



E15 Labeling Requirements

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](https://docs.legis.wisconsin.gov/code/admin_code/atcp/090/94/)
https://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>

Any retailer or wholesaler who sells, dispenses, or offers for sale or dispensing E15 must comply with labeling requirements in 40 CFR 1090.1510.

- 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 upper two-thirds of each fuel dispenser where the consumer will see the label when selecting a fuel to purchase. 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 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.
 - 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.
- 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.
- Any device that dispenses a gasoline-ethanol fuel blend of more than 1% by volume of ethanol must be labeled with the maximum volume percent of ethanol at all times the product is offered for retail sale.
- Devices dispensing no ethanol and/or E10 from the same nozzle as E15 must A label prominently affixed to the dispensing device stating "Passenger Vehicles Only. Use in Other Vehicles, Engines and Equipment May Violate Federal Law." The retail stations must provide a device having at least one fueling nozzle and hose that dispenses only gasoline-ethanol fuel blends containing no more than ten percent ethanol by volume; and the retail station displays signs informing customers of the availability and location of the device or a label prominently affixed to the dispensing device which states that a minimum purchase of four gallons is required.