

Federal Trade Commission
Washington DC



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1925

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Consumer Electronics Labeling, Project No. P094201

Bang & Olufsen hereby submits these comments in response to the Commissions notice of proposed rulemaking Project No. P094201.

Introduction

Bang & Olufsen is a small television manufacture placed in Europe. Our products are sold by over 1.200 dealers in more than 100 countries including US in an extensive network of retail stores. Approximately 65% of these stores are B1-stores, which exclusively sell Bang & Olufsen products.

Label placement

The commission proposes two options for television EnergyGuide labels. An adhesive label affixed on the products bezel or a triangular cling label. We have products where the surface of the television consists of an optical coated glass. An optical coating is one or more thin layers of material deposited on the glass, which alters the way in which the glass reflects and transmits light. This optical coating will be damaged by an adhesive label and this will cause costumer complains. We suggest having the possibility to place the label along with the show card.

In §305.17 e.1 it says "*Manufactures shall affix adhesive labels*" We would like to make the Commission aware, that the request to label every single product is inappropriate. Such measure will substantially increase the administrative and financial burden of a manufacture, without having a corresponding market effect. It is obvious that the label provides the intended purchase orientation only through its visibility at point of sales, but not after un-packaging a product after purchase. As such we propose to make it clear in the proposed rule that only television placed on the market for the purpose of being displayed in a shop shall have the label affixed.

Timing of proposed Requirements

The Commission believes that six months will be adequate to allow for testing and labeling televisions.

Six months transitional period is too short. We propose to consider a transitional period of 12 month in order to give manufacture sufficient time to purchase, test and introduce a label on the televisions. This will also allow us to make sure, that product in the shops can be sold out before the introduction of the label otherwise this products must also be supplied with a label.

Thank you for your consideration of these comments.

Sincerely

Lone Nielsen

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