



Alternative Fuel Labeling: E15

BUREAU OF WEIGHTS AND MEASURES

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RESOURCES

[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. Statute 168](https://docs.legis.wisconsin.gov/statutes/statutes/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.

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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.

Do I need separate nozzles if I sell both E15 and E10, or E15 and no-ethanol fuel?

Product remaining in the hose from a previous E15 transaction could result in a detectable level of ethanol in a small volume purchase of no-ethanol product. Please be aware that Wis. Stat. § 168.11(1)(b)1 requires a device “that dispenses a gasoline-ethanol fuel blend for sale at retail shall be marked or labeled with the percentage of ethanol at all times when the product is offered for sale.”

The same fueling nozzle and hose may be used to dispense E15 and E10 or no-ethanol gasoline if:

- Each dispenser has a label which states that a minimum purchase of 4 gallons is required. The label must be prominently affixed on the front upper half of the dispenser and 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.

-- or --

- All of the following apply:
 - The dispenser has a label which states “Passenger Vehicles Only. Use in Other Vehicles, Engines and Equipment May Violate Federal Law.” The label must be prominently affixed on the front upper half of the dispenser and 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.
 - There is at least one dispenser that has a fueling nozzle and hose that dispenses only E10 or no-ethanol gasoline
 - The retail station displays signs informing customers of the availability and location of that dispenser