preference for using 'Legal Guarantee' instead.
- **Length of legal guarantee:** Multiple stakeholders emphasised that the duration of legal guarantees varies across countries, with some nations offering protection periods exceeding two years. Consequently, the reference to a 'minimum two-year' guarantee could potentially mislead consumers in countries where longer guarantee periods are standard. One consumer organisation mentioned the design could include an adaptable box where countries could then include country specific information regarding the legal guarantee of conformity.
- **Text length and readability:** Several stakeholders noted that the notices contained too much text, potentially reducing readability and consumer understanding. There were calls for shorter, more concise information. Multiple stakeholders mentioned that the font size in some notices (particularly 1 and 2) was too small, potentially limiting accessibility for some consumers.
- **Colour Usage:** Some business representatives mentioned that colour printing could be an additional burden and less sustainable and therefore preferred black and white options. While consumer organisations leaned more towards including colour as this more attractive for consumers.
- **Guarantee information for second hand or refurbished products:** Two business organisations noted that there exist specific legal guarantee conditions for second hand or refurbished products, which should be included in the information presented in the notice. Note though that refurbished products are not part of the Directive on the legal guarantee of conformity.
- **Design suggestions:** A rectangular heading (as is the case in Notice 2 and 3) and structuring information in two columns was well-received.
- **What to do section:** Many stakeholders emphasised the importance of including a 'What to do' section to guide consumers on how to claim their rights.
- **Additional year for repair:** Several stakeholders suggest clearly mentioning the extra year of guarantee protection when consumers choose repair.
- **EEA vs. EU:** One national authority stated that the notice should mention 'EEA'.



## 3.10 Meeting with responsible Committee of Member States

Based on the feedback received during the second stakeholder meeting, the designs of the harmonised label and notice were further improved and presented in a meeting with the responsible Committee of Member States (i.e. the [Committee on the Directive on Empowering Consumers for the Green Transition](#))<sup>93</sup>. These designs represent the fifth iteration of visual proposals for the harmonised label and notice. Following the meeting, a written consultation was arranged to allow representatives from the Member States to provide additional written feedback on the designs.

### 3.10.1 Methodology

The meeting was held in person in May 2025. It was convened as per the Empowering Consumers for the Green Transition (ECGT) Directive, with the objective of setting in motion the adoption of the implementing act on the design and content of the harmonised notice on and label.

The meeting was structured in four parts:

- **Presentation of preliminary study findings:** The European Commission and its external contractors presented draft results from a comprehensive study on the design and content of the harmonised label and notice. The research included consumer and trader surveys, behavioural experiments in real-life shopping environments and stakeholder consultations which helped to identify design elements that best enhance consumer understanding and recognisability while remaining easy to use and reproduce for traders. Different versions and combinations of the draft label and notice were presented for the Committee to discuss the merit of elements such as symbols, terminology and colour schemes.
- **Harmonisation and language considerations:** Member States shared a broad range of legal and linguistic perspectives on the language-neutral version of the label. The discussion reflected the balance that must be achieved between ensuring consumer understanding and recognisability and enabling practical application for businesses operating cross-border. The Commission advocated for a harmonised, language-neutral label, inspired by the EU Energy Label, as a practical and cost-effective solution for the Single Market. At the same time, the importance of clarity and accessibility for all EU consumers was acknowledged and will continue to inform refinements to the design. See also below [3.10.2 Key findings: label](#) and [3.10.3 Key findings: notice](#).
- **QR code integration:** The Commission presented the planned QR code functionalities for both the label and the notice which will link to webpages on the 'Your Europe' portal, where consumers can access more detailed information about their legal guarantee rights and about commercial guarantees of durability in the EU official languages, in accordance with the Single Digital Gateway Regulation. This digital solution is designed to be accessible while placing no additional burden on Member States and no further obligations for sellers and producers.
- **Draft implementing act:** The Commission outlined the structure of the draft implementing act, including its preamble and annexes describing the design and content of the label and notice.

<sup>93</sup> See [Annex A – Possible draft final designs presented to the responsible Committee of Member States](#) to review the designs in bigger size

Below an overview of the reworked designs that were discussed during the meeting<sup>94</sup>. These designs represent the fifth iteration of visual proposals for the brand harmonised label and notice.

Option 1 colour



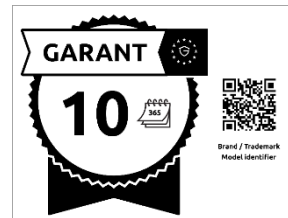
Option 2 B&amp;W



Option 2 colour



Option 2 B&amp;W



Option 3



Option 4



Option 5



Option 6



Option 7



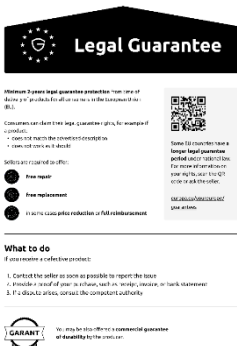
Option 8



Notice in colour



Notice in B&amp;W



<sup>94</sup> See Annex A – Possible draft final designs presented to the responsible Committee of Member States to review the designs in bigger size

### 3.10.2 Key findings: label

The summary below provides an overview of Member States' feedback regarding the label designs.

- **Content:** There was an emphasis on the need for clear distinction between the legal guarantee and the commercial guarantee of durability. To enhance clarity, suggestions were made to include information about who provides the guarantee, specifically highlighting that it is the producer who offers this commercial commitment. Additionally, recommendations were put forward to clarify that the commercial guarantee is specifically focused on the durability of the product. Furthermore, suggestions were made for EU-wide information campaigns.
- **Language and comprehension:** Several countries expressed concerns about using the term 'GARANT,' as it may be confusing or have different meanings in various languages. Although many countries expressed initially a strong preference for a local language label, they also indicated to be open for an EU-wide solution via a multiple language label.
- **Design elements:** There was a preference for expressing the commercial guarantee duration in years rather than only using a symbol. Colour versions are generally preferred for better visibility, though some suggest offering both colour and black-and-white options.

The QR code was generally supported, but with recommendations that essential information should be understandable by the label itself.

### 3.10.3 Key findings: notice

The summary below provides an overview of Member States' feedback regarding the label designs.

- **Content:** Several countries provided feedback and suggestions on the content and structure of the notice. Overall, the 'What to do' section was welcomed. Certain Member States suggested to provide more precise information about commercial guarantees to explain the difference with the legal guarantee of conformity
- **Legal accuracy:** The need for consistency with terms used in the national legislation transposing the applicable EU Directive was emphasised. Member States highlighted also the need for legal accuracy. For example, better legal clarity was suggested on when sellers should provide the remedies available under the legal guarantee of conformity.
- **Design elements:** The visual design of the Notice generally received positive feedback. Many Member States expressed a preference for the colour version over the black and white one. However, some countries suggested offering both options to provide greater flexibility. To enhance readability, several countries recommended increasing both the font and print sizes. The QR code was generally supported as it will provide more detailed information on country-specific legal guarantee rules.

## 4 General conclusions and final designs

This chapter outlines the general conclusions and their impact on shaping the final harmonised label and notice design<sup>95</sup>.

### 4.1 Conclusions and final label

Final label in colour



Final label in black and white



The harmonised label features a design that is language-neutral, combined with translations, making it readily **usable and replicable** by traders and producers throughout the EU. The translations include the phrase 'producer guarantee in years', rendered in all official EU languages and were added to enhance consumers' **understanding**.

The original title was proposed as 'GARANT', but it was changed to 'GARAN' following feedback from Member States and stakeholders. They expressed concerns that 'GARANT' could lead to misunderstandings in certain EU languages where the term carries specific meanings. The title 'GARAN' refers to (commercial)'guarantee' in several EU languages and is accompanied by a tick-mark symbol to signify that the good's durability is guaranteed for a certain period. This design choice draws inspiration from the EU energy label that uses the title 'ENERG' accompanied by a lightning symbol.

The label features additional symbols: a calendar symbol, to depict the duration of the guarantee, and a G-symbol, which serves as a visual reminder of the legal guarantee of conformity. The G-symbol integrates several design elements: 1) the letter 'G' signifies the word 'guarantee' as this begins with a 'G' in many EU languages, 2) a shield shape is used to symbolise consumer protection and 3) the EU stars are arranged in a circle, emphasising the guarantee's

<sup>95</sup> LE, Ipsos and EY provided research, insights, and recommendations based on previous iterations of the harmonised label and notice designs. However, final designs presented in this report reflect the Commission's own decisions and adaptations.



applicability across the EU-wide. The G-symbol showed to enhance **trustworthiness and recognisability**.

Another factor influencing both **recognisability** and **usability as well as reproducibility**, is colour. Consumers showed a preference for colour labels because of their enhanced recognisability and visual appeal. Meanwhile traders and producers favoured black and white designs, because of lower printing costs and alignment with sustainability goals. To reconcile these different perspectives, a compromise was reached: colour labels are mandatory for online use, whereas offline, producers have the option to select either colour or black and white versions.

The QR code leads to the dedicated language section of the webpage on the commercial guarantee of durability on the [Your Europe portal](#).

## 4.2 Conclusions and final notice

### Final notice in colour



**LEGAL GUARANTEE**

**Minimum two-year legal guarantee protection for goods sold in the European Union.**

Consumers can claim their rights under the legal guarantee of conformity, for example if goods:

- ✓ do not match the description;
- ✓ do not function as intended.

**Sellers are liable** for any lack of conformity which existed when the goods were delivered, and which becomes apparent within the legal guarantee period. Sellers in such a situation are required to offer:

- ✓ **free repair or free replacement;**
- ✓ in some cases, a **price reduction or full reimbursement.**

**What to do if you receive non-conforming goods:**

- 1 Contact the seller as soon as possible to report the issue;
- 2 Provide proof of purchase, such as a receipt, invoice, or bank statement.

Sellers and producers may also offer commercial guarantees, which apply independently from the legal guarantee. For example, you may see this **GARAN** label representing a **commercial guarantee of durability** offered by the producer at no additional cost and covering the entire good.

Some countries have a longer legal guarantee period. For second-hand goods, a shorter period may apply, but not less than one year.

For more information on your rights in a specific country, scan the QR code below or ask the seller.



[europa.eu/youreurope/guarantees](https://europa.eu/youreurope/guarantees)

### Final notice in black and white



**LEGAL GUARANTEE**

**Minimum two-year legal guarantee protection for goods sold in the European Union.**

Consumers can claim their rights under the legal guarantee of conformity, for example if goods:

- ✓ do not match the description;
- ✓ do not function as intended.

**Sellers are liable** for any lack of conformity which existed when the goods were delivered, and which becomes apparent within the legal guarantee period. Sellers in such a situation are required to offer:

- ✓ **free repair or free replacement;**
- ✓ in some cases, a **price reduction or full reimbursement.**

**What to do if you receive non-conforming goods:**

- 1 Contact the seller as soon as possible to report the issue;
- 2 Provide proof of purchase, such as a receipt, invoice, or bank statement.

Sellers and producers may also offer commercial guarantees, which apply independently from the legal guarantee. For example, you may see this **GARAN** label representing a **commercial guarantee of durability** offered by the producer at no additional cost and covering the entire good.

Some countries have a longer legal guarantee period. For second-hand goods, a shorter period may apply, but not less than one year.

For more information on your rights in a specific country, scan the QR code below or ask the seller.



[europa.eu/youreurope/guarantees](https://europa.eu/youreurope/guarantees)

The studies identified several essential components critical for simplifying the understanding of the notice. Firstly, incorporating a 'what to do' section was effective in raising consumers' awareness of their legal guarantee rights. Secondly, structural elements, like icons used for bulleting the remedies and organising information into two columns improved consumers' ability to process information more efficiently. Thirdly, findings showed that using a combination of visual and textual links to the label, particularly by incorporating an image of (part of) the label within the notice, facilitated better understanding by consumers. Lastly, to address the differences in legal guarantee durations across countries while ensuring a harmonised notice, a

QR code directing users to the [Your Europe portal](#) for country-specific information was integrated. The notice also informs that some countries may offer extended legal guarantee periods and notes that for second-hand goods, a shorter legal guarantee period maybe applicable but not less than one year.

In terms of **recognisability**, a blue banner at the top consistently improved identification, particularly when combined with the G surrounded by stars logo.

To achieve optimal **usability and reproducibility**, size and colour were identified as key factors. For colour, the approach follows that of the label: colour is mandatory for online use while allowing flexibility between colour and black-and-white for offline use. As for size, while consumers rarely stopped to inspect the notice during the shopping task in the physical store, they did so more frequently when the notice was in A2 format compared to A3 or A4. The smallest size for the harmonised notice is A4, but it will be also available in larger formats (A3, A2, A1) to meet the requirement for retailers to present the harmonised notice prominently.



## 5 Annexes

### 5.1 Annex A – Overview of label and notice designs for consultation across the study

Note that in the first stakeholder survey, no designs were presented. Instead, feedback was gathered to create the first draft designs (which were then tested in the second stakeholder survey and consumer workshops).

#### 5.1.1 Annex A – Designs for consultation in the second stakeholder survey and consumer workshops

##### Label 1



TRADEMARK	PRODUCT NAME		
10	Aastad	Godine	Rokov
	Anni	Jaar	Snin
	Anos	Jahre	Vuodet
	Ans	Lat	Years
	Blianta	Let	År
	Évek	Leta	Έτη
	Gadi	Metai	Години

Together with 

BG Заедно с | CS Společně s | DA Sammen med | DE Zusammen mit | EL Μαζί με | EN Together with | ES Junto con | ET Koos | FI Yhdessä | FR Conjointement avec | GA In éineacht le | HR Zajedno s | HU Együtt | IT Insieme a | LT Kartu su | LV Kopā ar | MT Flimkien ma' | NL Samen met | PL Wraz z | PT Juntamente com | RO Împreună cu | SK Spolu s | SL Skupaj z | SV Tillsammans med



TRADEMARK	PRODUCT NAME		
10	Aastad	Godine	Rokov
	Anni	Jaar	Snin
	Anos	Jahre	Vuodet
	Ans	Lat	Years
	Blianta	Let	År
	Évek	Leta	Έτη
	Gadi	Metai	Години

Together with 

BG Заедно с | CS Společně s | DA Sammen med | DE Zusammen mit | EL Μαζί με | EN Together with | ES Junto con | ET Koos | FI Yhdessä | FR Conjointement avec | GA In éineacht le | HR Zajedno s | HU Együtt | IT Insieme a | LT Kartu su | LV Kopā ar | MT Flimkien ma' | NL Samen met | PL Wraz z | PT Juntamente com | RO Împreună cu | SK Spolu s | SL Skupaj z | SV Tillsammans med

## Label 2

## GUARANTEED PRODUCT DURABILITY



This guarantee is expressed  
in years and does not  
interfere with your legal  
guarantee rights



BG Гарантирана трайност на продукта. Тази гаранция е изразена в години и не нарушава вашите законови права за гаранция | CS Zaručená životnost výrobku. Tato záruka je vyjádřena v letech a nenarušuje vaše zákonné práva na záruku | DA Garanteret produktholdbarhed. Denne garanti er udtrykt i år og griber ikke ind i dine lovbestemte garantirettigheder | DE Garantierte Produkthaltbarkeit. Diese Garantie wird in Jahren ausgedrückt und beeinträchtigt nicht Ihre gesetzlichen Garantierechte | EL Εγγυημένη ανθεκτικότητα προϊόντος. Η εγγύηση αυτή εκφράζεται σε έτη και δεν παρεμβαίνει στα νόμιμα δικαιώματα εγγύησης | EN Guaranteed Product Durability. This guarantee is expressed in years and does not interfere with your legal guarantee rights | ES Durabilidad garantizada del producto. Esta garantía se expresa en años y no interfiere con sus derechos de garantía legal | ET Garanteitud toote vastupidavus. See garanti on väljendatud aastates ega mõjuta teie seaduslikke garantiõigusi | FI Taattu tuotteen kestävyys. Tämä takuu ilmaistaan vuosina eikä se vaikuta laillisin takuuoikeuksiisi | FR Longévité garantie du produit. Cette garantie est exprimée en années et n'interfère pas avec vos droits de garantie légaux | GA Marthanacht ráthaithe táirge. Léirithear an ráthaocht seo i mblianta agus ní chuireann sí isteach ar do chearta ráthaochta dlíthiúla | HR Zajamčena trajnost proizvoda. Ovo jamstvo izraženo je u godinama i ne utječe na vaša zakonska jamstvena prava | HU Garántált termék tartóssága. Ez a garancia években van kifejezve, és nem befolyásolja az Ön törvényes garanciális jogait | IT Durata garantita del prodotto. Questa garanzia è espressa in anni e non interferisce con i diritti di garanzia legale | LT Garantuotas produkto patvarumas. Ši garantija išreiškta metais ir netrukdo jūsų įstatymų nustatytoms garantinėms teisėms | LV Garantēts produkta ilgmūžīgums. Šī garantija ir izteikta gados un neietekmē jūsu likumīgās garantijas tiesības | MT Durabilità garantita tal-prodott. Din il-garanzja hija espressa fi snin u ma tinterferixxi mad-drittijiet ta' garanzja legali tieghek | NL Gegarandeerde productlevensduur. Deze garantie wordt uitgedrukt in jaren en heeft geen invloed op uw wettelijke garantierechten | PL Gwarantowana trwałość produktu. Ta gwarancja jest wyrażona w latach i nie koliduje z ustawowymi prawami gwarancyjnymi | PT Esta garantia é expressa em anos e não interfere com os seus direitos de garantia legal | RO Durabilitate garantita do produto. Această garanție este exprimată în ani și nu interferează cu drepturile dumneavoastră de garanție legală | SK Zaručená životnosť výrobku. Táto záruka je vyjadrená v rokoch a nenaruša vaše zákonné práva na záruku | SL Zajamčena trajnost izdelka. Ta garancija je izražena v letih in ne posega v vaše zakonske pravice do garancije | SV Garanterad produkthållbarhet. Denna garanti uttrycks i år och påverkar inte dina lagstadgade garantirättigheter

## GUARANTEED PRODUCT DURABILITY



This guarantee is expressed  
in years and does not  
interfere with your legal  
guarantee rights



BG Гарантирана трайност на продукта. Тази гаранция е изразена в години и не нарушава вашите законови права за гаранция | CS Zaručená životnost výrobku. Tato záruka je vyjádřena v letech a nenarušuje vaše zákonné práva na záruku | DA Garanteret produktholdbarhed. Denne garanti er udtrykt i år og griber ikke ind i dine lovbestemte garantirettigheder | DE Garantierte Produkthaltbarkeit. Diese Garantie wird in Jahren ausgedrückt und beeinträchtigt nicht Ihre gesetzlichen Garantierechte | EL Εγγυημένη ανθεκτικότητα προϊόντος. Η εγγύηση αυτή εκφράζεται σε έτη και δεν παρεμβαίνει στα νόμιμα δικαιώματα εγγύησης | EN Guaranteed Product Durability. This guarantee is expressed in years and does not interfere with your legal guarantee rights | ES Durabilidad garantizada del producto. Esta garantía se expresa en años y no interfiere con sus derechos de garantía legal | ET Garanteitud toote vastupidavus. See garanti on väljendatud aastates ega mõjuta teie seaduslikke garantiõigusi | FI Taattu tuotteen kestävyys. Tämä takuu ilmaistaan vuosina eikä se vaikuta laillisin takuuoikeuksiisi | FR Longévité garantie du produit. Cette garantie est exprimée en années et n'interfère pas avec vos droits de garantie légaux | GA Marthanacht ráthaithe táirge. Léirithear an ráthaocht seo i mblianta agus ní chuireann sí isteach ar do chearta ráthaochta dlíthiúla | HR Zajamčena trajnost proizvoda. Ovo jamstvo izraženo je u godinama i ne utječe na vaša zakonska jamstvena prava | HU Garántált termék tartóssága. Ez a garancia években van kifejezve, és nem befolyásolja az Ön törvényes garanciális jogait | IT Durata garantita del prodotto. Questa garanzia è espressa in anni e non interferisce con i diritti di garanzia legale | LT Garantuotas produkto patvarumas. Ši garantija išreiškta metais ir netrukdo jūsų įstatymų nustatytoms garantinėms teisėms | LV Garantēts produkta ilgmūžīgums. Šī garantija ir izteikta gados un neietekmē jūsu likumīgās garantijas tiesības | MT Durabilità garantita tal-prodott. Din il-garanzja hija espressa fi snin u ma tinterferixxi mad-drittijiet ta' garanzja legali tieghek | NL Gegarandeerde productlevensduur. Deze garantie wordt uitgedrukt in jaren en heeft geen invloed op uw wettelijke garantierechten | PL Gwarantowana trwałość produktu. Ta gwarancja jest wyrażona w latach i nie koliduje z ustawowymi prawami gwarancyjnymi | PT Esta garantia é expressa em anos e não interfere com os seus direitos de garantia legal | RO Durabilitate garantita do produto. Această garanție este exprimată în ani și nu interferează cu drepturile dumneavoastră de garanție legală | SK Zaručená životnosť výrobku. Táto záruka je vyjadrená v rokoch a nenaruša vaše zákonné práva na záruku | SL Zajamčena trajnost izdelka. Ta garancija je izražena v letih in ne posega v vaše zakonske pravice do garancije | SV Garanterad produkthållbarhet. Denna garanti uttrycks i år och påverkar inte dina lagstadgade garantirättigheter

## Label 3



**BG ГАРАНЦИЯ НА ПРОДУКТА.** Вие също се ползвате от законовата гаранция в Европейския съюз | **CS ZÁRUKA NA PRODUKT.** Také máte prospěch z právní záruky v Evropské unii | **DA PRODUKTGARANTI.** Du drager også fordel af den lovbestemte garanti i Den Europæiske Union | **DE PRODUKTGARANTIE.** Sie profitieren auch von der gesetzlichen Garantie in der Europäischen Union | **EL ΕΓΓΥΗΣΗ ΠΡΟΪΟΝΤΟΣ.** Εμπνεύσεστε εμπόρχ από τη νόμιμη εγγύηση στην Ευρωπαϊκή Ένωση | **EN PRODUCT GUARANTEE.** You also benefit from the legal guarantee in the European Union | **ES GARANTÍA DEL PRODUCTO.** También se beneficia de la garantía legal en la Unión Europea | **ET TOOTEGARANTII.** Lisaks saate kasu Euroopa Liidu seaduslikust garantiist | **FI TUOTETAKUU.** Hyödyt myös lakisääteisestä takuusta Euroopan unionissa | **FR GARANTIE DU PRODUIT.** Vous bénéficiez également de la garantie légale dans l'Union européenne | **GA RÁTHAÍOCHT TÁIRGE.** Bainneann tú tairbhe as an ráthaíocht dlíthiúil san Aontas Eorpach freisin | **HR JAMSTVO PROIZVODA.** Također imate koristi od zakonskog jamstva u Europskoj uniji | **HU TERMÉK-GARANCIA.** Ön is részesül az Európai Unióban érvényes törvényes jótállásból | **IT GARANZIA DEL PRODOTTO.** Benefici anche della garanzia legale nell'Unione Europea | **LT PRODUKTO GARANTIJA.** Jūs taip pat naudojates teisinę garantiją Europos Sąjungoje | **LV PRODUKTA GARANTĪJA.** Jūs arī gūstat labumu no likumīgās garantijas Eiropas Savienībā | **MT GARANZIJA TAL-PRODOTT.** Inti tibbenefika wkoll mill-garanzija legali fl-Unjoni Ewropea | **NL PRODUCTGARANTIE.** U geniet ook van de wettelijke garantie in de Europese Unie | **PL GWARANCJA PRODUKTU.** Korzystasz również z gwarancji prawnej w Unii Europejskiej | **PT GARANTIA DO PRODUTO.** Você também beneficia da garantia legal na União Europeia | **RO GARANȚIA PRODUSULUI.** De asemenea, beneficiați de garanția legală în Uniunea Europeană | **SK ZÁRUKA NA PRODUKT.** Využíвате aj výhody právnej záruky v Európskej únii | **SL GARANCIJA IZDELKA.** Koristite tudi zakonsko garancijo v Evropski uniji | **SV PRODUKTGARANTI.** Du drar också nytta av den lagstadgade garantin i Europeiska unionen



**BG ГАРАНЦИЯ НА ПРОДУКТА.** Вие също се ползвате от законовата гаранция в Европейския съюз | **CS ZÁRUKA NA PRODUKT.** Také máte prospěch z právní záruky v Evropské unii | **DA PRODUKTGARANTI.** Du drager også fordel af den lovbestemte garanti i Den Europæiske Union | **DE PRODUKTGARANTIE.** Sie profitieren auch von der gesetzlichen Garantie in der Europäischen Union | **EL ΕΓΓΥΗΣΗ ΠΡΟΪΟΝΤΟΣ.** Εμπνεύσεστε εμπόρχ από τη νόμιμη εγγύηση στην Ευρωπαϊκή Ένωση | **EN PRODUCT GUARANTEE.** You also benefit from the legal guarantee in the European Union | **ES GARANTÍA DEL PRODUCTO.** También se beneficia de la garantía legal en la Unión Europea | **ET TOOTEGARANTII.** Lisaks saate kasu Euroopa Liidu seaduslikust garantiist | **FI TUOTETAKUU.** Hyödyt myös lakisääteisestä takuusta Euroopan unionissa | **FR GARANTIE DU PRODUIT.** Vous bénéficiez également de la garantie légale dans l'Union européenne | **GA RÁTHAÍOCHT TÁIRGE.** Bainneann tú tairbhe as an ráthaíocht dlíthiúil san Aontas Eorpach freisin | **HR JAMSTVO PROIZVODA.** Također imate koristi od zakonskog jamstva u Europskoj uniji | **HU TERMÉK-GARANCIA.** Ön is részesül az Európai Unióban érvényes törvényes jótállásból | **IT GARANZIA DEL PRODOTTO.** Benefici anche della garanzia legale nell'Unione Europea | **LT PRODUKTO GARANTIJA.** Jūs taip pat naudojates teisinę garantiją Europos Sąjungoje | **LV PRODUKTA GARANTĪJA.** Jūs arī gūstat labumu no likumīgās garantijas Eiropas Savienībā | **MT GARANZIJA TAL-PRODOTT.** Inti tibbenefika wkoll mill-garanzija legali fl-Unjoni Ewropea | **NL PRODUCTGARANTIE.** U geniet ook van de wettelijke garantie in de Europese Unie | **PL GWARANCJA PRODUKTU.** Korzystasz również z gwarancji prawnej w Unii Europejskiej | **PT GARANTIA DO PRODUTO.** Você também beneficia da garantia legal na União Europeia | **RO GARANȚIA PRODUSULUI.** De asemenea, beneficiați de garanția legală în Uniunea Europeană | **SK ZÁRUKA NA PRODUKT.** Využíвате aj výhody právnej záruky v Európskej únii | **SL GARANCIJA IZDELKA.** Koristite tudi zakonsko garancijo v Evropski uniji | **SV PRODUKTGARANTI.** Du drar också nytta av den lagstadgade garantin i Europeiska unionen

## Label 4



BG Гаранция на производителя | CS Záruka výrobcce | DA Producentgaranti | DE Herstellergarantie | EL Εγγύηση παραγωγού  
 | EN Producer guarantee | ES Garantía del fabricante | ET Tootjagarantii | FI Valmistajan takuu | FR Garantie du fabricant |  
 GA Rátháocht an tairgeora | HR Jamstvo proizvođača | HU Gyártói garancia | IT Garanzia del produttore | LT Gamintojo  
 garantija | LV Ražotāja garantija | MT Garanzija tal-produttur | NL Fabrieksgarantie | PL Gwarancja producenta | PT Garantia do  
 fabricante | RO Garanția producătorului | SK Záruka výrobcu | SL Garancija proizvajalca | SV Tillverkargaranti



BG Гаранция на производителя | CS Záruka výrobcce | DA Producentgaranti | DE Herstellergarantie | EL Εγγύηση παραγωγού  
 | EN Producer guarantee | ES Garantía del fabricante | ET Tootjagarantii | FI Valmistajan takuu | FR Garantie du fabricant |  
 GA Rátháocht an tairgeora | HR Jamstvo proizvođača | HU Gyártói garancia | IT Garanzia del produttore | LT Gamintojo  
 garantija | LV Ražotāja garantija | MT Garanzija tal-produttur | NL Fabrieksgarantie | PL Gwarancja producenta | PT Garantia do  
 fabricante | RO Garanția producătorului | SK Záruka výrobcu | SL Garancija proizvajalca | SV Tillverkargaranti

## Label 5



## Label 6



**10**  
years

TRADEMARK

PRODUCT NAME

BG Години | CS Let | DA År | DE Jahre | EL Έτη | EN Years | ES Años | ET Aastad | FI Vuodet | FR Ans  
 | GA Blianta | HR Godine | HU Évek | IT Anni | LT Metai | LV Gadi | MT Snin | NL Jaar | PL Lat |  
 PT Anos | RO Ani | SK Rokov | SL Leta | SV År

---

**In addition to the legal guarantee**

BG В допълнение към законовата гаранция | CS Kromě zákonné záruky | DA Ud over den lovbestemte garanti | DE Zusätzlich zur gesetzlichen Gewährleistung | EL Επιπλέον της νόμιμης εγγύησης | EN In addition to the legal guarantee | ES Además de la garantía legal | ET Lisaks seadusest tulenevale garantiile | FI Lakisääteisen takuun lisäksi | FR En plus de la garantie légale | GA Sa bhreis ar an ráthaíocht dhlíthiúil | HR Uz zakonsko jamstvo | HU A törvényes jótálláson felül | IT In aggiunta alla garanzia legale | LT Be teisėtos garantijos | LV Papildus likumā noteiktajai garantijai | MT Minbarra l-garanzija legali | NL Naast de wettelijke garantie | PL Oprócz gwarancji prawnej | PT Além da garantia legal | RO Pe lângă garanția legală | SK Okrem zákonnej záruky | SL Poleg zakonske garancije | SV Utöver den lagstadgade garantin



**10**  
years

TRADEMARK

PRODUCT NAME

BG Години | CS Let | DA År | DE Jahre | EL Έτη | EN Years | ES Años | ET Aastad | FI Vuodet | FR Ans  
 | GA Blianta | HR Godine | HU Évek | IT Anni | LT Metai | LV Gadi | MT Snin | NL Jaar | PL Lat |  
 PT Anos | RO Ani | SK Rokov | SL Leta | SV År

---

**In addition to the legal guarantee**

BG В допълнение към законовата гаранция | CS Kromě zákonné záruky | DA Ud over den lovbestemte garanti | DE Zusätzlich zur gesetzlichen Gewährleistung | EL Επιπλέον της νόμιμης εγγύησης | EN In addition to the legal guarantee | ES Además de la garantía legal | ET Lisaks seadusest tulenevale garantiile | FI Lakisääteisen takuun lisäksi | FR En plus de la garantie légale | GA Sa bhreis ar an ráthaíocht dhlíthiúil | HR Uz zakonsko jamstvo | HU A törvényes jótálláson felül | IT In aggiunta alla garanzia legale | LT Be teisėtos garantijos | LV Papildus likumā noteiktajai garantijai | MT Minbarra l-garanzija legali | NL Naast de wettelijke garantie | PL Oprócz gwarancji prawnej | PT Além da garantia legal | RO Pe lângă garanția legală | SK Okrem zákonnej záruky | SL Poleg zakonske garancije | SV Utöver den lagstadgade garantin



## Notice 1

# GARANT



## YOUR PROTECTION AGAINST DEFECTIVE PRODUCTS IN THE EU



**As EU consumer, you are entitled to a minimum 2-year legal guarantee from the time of delivery for products that for example:**

- Fail to match the product description
- Do not meet the advertised qualities
- Are not fit for the intended purpose
- Do not demonstrate the normal quality and performance expected
- Are incorrectly installed due to inadequate instructions



**Your rights under the legal guarantee:**

1. Free repair or replacement by a new product, or in some cases price reduction or full reimbursement
2. If you choose to repair the product instead of replacing it, you have one extra year of legal guarantee protection.
3. The seller is liable

Some EU countries have a longer legal guarantee period under their national law



**What to do if you receive a defective product:**

1. Contact the seller as soon as possible to report the issue
2. Provide the receipt, invoice or bank statement proving your purchase
3. If a dispute arises, consult the consumer protection authority in your country

Ask the seller for more information about your legal guarantee rights.

You may be offered additional commercial guarantees by the seller or producer.



## YOUR PROTECTION AGAINST DEFECTIVE PRODUCTS IN THE EU



**As EU consumer, you are entitled to a minimum 2-year legal guarantee from the time of delivery for products that for example:**

- Fail to match the product description
- Do not meet the advertised qualities
- Are not fit for the intended purpose
- Do not demonstrate the normal quality and performance expected
- Are incorrectly installed due to inadequate instructions



**Your rights under the legal guarantee:**

1. Free repair or replacement by a new product, or in some cases price reduction or full reimbursement
2. If you choose to repair the product instead of replacing it, you have one extra year of legal guarantee protection.
3. The seller is liable

Some EU countries have a longer legal guarantee period under their national law



**What to do if you receive a defective product:**

1. Contact the seller as soon as possible to report the issue
2. Provide the receipt, invoice or bank statement proving your purchase
3. If a dispute arises, consult the consumer protection authority in your country

Ask the seller for more information about your legal guarantee rights.

You may be offered additional commercial guarantees by the seller or producer.

## Notice 2

## LEGAL GUARANTEE

A protection against  
faulty products



### 3 principles



Covers defective products for 2 years from the time of delivery. Some EU countries have a longer legal guarantee period under their national law



Entitles to free repair or replacement, or in some cases price reduction or full reimbursement



The seller is liable

## LEGAL GUARANTEE

A protection against  
faulty products



### 3 principles



Covers defective products for 2 years from the time of delivery. Some EU countries have a longer legal guarantee period under their national law



Entitles to free repair or replacement, or in some cases price reduction or full reimbursement



The seller is liable

## Notice 3



### You benefit from the legal guarantee in the European Union

If products are defective, all consumers in the European Union have a 2-year legal guarantee right from the time of delivery of these products, entitling them to free

-  **repair**
-  **or replacement,**
-  **or in some cases price reduction  
or full reimbursement.**

A consumer can invoke the legal guarantee for example if a product fails to meet the advertised description or quality, or if it was incorrectly installed due to inadequate instructions.

Some EU countries have a longer legal guarantee period under national law.  
Get more information from the seller or the consumer protection authority in your country!



## You benefit from the legal guarantee in the European Union

If products are defective, all consumers in the European Union have a 2-year legal guarantee right from the time of delivery of these products, entitling them to free



**repair**



**or replacement,**



**or in some cases price reduction  
or full reimbursement.**

A consumer can invoke the legal guarantee for example if a product fails to meet the advertised description or quality, or if it was incorrectly installed due to inadequate instructions.

Some EU countries have a longer legal guarantee period under national law.

Get more information from the seller or the consumer protection authority in your country!

## Notice 4



By law, consumers are entitled to guarantee for conformity defects for 2 years or longer subject to country specific law.

Repairs or replacements of the defective product should be carried out free of charge. In certain situations consumers are entitled to a price reduction or a full reimbursement.

Scan the code for more information on your rights & applicable conditions.



By law, consumers are entitled to guarantee for conformity defects for 2 years or longer subject to country specific law.

Repairs or replacements of the defective product should be carried out free of charge. In certain situations consumers are entitled to a price reduction or a full reimbursement.

Scan the code for more information on your rights & applicable conditions.





## Notice 5



## LEGAL GUARANTEE

### Minimum 2-year legal guarantee under EU law:

in case of defective products or products that are not matching description, consumers have the right to free



repair



or replacement,



or in some cases partial  
or full reimbursement.

---

Some EU countries have introduced a longer guarantee period. Ask the seller for more information.



## LEGAL GUARANTEE

### Minimum 2-year legal guarantee under EU law:

in case of defective products or products that are not matching description, consumers have the right to free



repair



or replacement,



or in some cases partial  
or full reimbursement.

---

Some EU countries have introduced a longer guarantee period. Ask the seller for more information.

## 5.1.2 Annex A – Designs presented for consultation in the first stakeholder meeting

### Notice 1



### LEGAL GUARANTEE: Your Protection Against Defective Products in the EU



As EU consumer, you are entitled to a **minimum 2-year legal guarantee** from the time of delivery for products that for example:

- **Fail to match the product description**
- **Do not meet the advertised qualities**
- **Are not fit for the intended purpose**
- **Do not demonstrate the normal quality and performance** expected
- Are incorrectly **installed due to inadequate instructions**



**Your rights** under the legal guarantee:

1. **Free repair or replacement** by a new product, or in some cases **price reduction** or **full reimbursement**
2. If you choose to **repair the product instead of replacing** it, you have **one extra year** of legal guarantee protection.
3. The **seller** is **liable**



**What to do** if you receive a defective product:

1. **Contact the seller** as soon as possible to report the issue
2. **Provide the receipt**, invoice or bank statement proving your purchase
3. If a dispute arises, **consult the consumer protection authority** in your country

**Some EU countries have a longer legal guarantee period** under their national law.  
**Ask the seller** for more information about your legal guarantee rights.



You may be offered additional commercial guarantees by the seller or producer. In particular, you may see on a product the icon at the left, which is a **commercial guarantee of durability** offered by the producer at no additional cost and covering the entire good. This producer guarantee runs in parallel with the legal guarantee.

## Label 1A



10



BRAND/TRADEMARK  
MODEL IDENTIFIER

Runs in parallel with  **GARANT**  \*\*

**BG** \*Търговска гаранция за дълготрайност \*\*тече паралелно със законовата гаранция. | **CS** \*záruka výrobce na trvanlivost \*\*běží souběžně se zákonnou zárukou. | **DA** \* handelsmæssige garanti for holdbarhed \*\*løber parallelt med den lovbestemte garanti. | **DE** \* gewerbliche Haltbarkeitsgarantie \*\*läuft parallel zur gesetzlichen Gewährleistung. | **EL** \* εμπορική εγγύηση όσον αφορά την ανθεκτικότητα \*\*τρέχει παράλληλα με τη νόμιμη εγγύηση. | **ES** \*Garantía comercial de durabilidad \*\*corre en paralelo a la garantía legal. | **ET** \* vastupidavusega seotud müügiгарантиi \*\*kehtib paralleelselt seadusjärgse garantiiga. | **FI** \* tarkoitettu kestävyystakuu. \*\*on voimassa rinnakkain lakisääteisen takuun kanssa. | **FR** \*Garantie commerciale de durabilité \*\*court parallèlement à la garantie légale. | **GA** \* ráthaíocht tráchtála an táirgeora um marthanacht \*\*rith i gcomhthráth leis an ráthaíocht dhlíthiúil. | **HR** \*Komerrijalno jamstvo trajnosti \*\*teče usporedno sa zakonskim jamstvom. | **HU** \* komercijalno jamstvo trajnosti \*\*a jogszabályon alapuló garanciával párhuzamosan fut. | **IT** \*Garanzia commerciale di durabilità \*\*decorre in parallelo con la garanzia legale. | **LT** \*Komerčinė patvarumo garantija \*\*galioja lygiagrečiai su teisės aktais nustatyta garantija. | **LV** \* ilgizturības komercgarantija \*\*darbojas paralēli likumiskajai garantijai. | **MT** \*Garanzija kummerċjali ta' durabbiltà \*\*tgħaddi b'mod parallel mal-garanzija legali. | **NL** \*Commerciële levensduurgarantie \*\*loopt parallel met de wettelijke garantie. | **PL** \* handlowa gwarancja trwałości \*\*biegnie równoległe z gwarancją prawną. | **PT** \*Garantia comercial de durabilidade \*\*decorre em paralelo com a garantia legal. | **RO** \*Garantia comercială de durabilitate \*\*curge în paralel cu garanția legală. | **SK** \* obchodná záruka výrobcu \*\*plynie súběžne so zákonnou zárukou. | **SL** \* tržna garancija trajnosti \*\*teče vzporedno z zakonskim jamstvom. | **SV** \* Tillverkarens kommersiella hållbarhetsgaranti \*\*löper parallellt med den rättsliga garantin.

## Label 1B



10



BRAND/TRADEMARK

MODEL IDENTIFIER

 **GARANT**

## Notice 2



 **LEGAL  
GUARANTEE**

If products are defective, all consumers in the European Union have a **minimum 2-year legal guarantee right** from the time of delivery of these products.

Consumers can claim their legal guarantee rights for example **if a product fails to meet the advertised description or quality, or if it was incorrectly installed** due to inadequate instructions.

**Sellers** are required to offer free

-  repair
-  or replacement,
-  or in some cases price reduction or full reimbursement.

 Some EU countries have a longer legal guarantee period under national law.

Get more information **from the seller or the consumer protection authority** in your country.

Logo for online version:  
(mouse-over)



## Label 2



**BG** ГАРАНЦИЯ ЗА ДЪЛГОТРАЙНОСТ, ПРЕДОСТАВЯНА ОТ ПРОИЗВОДИТЕЛЯ.  
Успоредно със законовата гаранция.

**CS** ZÁRUKA ŽIVOTNOSTI POSKYTOVANÁ VÝROBCEM.  
Souběžně se zákonnou zárukou.

**DA** PRODUCENTENS HOLDBARHEDSGARANTI.  
Parallelt med den lovbestemte garanti.

**DE** HERSTELLERGARANTIE FÜR HALTBARKEIT. Parallel zur gesetzlichen Gewährleistung.

**EL** ΕΓΓΥΗΣΗ ΑΝΕΚΤΙΚΟΤΗΤΑΣ ΤΟΥ ΠΑΡΑΓΩΓΟΥ. Παράλληλα με τη νόμιμη εγγύηση.

**ES** GARANTÍA DE DURABILIDAD DEL PRODUCTOR. En paralelo a la garantía legal.

**ET** TOOTJA VASTUPIDAVUSGARANTII.  
Paralleelselt seadusjärgse garantiiga.

**FI** TUOTTAJAN KESTÄVYYSTAKUUS.  
Rinnakkain lakisääteisen takuun kanssa.

**FR** GARANTIE DE DURABILITÉ DU PRODUCTEUR. Parallèlement à la garantie légale.

**GA** RÁTHAÍOCHT MARTHANACHTA AN TÁIRGEORA. I gcomhráth leis an rátháocht dhlíthiúil.

**HR** JAMSTVO TRAJNOSTI PROIZVOĐAČA. Usporedno sa zakonskim jamstvom.

**HU** A GYÁRTÓ TARTÓSSÁGI GARANCIÁJA. A jogszabályon alapuló garanciával párhuzamosan.

**IT** GARANZIA DI DURABILITÀ DEL PRODUTTORE. In parallelo con la garanzia legale.

**LT** GAMINTOJO PATVARUMO GARANTIJA. Lygiagrečiai su teisės aktais nustatyta garantija.

**LV** RAŽOTĀJA ILGIZTURĪBAS GARANTIJA. Paraleli likumiskajai garantijai.

**MT** GARANZIJA TA' DURABILITÀ TAL-PRODUTTUR. B'mod parallel mal-garanzija legali.

**NL** LEVENSDUURGARANTIE VAN DE PRODUCENT. Parallel met de wettelijke garantie.

**PL** GWARANCJA TRWAŁOŚCI UDZIELANA PRZEZ PRODUCENTA. Równoległe z gwarancją prawną.

**PT** GARANTIA DE DURABILIDADE DO PRODUTOR. Em paralelo com a garantia legal.

**RO** GARANȚIA DE DURABILITATE OFERITĂ DE PRODUCĂTOR. În paralel cu garanția legală.

**SK** ZÁRUKA ŽIVOTNOSTI POSKYTOVANÁ VÝROBCOM.  
Súbežne so zákonnou zárukou.

**SL** JAMSTVO PROIZVAJALCA ZA TRAJNOST. Vzporedno z zakonskim jamstvom.

**SV** PRODUCENTENS HÅLLBARHETSGARANTI.  
Parallellt med den rättsliga garantin.

Logo for online version: (mouse-over)



## Notice 3



**Minimum 2-year legal guarantee under EU law:** for example in case of defective products or products that are not matching description, consumers have the right to ask the seller for free:



repair



or replacement,



or in some cases price reduction or full reimbursement.

Some EU countries have introduced a longer guarantee period.

Ask the seller or scan the code for more information on your rights & applicable conditions.





## Label 3A



**BG** Годи́ни. Гаран́ция на произво́дителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Gewährleistung | **EL** Έτη. Εγγύηση του κατασκευαστή | **ES** Años. Garantía del productor | **ET** Aastad. Tootja garantii | **FI** Vuodet. Valmistajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthaíocht an Táirgeora | **HR** Godine. Jamstvo proizvođača | **HU** Évek. Gyártói garancia | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja garantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia ao produtor | **RO** Ani. Garanția producătorului | **SK** Rokov. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkargaranti

## Label 3B



## Notice 4



# LEGAL GUARANTEE

1. **Minimum 2-year protection against defective products under the EU law.**
2. Consumers can invoke the legal guarantee if a product, for example, fails to meet the advertised description or quality, or if it was incorrectly installed due to inadequate instructions.

3. **Sellers** are required to offer free



repair



replacement



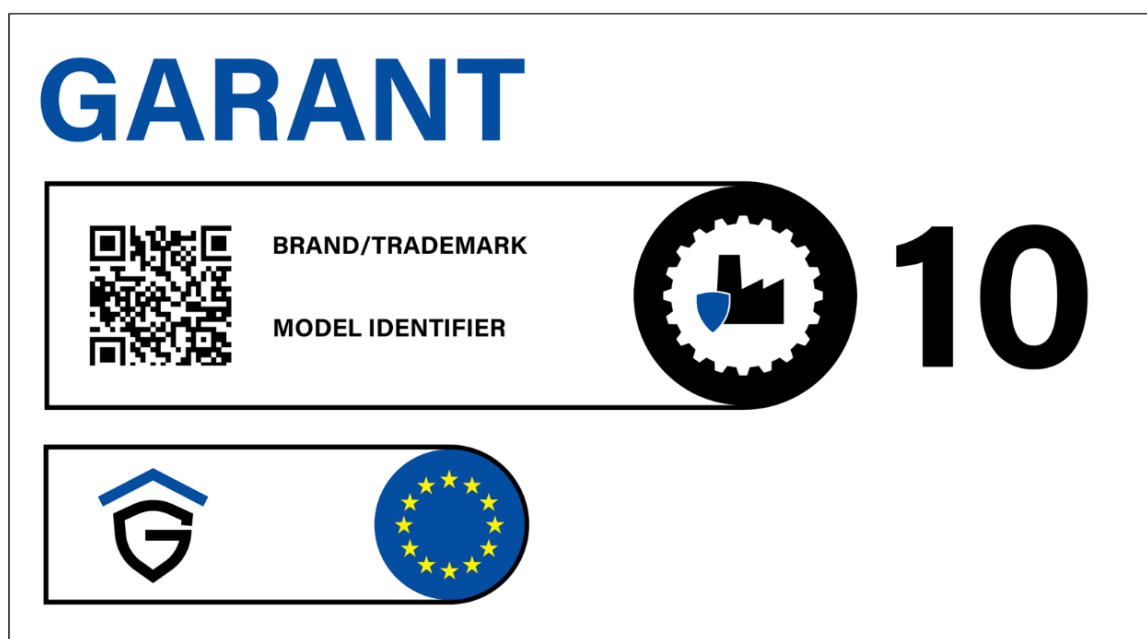
in some cases price reduction  
or full reimbursement

Some EU countries have a **longer legal guarantee period** under national law.

For **more information** on your rights and applicable conditions, scan the QR code, ask the seller, or contact the consumer protection authority in your country.



## Label 4



### 5.1.3 Annex A – Designs tested in the consumers survey and traders & producers survey

#### Notice 1A<sup>96</sup>



#### LEGAL GUARANTEE: Your protection against defective products in the EU



As consumer in the European Union, you are entitled to a **legal guarantee of minimum 2 years** from the time of delivery of products that for example:

- **Fail** to match the **product description**
- **Do not meet** the **advertised qualities**
- **Do not work** as they should
- Are incorrectly **installed due to inadequate instructions**



**Your rights** under the legal guarantee:

1. **Free repair or replacement** by a new product, or in some cases **price reduction** or **full reimbursement**
2. If you choose to **repair the product instead of replacing** it, you have **one extra year** of legal guarantee protection.
3. The **seller** is **liable**



**What to do** if you receive a defective product:

1. **Contact the seller** as soon as possible to report the issue
2. **Provide a proof of your purchase, such as** receipt, invoice, or bank statement
3. If a dispute arises, **consult the competent authority**

**Some EU countries have a longer legal guarantee period** under their national law. **Ask the seller, the competent authority, or scan the QR code** for more information about your legal guarantee rights.



www.placeholder.com



You may be offered additional commercial guarantees by the seller or producer. In particular, you may see on a product the icon at the left, which is a **commercial guarantee of durability** offered by the producer at no additional cost and covering the entire good. This producer guarantee runs in parallel with the legal guarantee.

<sup>96</sup> Note that the QR code in the Notice designs intends to link to a webpage of the respective Member State providing more information about the legal guarantee of conformity.

Label 1A<sup>97</sup>

10



www.placeholder.com

**BRAND/TRADEMARK**  
**MODEL IDENTIFIER**



**BG** \*Гаранция за трайност от производителя \*\*Законова гаранция | **CS** \*Záruka výrobce na trvanlivost \*\*Zákonná záruka | **DA** \*Producentens garanti for holdbarhed \*\*Retlig garanti | **DE** \*Haltbarkeitsgarantie des Herstellers \*\*Gesetzliche Gewährleistung | **EL** \*Εγγύηση παραγωγού για ανθεκτικότητα \*\*Νομική εγγύηση | **EN** \*Producer guarantee of durability \*\*Legal Guarantee | **ES** \*Garantía de durabilidad del productor \*\*Garantía legal | **ET** \*Tootja vastupidavuse garantii \*\*Seaduslik garantii | **FI** \*Tuottajan kestävyystakuu \*\*Lakisääteinen takuu | **FR** \*Garantie de durabilité du producteur \*\*Garantie légale | **GA** \*Ráthaíocht an táirgeora um marthanacht \*\*Ráthaíocht Dhlíthiúil | **HR** \*Proizvođačevo jamstvo trajnosti \*\*Zakonsko jamstvo | **HU** \*Tartósságra vonatkozó gyártói jótállás \*\*Jogszabályon alapuló jótállás | **IT** \*Garanzia di durabilità del produttore \*\*Garanzia legale | **LT** \*Gamintojo suteikiama patvarumo garantija \*\*Teisinė garantija | **LV** \*Ražotāja ilgizturības garantija \*\*Juridiskā garantija | **MT** \*Garanzija kummerġali ta' durabbiltà tal-produttur \*\*Garanzija Legali | **NL** \*Levensduurgarantie van de producent \*\*Wettelijke garantie | **PL** \*Gwarancja trwałości udzielana przez producenta \*\*Gwarancja prawna | **PT** \*Garantia de durabilidade do produtor \*\*Garantia legal | **RO** \*Garanția comercială de durabilitate oferită de producător \*\*Garanția legală | **SK** \*Záruka výrobcu týkajúca sa životnosti \*\*Zákonná záruka súladu | **SL** \*Proizvajalčeva tržna garancija skladnosti \*\*Zakonska garancija | **SV** \*Tillverkarens hållbarhetsgarant \*\*Rättslig garanti |

<sup>97</sup> Note that the QR code in this design intends to link to the commercial guarantee statement on the producer website. This information of what is envisioned behind the QR code will also be communicated to participants.

## Notice 1B



## LEGAL GUARANTEE: Your protection against defective products in the EU



As consumer in the European Union, you are entitled to a **legal guarantee of minimum 2 years** from the time of delivery of products that for example:

- **Fail** to match the **product description**
- **Do not meet** the **advertised qualities**
- **Do not work** as they should
- Are incorrectly **installed due to inadequate instructions**



**Your rights** under the legal guarantee:

1. **Free repair or replacement** by a new product, or in some cases **price reduction** or **full reimbursement**
2. If you choose to **repair the product instead of replacing** it, you have **one extra year** of legal guarantee protection.
3. The **seller** is **liable**



**What to do** if you receive a defective product:

1. **Contact the seller** as soon as possible to report the issue
2. **Provide a proof of your purchase, such as** receipt, invoice, or bank statement
3. If a dispute arises, **consult the competent authority**

**Some EU countries have a longer legal guarantee period** under their national law.  
**Ask the seller, the competent authority, or scan the QR code** for more information about your legal guarantee rights.

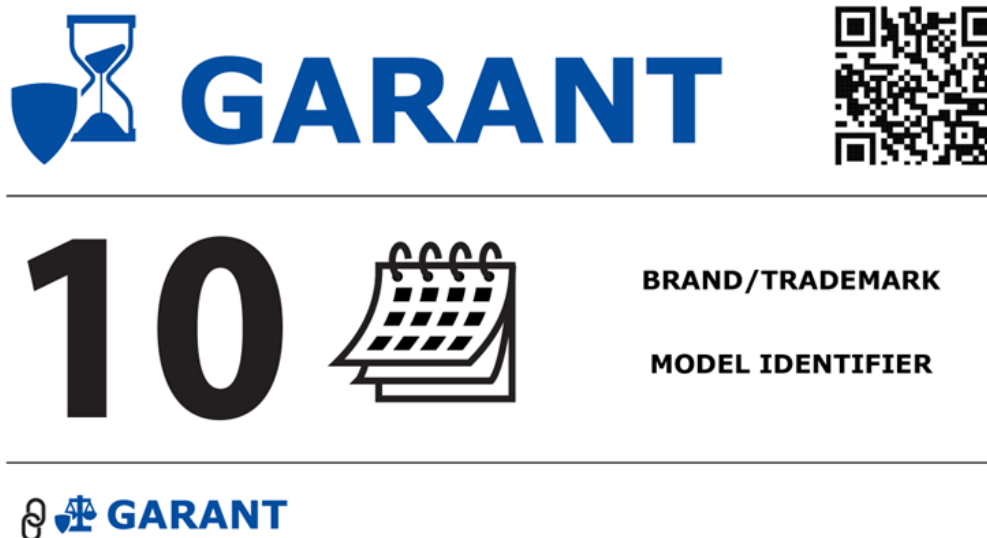


www.placeholder.com



You may be offered additional commercial guarantees by the seller or producer. In particular, you may see on a product the icon at the left, which is a **commercial guarantee of durability** offered by the producer at no additional cost and covering the entire good. This producer guarantee runs in parallel with the legal guarantee.



Label 1B<sup>98</sup>

<sup>98</sup> Note that the QR code in this design intends to link to a webpage mentioning the following info in all EU languages: "This commercial guarantee of durability is expressed in years. It is offered by the producer at no additional cost and covers the entire product. The producer has to describe the exact terms in the commercial guarantee statement. You also benefit as a consumer in the EU from legal guarantee rights against the seller." This information of what is envisioned behind the QR code will also be communicated to participants.

## Notice 2



The graphic is a rectangular notice with a blue roof-like shape at the top. Inside, on the left, is the European Union flag (a blue rectangle with twelve yellow stars in a circle). To the right of the flag, the words "LEGAL GUARANTEE" are written in large, bold, black capital letters. Below this, there are three paragraphs of text. The first paragraph states that all consumers in the EU have a legal guarantee right of minimum 2 years. The second paragraph explains that consumers can claim their rights if a product fails to meet the advertised description or if it does not demonstrate the normal quality and performance expected. The third paragraph states that sellers are responsible for the legal guarantee and are required to offer three options: free repair, free replacement, or in some cases price reduction or full reimbursement. Each option is preceded by a blue circular icon: a gear for repair, a box with an arrow for replacement, and a hand holding a coin for reimbursement. Below these options, there is a QR code on the left and text on the right stating that some EU countries have a longer legal guarantee period under national law, and that consumers should scan the code or ask the seller or the competent authority for more information. At the bottom, a final paragraph states that consumers may be offered additional commercial guarantees by the seller or the producer, such as the Producer Guarantee of Durability.

 **LEGAL GUARANTEE**

All consumers in the European Union have a legal guarantee right of **minimum 2 years** from the time of delivery of products.

Consumers can claim their legal guarantee rights for example **if a product fails to meet the advertised description**, or **if it does not demonstrate the normal quality and performance expected**.

**Sellers** are responsible for the legal guarantee. They are required to offer:

-  free repair
-  or free replacement
-  or in some cases price reduction or full reimbursement.

 Some EU countries have a longer legal guarantee period under national law. **Scan the code or ask the seller or the competent authority** for more information.

You may be offered additional commercial guarantees by the seller or the producer, such as the **Producer Guarantee of Durability**.

Label 2<sup>99</sup>

BG Гаранция за трайност от производителя в години. Прилага се успоредно със законната гаранция.

CS Záruka výrobce na trvanlivost v letech. Běží souběžně se zákonnou zárukou.

DA Producentens garanti for holdbarhed i år. Kører parallelt med den retlige garanti.

DE Haltbarkeitsgarantie des Herstellers in Jahren. Gilt parallel zur gesetzlichen Gewährleistung.

EL Εγγύηση παραγωγού για ανθεκτικότητα σε χρόνια. Δειτουργεί παράλληλα με τη νομική εγγύηση.

EN Producer guarantee of durability in years. Runs in parallel with legal guarantee.

ES Garantía de durabilidad del productor en años. Funciona en paralelo a la garantía legal.

ET Tootja vastupidavuse garantii aastates. Kaasneb seadusliku garantijaga.

FI Tuottajan kestävyystakuu vuosina. Toimii rinnakkain lakisääteisen takuun kanssa.

FR Garantie de durabilité du producteur en années. Elle fonctionne en parallèle avec la garantie légale.

GA Ráthaíocht an táirgeora um marthanacht i mblianta. Ritheann sé comhthreomhar le ráthaíocht dhlíthiúil.

HR Poizvođačovo jamstvo trajnosti u godinama. Funkcionira paralelno sa zakonskim jamstvom.

HU Tartósságra vonatkozó gyártói jótállás években. A jogszabályon alapuló jótállással párhuzamosan fut.

IT Garanzia di durabilità del produttore in anni. Ha vigore in parallelo con la garanzia legale.

LT Gamintojas suteikia patvarumo garantiją. Galioja kartu su teisine garantija.

LV Ražotāja ilgzināšanas garantija gados. Darbojas paralēli juridiskajai garantijai.

MT Garanzija kummerġali ta' durabbiltà tal-produttur fi snin. Timxi b'mod parallell mal-garanzija legali.

NL Levensduurgarantie van de producent in jaren. Loopt parallel met de wettelijke garantie.

PL Okres gwarancji trwałości udzielanej przez producenta w latach. Gwarancja ta obowiązuje równolegle z gwarancją prawną.

PT Garantia de durabilidade do produtor em anos. Funciona em paralelo com a garantia legal.

RO Garanția comercială de durabilitate oferită de producător în ani. Curge în paralel cu garanția legală.

SK Záruka výrobcu týkajúca sa životnosti v rokoch. Platí súběžne so zákonnou zárukou súladu.

SL Proizvajalčeva garancija trajnosti v letih. Velja vzporedno z zakonskim jamstvom.

SV Tillverkarens hållbarhetsgaranti i år. Löper parallellt med den rättsliga garantin.

<sup>99</sup> Note that the QR code in this design intends to link to the commercial guarantee statement on the producer website. This information of what is envisioned behind the QR code will also be communicated to participants.

## Notice 3



**Minimum 2-years legal guarantee protection from time of delivery** of products for all consumers in the European Union.

For example in case of defective products or products that are not matching description, consumers have the right to ask the seller for **free**:



repair (in this case you have an extra year of legal guarantee protection)



or replacement,



or in some cases price reduction or full reimbursement.

Some EU countries have introduced a **longer guarantee period**.

Ask the seller, competent authorities, or scan the code for more information on your rights & applicable conditions.



You may be also offered a **commercial guarantee of durability** by the producer.

**Producer guarantee**



## Label 3A – Ireland<sup>100</sup>



**BG** години. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des Herstellers | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthaíocht an táirgeora | **HR** Godina/Godine. Proizvođačko jamstvo | **HU** Évek. Gyártói jótállás | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja garantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti |

producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti |

## Label 3A – Finland



**BG** години. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des Herstellers | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthaíocht an táirgeora | **HR** Godina/Godine. Proizvođačko jamstvo | **HU** Évek. Gyártói jótállás | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja garantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti |

## Label 3A – France



**BG** години. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des Herstellers | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthaíocht an táirgeora | **HR** Godina/Godine. Proizvođačko jamstvo | **HU** Évek. Gyártói jótállás | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja garantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti |

<sup>100</sup> Note that the QR code in this design was intended to link to the commercial guarantee statement on the producer website. This information of what is envisioned behind the QR code was also be communicated to participants.

## Label 3A – Germany



**BG** години. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des Herstellers | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthaíocht an táirgeora | **HR** Godina/Godine. Proizvođačko jamstvo | **HU** Évek. Gyártói jótállás | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja garantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti |

## Label 3A – Greece



**BG** години. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des Herstellers | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthaíocht an táirgeora | **HR** Godina/Godine. Proizvođačko jamstvo | **HU** Évek. Gyártói jótállás | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja garantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti |

## Label 3A – Poland



**BG** години. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des Herstellers | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthaíocht an táirgeora | **HR** Godina/Godine. Proizvođačko jamstvo | **HU** Évek. Gyártói jótállás | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja garantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti |



## Label 3A – Portugal



**BG** години. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des Herstellers | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthaíocht an táirgeora | **HR** Godina/Godine. Proizvođačko jamstvo | **HU** Évek. Gyártói jótállás | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja garantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti

## Label 3A – Slovenia



**BG** години. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des Herstellers | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthaíocht an táirgeora | **HR** Godina/Godine. Proizvođačko jamstvo | **HU** Évek. Gyártói jótállás | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja garantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti

## Label 3A – Spain



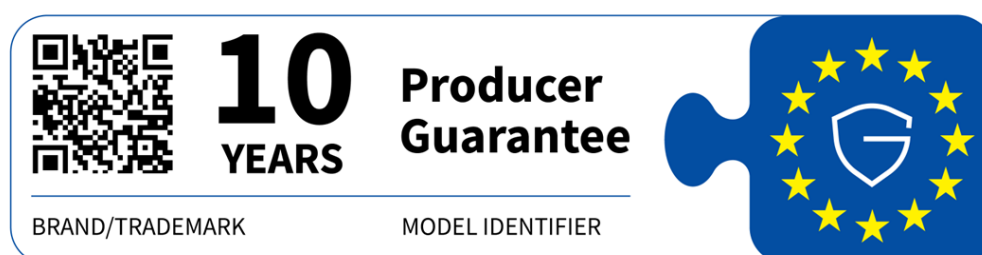
**BG** години. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des Herstellers | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthaíocht an táirgeora | **HR** Godina/Godine. Proizvođačko jamstvo | **HU** Évek. Gyártói jótállás | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja garantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti

## Label 3A – Sweden



**BG** години. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des Herstellers | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Rátháíocht an táirgeora | **HR** Godina/Godine. Proizvođačko jamstvo | **HU** Évek. Gyártói jótállás | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja garantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti |

## Label 3B<sup>101</sup>



<sup>101</sup> Note that the QR code in this design intends to link to a webpage mentioning the following info in all EU languages: "This producer guarantee of durability is expressed in years. This runs in parallel with the legal guarantee." This information of what is envisioned behind the QR code will also be communicated to participants.

## Notice 4



## LEGAL GUARANTEE



**1. Minimum 2-years protection for all products sold in the European Union.**

2. Consumers can invoke the legal guarantee, for example if a product

- **Does not match** the advertised description.
- **Does not work** as it should.

3. Sellers are required to offer

-  free **repair**
-  free **replacement**
-  in some cases **price reduction** or **full reimbursement**

Some EU countries have a **longer legal guarantee period** under national law.

**For more information** on your rights, **scan the QR code** or **ask the seller**.



[www.placeholder.com](http://www.placeholder.com)

LABEL 4<sup>102</sup>

<b>BG</b> Търговска гаранция за трайност	<b>HU</b> Kereskedelmi tartóssági jótállás
<b>CS</b> Obchodní záruka na trvanlivost	<b>IT</b> Garanzia commerciale di durabilità
<b>DA</b> Handelsmæssig garanti for holdbarhed	<b>LT</b> Komerčinė patvarumo garantija
<b>DE</b> Gewerbliche Haltbarkeitsgarantie	<b>LV</b> Komerčiālā ilgizturības garantija
<b>EL</b> Εμπορική εγγύηση ανθεκτικότητας	<b>MT</b> Garanzija kummerċjali ta' durabbiltà
<b>EN</b> Commercial guarantee of durability	<b>NL</b> Commerciële levensduurgarantie
<b>ES</b> Garantía comercial de durabilidad	<b>PL</b> Handlowa gwarancja trwałości
<b>ET</b> Kaubanduslik vastupidavuse garantii	<b>PT</b> Garantia comercial de durabilidade
<b>FI</b> Kaupallinen kestävyystakuu	<b>RO</b> Garanția comercială de durabilitate
<b>FR</b> Garantie commerciale de durabilité	<b>SK</b> Obchodná záruka týkajúca sa životnosti
<b>GA</b> Ráthaíocht tráchtála mharthanachta	<b>SL</b> Tržna garancija trajnosti
<b>HR</b> Komercijalno jamstvo trajnosti	<b>SV</b> Kommersiell hållbarhetsgaranti

<sup>102</sup> Note that the QR code in this design intends to link to a webpage mentioning the following info in all EU languages: "This producer guarantee of durability is expressed in years. This runs in parallel with the legal guarantee." This information of what is envisioned behind the QR code will also be communicated to participants.

## 5.1.4 Annex A – Designs tested during behavioural experiment and presented at the second stakeholder meeting

### Notice 1



1. **Minimum 2-years protection** for all products.
2. Consumers can invoke the legal guarantee, for example if a product
  - **does not match** the advertised description.
  - **does not work** as it should.
3. **Sellers** are required to offer



free **repair**



free **replacement**



in some cases **price reduction** or **full reimbursement**

Some countries have a **longer legal guarantee period** under national law.

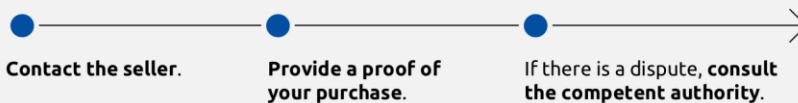
**For more information** scan the QR code or ask the seller.



[europa.eu/youreurope](https://europa.eu/youreurope)

### What to do

If you receive a defective product:



**Producer Guarantee of Durability**

You may be also offered a **commercial guarantee of durability** by the producer.

## Label 1

Label 1 is a local language label. Therefore, local language versions were created for each of the countries in which the behavioural experiment was conducted.

### Label 1 – Ireland



### label 1 – Finland



### Label 1 – France



### label 1 – Poland



### Label 1 – Spain



### Label 1 – Romania





## Notice 2



## Legal Guarantee

**Minimum 2-years legal guarantee protection** from time of delivery of products for all consumers in the European Union (EU).

Consumers can claim their legal guarantee rights, for example if a product

- **does not match** the advertised description.
- **does not work** as it should.

**Sellers** are required to offer



free **repair**



free **replacement**



in some cases **price reduction** or **full reimbursement**

Some EU countries have a **longer legal guarantee period** under national law.

**For more information** on your rights, **scan the QR code or ask the seller.**



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### What to do

If you receive a defective product:

1. **Contact the seller** as soon as possible to report the issue
2. **Provide a proof of your purchase, such as** receipt, invoice, or bank statement
3. If a dispute arises, **consult the competent authority**



You may be offered additional commercial guarantees by the seller or producer. In particular, you may see on a product the symbol at the left, which is a **commercial guarantee of durability** offered by the **producer** at no additional cost and covering the entire good. This producer guarantee runs in parallel with the legal guarantee.

## Label 2



## Notice 3



**Minimum 2-years legal guarantee protection from time of delivery** of products for all consumers in the European Economic Area (EEA).

For example in case of defective products or products that are not matching description, consumers have the right to ask the seller for:



**free** repair (in this case you have an extra year of legal guarantee protection)



or **free** replacement,



or in some cases price reduction or full reimbursement.



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Some EEA countries have introduced a **longer guarantee period**.

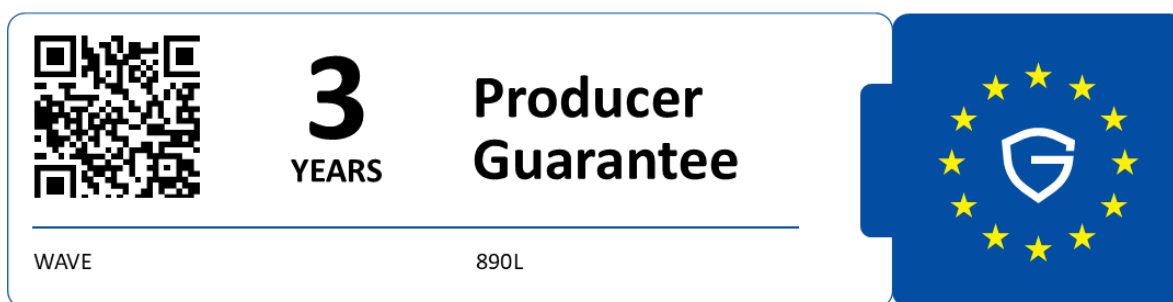
Ask the seller, competent authorities, or scan the code for more information on your rights.

**Producer  
Guarantee**



In addition, you may be also offered a **commercial guarantee of durability** by the producer. This guarantee runs in parallel with the legal guarantee.

## Label 3



**BG** Години. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des herstellere | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthaíocht an táirgeora | **HR** Godina. Proizvođačko jamstvo | **HU** Évek. Gyártói garancia | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja komercgarantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti

## Notice 4



# Legal Guarantee

**Minimum 2-years legal guarantee protection from time of delivery** of products for all consumers in the European Economic Area (EEA).

For example in case of defective products or products that are not matching description, consumers have the right to ask the seller for:

-  **free** repair (in this case you have an extra year of legal guarantee protection)
-  or **free** replacement,
-  or in some cases price reduction or full reimbursement.

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Some EEA countries have introduced a **longer guarantee period**.

Ask the seller, competent authorities, or scan the code for more information on your rights.

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Producer Guarantee



In addition, you may be also offered a **commercial guarantee of durability** by the producer. This guarantee runs in parallel with the legal guarantee.

## Label 4

Label 4 is a multi-language label with the title in the local language. Therefore, local language versions were created for each of the countries in which the behavioural experiment was conducted.

### Label 4 – Ireland



### Label 4 – Finland



### Label 4 – France



### Label 4 – Poland



### Label 4 – Spain



### Label 4 – Romania





For each notice and label designs, we also tested their black and white variant.

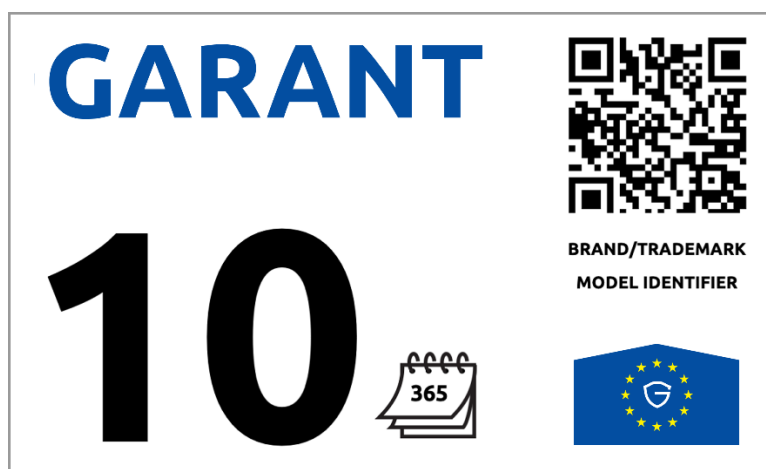


BG Година. Гаранция от производителя | CS Let. Záruka výrobce | DA År. Producentens garanti | DE Jahre. Garantie des Herstellers | EL Χρόνια. Εγγύηση παραγωγού | EN Years. Producer guarantee | ES Años. Garantía del productor | ET Aastat. Tootja garantii | FI Vuotta. Tuottajan takuu | FR Ans. Garantie du producteur | GA Blianta. Ráthlaíocht an tairgeora | HR Godina. Proizvođačko jamstvo | HU Évek. Gyártói garancia | IT Anni. Garanzia del produttore | LT Metai. Gamintojo garantija | LV Gadi. Ražotāja komercgarantija | MT Snin. Garanzija tal-produttur | NL Jaar. Producentgarantie | PL Lata. Gwarancja producenta | PT Anos. Garantia do produtor | RO Ani. Garanția producătorului | SK Roky. Záruka výrobcu | SL Leta. Garancija proizvajalca | SV År. Tillverkarens garanti

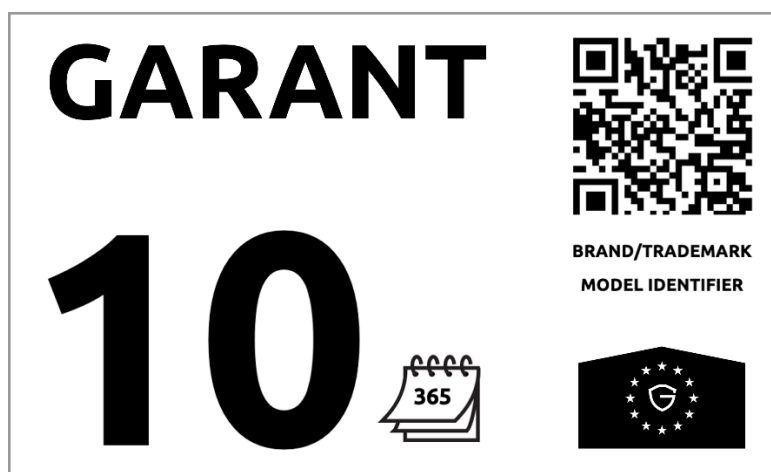


### 5.1.5 Annex A – Possible draft final designs presented to the responsible Committee of Member States

#### Option 1 colour



#### Option 2 B&W



**Option 2 colour****Option 2 B&W**

## Option 3

# GARANT

# 10

**BRAND/TRADEMARK**  
**MODEL IDENTIFIER**

**BG** Гаранция на производителя в години | **CS** Záruka výrobce v letech | **DA** Producentens garanti i år | **DE** Herstellergarantie in Jahren | **EL** Εγγύηση παραγωγού σε χρόνια | **EN** Producer guarantee in years | **ES** Garantía del productor en años | **ET** Tootja garantii aastates | **FI** Valmistajan takuu vuosina | **FR** Garantie du producteur en années | **GA** Ráthaíocht an táirgeora i mblianta | **HR** Jamstvo proizvođača u godinama | **HU** A gyártó garanciája években | **IT** Garanzia del produttore in anni | **LT** Gamintojo garantija metais | **LV** Ražotāja garantija gados | **MT** Garanzija tal-produttur fi snin | **NL** Garantie van de producent in jaren | **PL** Gwarancja producenta w latach | **PT** Garantia do produtor em anos | **RO** Garanția producătorului în ani | **SK** Záruka výrobcu v rokoch | **SL** Garancija proizvajalca v letih | **SV** Producentgaranti i år

## Option 4

# GARANT

# 10

**BRAND/TRADEMARK**  
**MODEL IDENTIFIER**

**BG** Гаранция на производителя за дълготрайност в години | **CS** Záruka životnosti poskytnutá výrobcem v letech | **DA** Producentens garanti for holdbarhed i år | **DE** Haltbarkeitsgarantie des Herstellers in Jahren | **EL** Εγγύηση παραγωγού για ανθεκτικότητα σε χρόνια | **EN** Producer guarantee of durability in years | **ES** Garantía de durabilidad del productor en años | **ET** Tootja vastupidavuse garantii aastates | **FI** Valmistajan kestävyystakuu vuosina | **FR** Garantie de durabilité du producteur en années | **GA** Ráthaíocht mharthanachta an táirgeora i mblianta | **HR** Jamstvo proizvođača na trajnost u godinama | **HU** A gyártó tartóssági garanciája években | **IT** Garanzia di durabilità del produttore in anni | **LT** Gamintojas suteikia ilgalaike garantiją | **LV** Ražotāja ilgmūžības garantija gados | **MT** Garanzija kummerċjali ta' durabbiltà tal-produttur fi snin | **NL** Duurzaamheidsgarantie van de producent in jaren | **PL** Okres gwarancji trwałości udzielanej przez producenta w latach | **PT** Garantia de durabilidade do produtor em anos | **RO** Garanția comercială de durabilitate oferită de producător în ani | **SK** Záruka trvanlivosti poskytovaná výrobcem v rokoch | **SL** Proizvajalčeva garancija trajnosti v letih | **SV** Producentgaranti för hållbarhet i år

## Option 5



**GARANT**

**10** 



Brand / Trademark  
Model identifier

**BG** Гаранция на производителя в години | **CS** Záruka výrobce v letech | **DA** Producentens garanti i år | **DE** Herstellergarantie in Jahren | **EL** Εγγύηση παραγωγού σε χρόνια | **EN** Producer guarantee in years | **ES** Garantía del productor en años | **ET** Tootja garantii aastates | **FI** Valmistajan takuu vuosina | **FR** Garantie du producteur en années | **GA** Ráthaocht an táirgeora i mblianta | **HR** Jamstvo proizvođača u godinama | **HU** A gyártó garanciája éveken | **IT** Garanzia del produttore in anni | **LT** Gamintojo garantija metais | **LV** Ražotāja garantija gados | **MT** Garanzija tal-produttur fi snin | **NL** Garantie van de producent in jaren | **PL** Gwarancja producenta w latach | **PT** Garantia do produtor em anos | **RO** Garanția producătorului în ani | **SK** Záruka výrobcu v rokoch | **SL** Garancija proizvajalca v letih | **SV** Producentgaranti i år

## Option 6



**GARANT**

**10** x 



Brand / Trademark  
Model identifier

**BG** Гаранция на производителя за дълготрайност в години | **CS** Záruka životnosti poskytovaná výrobcem v letech | **DA** Producentens garanti for holdbarhed i år | **DE** Haltbarkeitsgarantie des Herstellers in Jahren | **EL** Εγγύηση παραγωγού για ανθεκτικότητα σε χρόνια | **EN** Producer guarantee of durability in years | **ES** Garantía de durabilidad del productor en años | **ET** Tootja vastupidavuse garantii aastates | **FI** Valmistajan kestävyystakuu vuosina | **FR** Garantie de durabilité du producteur en années | **GA** Ráthaocht mharthanachta an táirgeora i mblianta | **HR** Jamstvo proizvođača na trajnost u godinama | **HU** A gyártó tartóssági garanciája éveken | **IT** Garanzia di durabilità del produttore in anni | **LT** Gamintojas suteikia ilgalaikę garantiją | **LV** Ražotāja ilgmūžības garantija gados | **MT** Garanzija kummerġjali ta' durabbiltà tal-produttur fi snin | **NL** Duurzaamheidsgarantie van de producent in jaren | **PL** Okres gwarancji trwałości udzielanej przez producenta w latach | **PT** Garantia de durabilidade do produtor em anos | **RO** Garanția comercială de durabilitate oferită de producător în ani | **SK** Záruka trvanlivosti poskytovaná výrobcem v rokoch | **SL** Proizvajalčeva garancija trajnosti v letih | **SV** Producentgaranti för hållbarhet i år

## Option 7



## Option 8 (local language)





## Notice colour



**Minimum 2-years legal guarantee protection** from time of delivery of products for all consumers in the European Union (EU).

Consumers can claim their legal guarantee rights, for example if a product:

- does not match the advertised description
- does not work as it should

Sellers are required to offer:



**free repair**



**free replacement**



in some cases **price reduction** or **full reimbursement**



Some EU countries have a **longer legal guarantee period** under national law. For more information on your rights, scan the QR code or ask the seller.

[europa.eu/youreurope/guarantees](https://europa.eu/youreurope/guarantees)

## What to do

If you receive a defective product:

1. Contact the seller as soon as possible to report the issue
2. Provide a proof of your purchase, such as receipt, invoice, or bank statement
3. If a dispute arises, consult the competent authority



You may be also offered a **commercial guarantee of durability** by the producer.

## Notice B&amp;W



**Minimum 2-years legal guarantee protection** from time of delivery of products for all consumers in the European Union (EU).

Consumers can claim their legal guarantee rights, for example if a product:

- does not match the advertised description
- does not work as it should

Sellers are required to offer:



**free repair**



**free replacement**



in some cases **price reduction** or **full reimbursement**



Some EU countries have a **longer legal guarantee period** under national law. For more information on your rights, scan the QR code or ask the seller.

[europa.eu/youreurope/guarantees](https://europa.eu/youreurope/guarantees)

## What to do

If you receive a defective product:

1. Contact the seller as soon as possible to report the issue
2. Provide a proof of your purchase, such as receipt, invoice, or bank statement
3. If a dispute arises, consult the competent authority



You may be also offered a **commercial guarantee of durability** by the producer.

## 5.2 Annex B

This annex includes detailed results of the studies performed under Task 1 and is annexed as a separate document to this report.

## 5.3 Annex C

This annex includes detailed results of the studies performed under Task 2 and is annexed as a separate document to this report.

