



# Alternative Fuel Labeling: E15

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## RESOURCES

More information on applicable Wisconsin laws can be found at these links:

### E15: Information for Retailers and Service Companies:

[https://datcp.wi.gov/Pages/Programs\\_Services/E15.aspx](https://datcp.wi.gov/Pages/Programs_Services/E15.aspx)

### Wis. Admin. Code ATCP 94

[http://docs.legis.wisconsin.gov/code/admin\\_code/atcp/090/94/](http://docs.legis.wisconsin.gov/code/admin_code/atcp/090/94/)

### Wis. Stat. 168

<https://docs.legis.wisconsin.gov/statutes/statutes/168>

### What is E15?

E15 is an alternative fuel which is a blend of gasoline and ethanol containing more than 10% but not greater than 15% ethanol by volume.

### What are the requirements for labeling E15?

E15 may be labeled to meet the automotive fuel rating posting requirements using either the Environmental Protection Agency (EPA) label under [Title 40 CFR 80.1501](#) or using the Ethanol Flex Fuel labeling established by the Federal Trade Commission (FTC) under [Title 16 CFR Part 306](#).

Any device that dispenses a gasoline-ethanol fuel blend of more than 2% by volume of ethanol must be labeled with the maximum volume percent of ethanol at all times the product is offered for retail sale per [Wis. Admin. Code § ATCP 94.300\(1\)](#).

### What are the requirements if a retailer uses the EPA label?

- The label must look like this:



- The label must measure 3 and  $\frac{5}{8}$  inches wide by 3 and  $\frac{1}{8}$  inches high per Title 40 CFR 80.1501.
- Wis. Admin. Code ATCP § 94.300(1) requires that the label be placed on the front upper half of the face of the dispenser next to the name of the product being dispensed. It must be conspicuous and legible to a customer when viewed from the driver's seat of a motor vehicle that is located within 6 feet of the dispensing device. No label may be placed so that the text is sideways or upside down.
  - For dispensers with multiple nozzles, the label must be placed in the location that is most likely to be seen by the consumer at the time of selection of E15 per Title 40 CFR 80.1501.
  - For dispensers with one nozzle, the label must be placed above the button or other control used for selecting E15, or in any other manner which clearly indicates which control is used to select E15.
    - See page 2 for additional information about single hose dispenser requirements
- Although an octane label is not required for E15, if retailers choose to display an octane label, the ethanol label must be next to the octane label.

### What are the requirements if a retailer uses the FTC label?

- The label must look like this:



- The ethanol content in the band at the top of the label must be **rounded to the nearest multiple of 10** for ethanol flex fuels containing more than 10 percent and no greater than 50 percent ethanol by volume. It must contain the numerical value representing the volume percentage of ethanol in the fuel, followed by the percentage sign and then the term “ETHANOL” per Title 16 CFR Part 306.
- The label must be 3 inches (7.62 cm) wide by 2 ½ inches (6.35 cm) long. “Helvetica Black” or equivalent type is used throughout.
- Wis. Admin. Code ATCP § 94.300(1) requires that the label be placed on the front upper half of the face of the dispenser next to the name of the product being dispensed. It must be conspicuous and legible to a customer when viewed from the driver's seat of a motor vehicle that is located within 6 feet of the dispensing device. No label may be placed so that the text is sideways or upside down.
- At least one label must be posted on each face of each alternative fuel dispenser. The label must be placed conspicuously on the dispenser so as to be in full view of consumers and as near as reasonably practical to the price per unit of the automotive fuel per Title 16 CFR Part 306.
- If you are selling two or more kinds of alternative fuel with different automotive fuel ratings from a single dispenser, separate labels for each fuel must be posted on each face of the dispenser.
- Although an octane label is not required for E15, if retailers choose to display an octane label, the ethanol label must be next to the octane label.

### What are the labeling requirements if I have dual dispensers for ethanol?

- Dispensers installed prior to February 1<sup>st</sup>, 2009 that do not have a separate nozzle and hose for dispensing ethanol-blended fuels must bear a label clearly warning any purchaser that the first gallon may have more than 10 percent ethanol by volume. This label must be adjacent to the required ethanol rating label, and must meet all labeling requirements specified in Wisconsin Administrative Code § ATCP 94.300(1)(b).
- Wisconsin requires that fueling dispensers installed after February 1<sup>st</sup>, 2009 have a separate fueling nozzle and hose for dispensing any ethanol-blended motor fuels of more than 10 percent ethanol by volume.