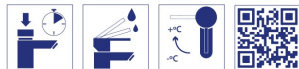
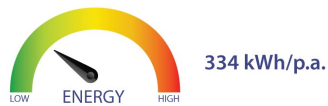




 Unified
Water Label

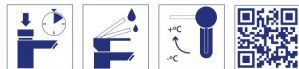
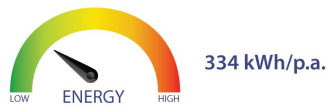


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UNIFIED WATER LABEL MARCH 2023



 **Unified
Water Label**



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Thank you for the
opportunity to present
to the WPC Board

The UWLA is a:

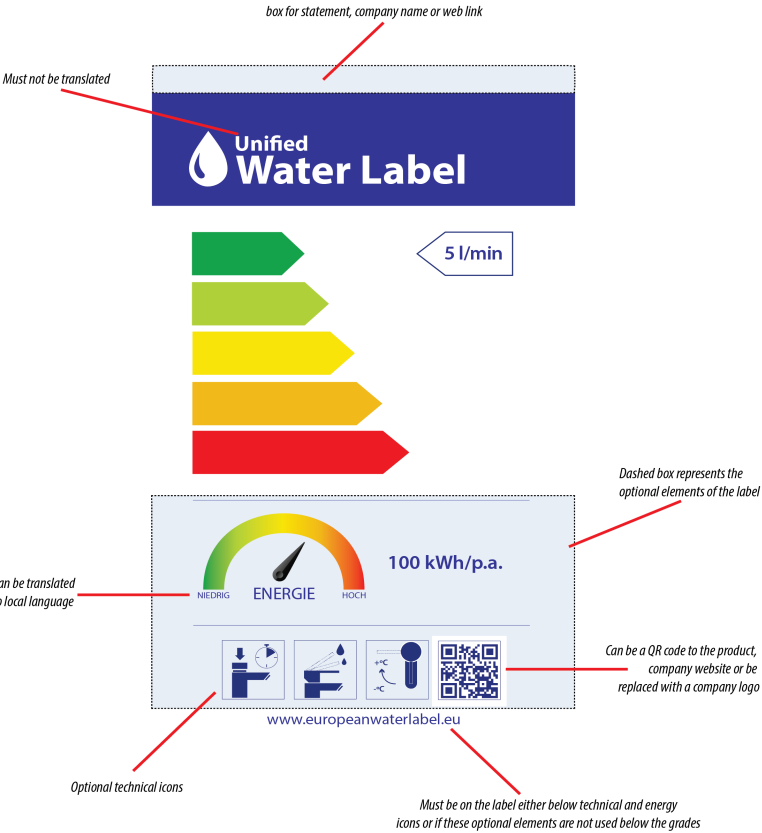
- Legal body that hosts the Unified Water Label - UWL
 - UK Office and Brussels Office
- Governance – elected Board of Directors
- MD – Yvonne Orgill, supported by a Secretariat team
- Open to all companies selling across European markets



The UWL is:

- A voluntary, industry led scheme, which is simple, clear, concise and a cohesive message to make an informed choice
- Culmination of technical criteria across 4 European existing schemes
- Supported by over 160 brands that represents around 80% of the European and UK bathroom industry
- Fully accepted and formally recognised within the newly published ISO 31600 Water Label Standard
- Facilitating organic market transformation and supporting circular economy goals

WATER, ENERGY
TECHNICAL FEATURES
PROVIDING GREATER
INFORMATION FOR CONSUMERS



The UWL covers:

- Showers, systems, hand showers, electric
- Taps
- WC's, Urinals (including bowls, independent flushing cisterns, controllers and flush free)
- Baths
- Recirculating showers **NEWLY LAUNCHED**
- Spray WCs and seats is under development

15 Categories

GROWTH



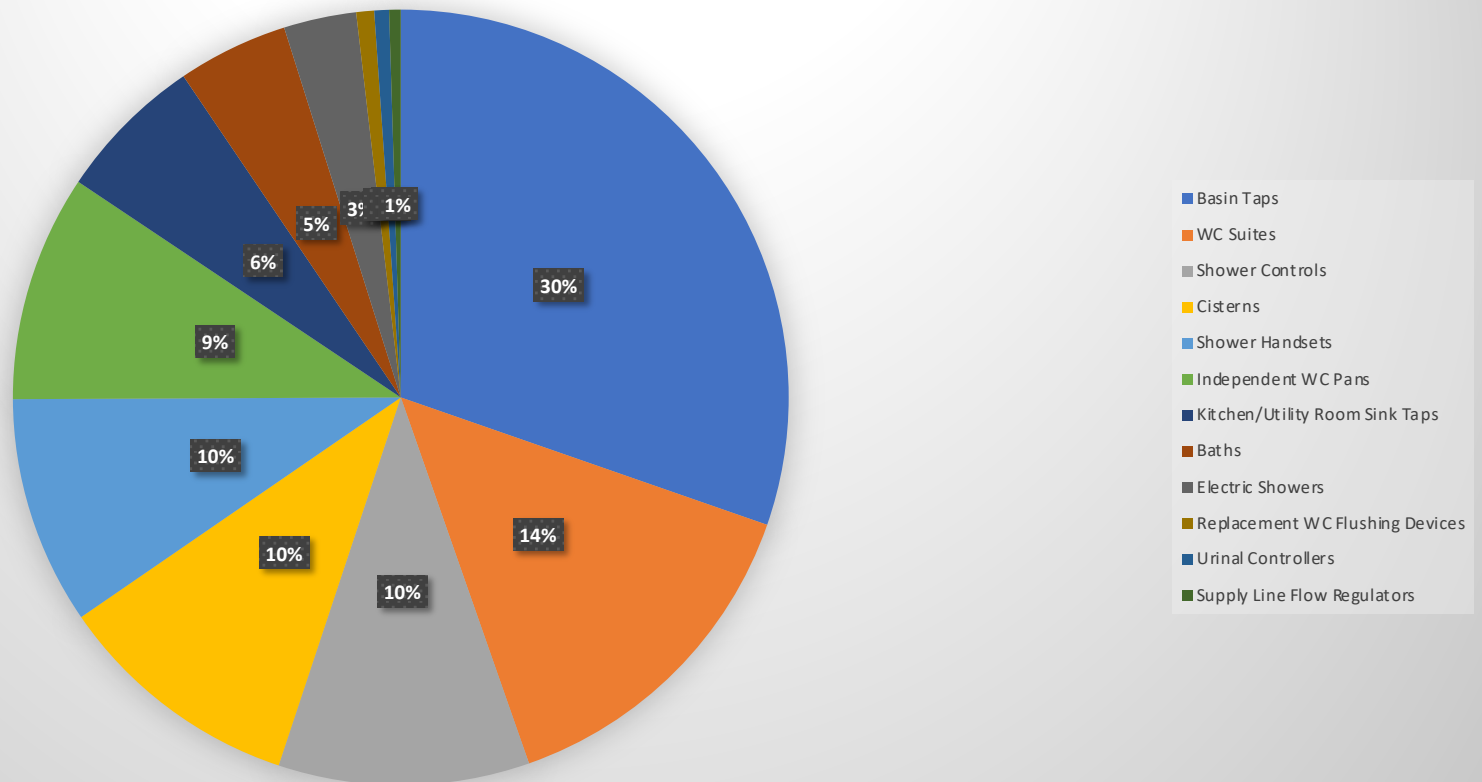
In total over 22,800 Individual products have been registered over the 15 years.

	Product Registrations	Company Registrations
2008	800	18
2009	1069	22
2010	1288	23
2011	1904	29
2012	2343	39
2013	3600	50
2014	7350	73
2015	8300	89
2016	9750	120
2017	10900	132
2018	11000	143
2019	11864	149
2022	14041	155
2023	15,700	160+
Products removed	6845	
Company's removed		11
Cleansing of scheme annually to ensure its fresh and only contains products available in the market are visible on the database		

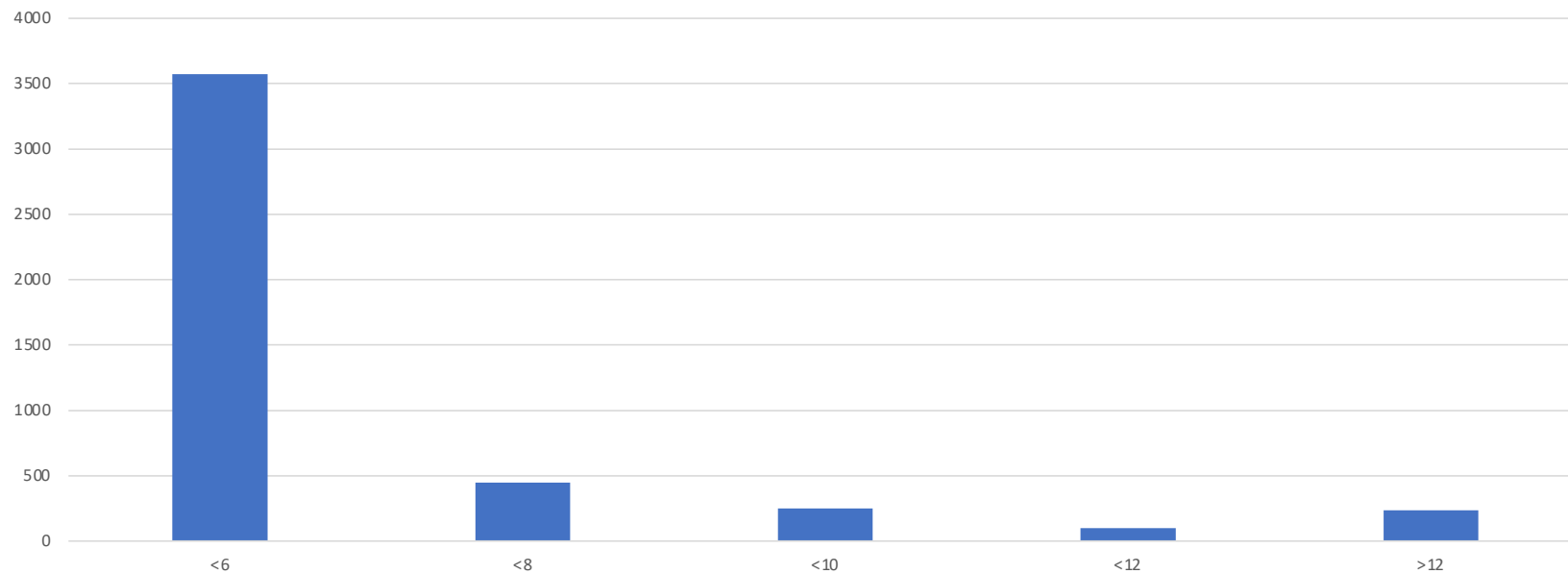
Progress...
Industry playing their part

Progress

UWLA DATABASE SPLIT

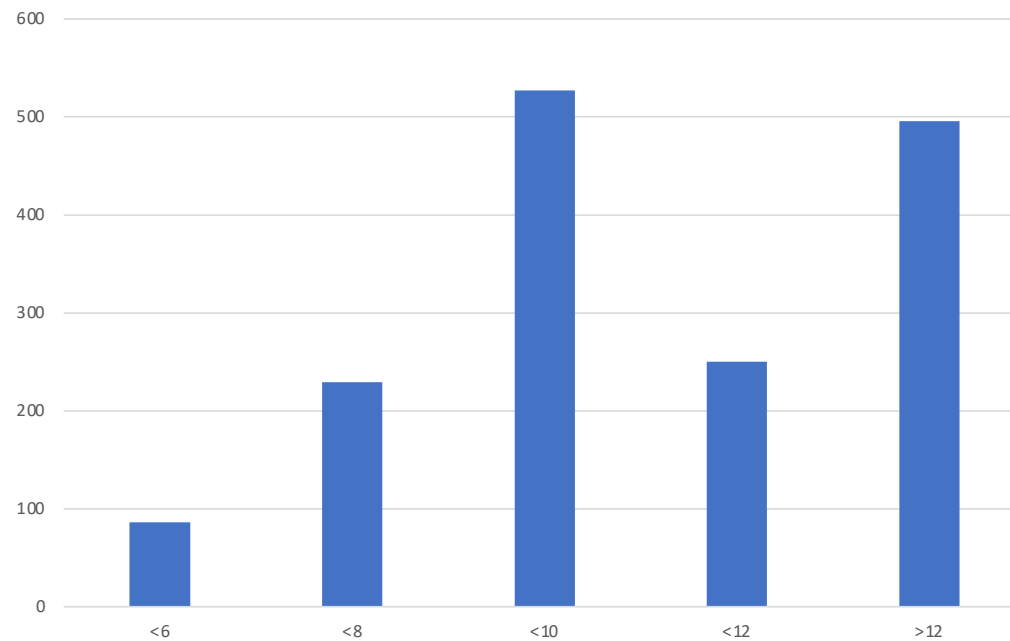


Progress over 15 years has seen the market move to less than 6 l/min
Basin Taps split across the UWL grades – indicating natural market
transformation



Progress

Shower valves split across the UWL grades – indicating more than 50% deliver less than 10 litres per minute – another sign of natural market transformation



Progress

- 15,700 Individual live products registered
- Of which over 30% are basin taps with majority registered in the most efficient band
- 7% are kitchen taps
- 23% are showers
- 32% WCs, Urinals, Independent pans and flushing mechanism
- Organic market transformation taking place
- Incentivise existing market to replace old water guzzlers
- Influence behaviour change with cohesive message

Our aims and objectives are:

- Recognised by governments as the lead water labelling scheme
- Increase portfolio of water using bathroom products that deliver on performance whilst providing consumers with sustainable products
- Companies to make use of cohesive messaging information to promote the UWL, and gain a competitive advantage
- All businesses involved in specifying, installing or selling water using products to promote UWL products to their customers
- Governments pointing to UWL in Directives

Why:

- Water scarcity is real and life depends on water
- The whole of the bathroom industry has an important role, to lead, on the promotion of water and energy efficient products
- Regulation fails to recognise water using bathroom products are part of a system not stand alone products
- Industry is the expert to ensure air borne pathogens are kept at bay

Why:

- Climate change is happening, Industry is taking action
- Water conservation and maintaining quality of water is crucial
- All countries must have access to quality water and not be a victim of conservation

ALL PARTIES MUST JOIN FORCES AND ACT AS A COLLECTIVE VOICE

Could the WPC, as a neutral body take the lead?

UWLA activities are focussed on:

- Improving visibility and take up of the UWL
- Raising awareness and influence behaviour change to use water wisely
- Influencing governments

UWLA offers a full suite of marketing material that includes:

- Fact sheets
- Posters
- Flyers
- Point of sale for products
- Social media posts
- Material for schools – education starts from grass roots
- Videos



THE UNIFIED WATER LABEL - BRINGING THE EUROPEAN BATHROOM INDUSTRY TOGETHER TO HELP USE WATER MORE WISELY

What is it?

The Unified Water Label (UWL) is a European wide initiative by companies involved in the bathroom industry. The aim is to support the goal of governments to reduce water use and energy wastage, with the introduction of innovative and technologically advanced products.

The UWL provides a means to identify water using products with a common label that offers clear, concise and easy to understand messaging about water and energy usage.

The UWL has experienced strong growth; with a database of 10,500 architects and specifiers, who have used the database and calculator for over 150,000 projects, with 160 brands and supporters. It is a smart tool well established in the KBB sector across Europe, which has been identified within the ISO Standard 31600:2022 as best practice.

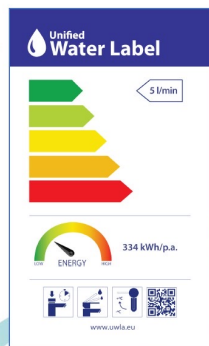
Who we are

The Unified Water Label Association was established in 2020 to drive forward the implementation of the Unified Water Label across Europe, and replaces the former governing body, the European Bathroom Forum (EBF). The European Bathroom Forum was formed to facilitate and host the Unified Water Label in 2017. In this year the 'Best of Both' leading to the 'Best of All' initiative was launched. This brings together 4 of the 5 European Water Labelling schemes; Sweden, Swiss, Portugal and European Water Label, harmonising technical data and moving to one label under the banner of the Unified Water Label.

What products are covered?

The UWL includes 14 different categories for water using bathroom products that covers:

- Shower heads
- Shower controls
- Taps
- WC suites and cisterns
- Baths



The Unified Water Label Association
Innovation Centre 6, Innovation Way, Keele University Science & Innovation Park, Keele, Newcastle, Staffs ST5 5NT
www.uwla.eu schememanager@uwla.eu



THE UNIFIED WATER LABEL - A RECOGNISED STANDARD FOR WATER EFFICIENCY PRODUCTS

Promoting the use of water efficient products, that carry the Unified Water Label, has many benefits for those involved as well as for the planet. The label recognises choice in the market to allow consumers to understand water use, clearly linking the water and energy used to heat water. A simple, effective solution consumers can understand and use for comparison purpose across product.

The Unified Water Label is well recognised, currently used extensively by over 10,500 architects on new building projects and supported by a database of products across 14 categories – over 13,500 individual products at this time. Global home furnishing brand IKEA, and leading German DIY retailer Globus both promote the Unified Water Label across their sustainable bathroom and kitchen products.

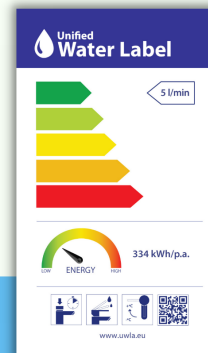
It is the only scheme to provide a sound technical framework that ensures the product does not deliver more than stated on the label, making it ideal to be used in association with a variety of incentive programmes.

The UWLA has invested in a comprehensive campaign to promote the use of the label across the industry and with the consumer, which has resulted in the label being used on many websites and being promoted widely across Europe. There is free to use marketing material available from the UWLA website, a schools project promoting water efficiency, and a partnership with Impact-entrepreneur, Ben Keene.

Other benefits of the Unified Water Label include:

- The technical criteria used as its base is harmonised or recognised by Product Standards
- Compliance is ensured as it links scheme criteria, standards and regulation
- It is recognised within the ISO 31600 International Standard as a good practice labelling scheme
- An annual audit of 5% of products ensures 'fit for purpose'
- The Water Calculator tool aids a whole building approach
- It is a driver for innovation across the bathroom sector

Why not join us in promoting greater water efficiency and the Unified Water Label – find out more here www.uwla.eu



Where to use the Label

Mandatory Visibility

Company websites
❖
Product literature - electronic, paper, both

Voluntary

Packaging and support material
❖
Optional customisation options

Recommended

Additional support material
❖
Retail/DIY Channels on packaging and support material
❖
Trade Fairs


 **Unified
Water Label**

Did you know

using water more efficiently can reduce your energy bills and help tackle climate change?

Heating hot water accounts for 25% of home energy usage. Using water efficiently reduces energy bills and ultimately reduces carbon emissions.

**Look for the
Unified Water Label and
start making a difference**

A clear colour coded system shows how much energy and water the product uses. Green products use less than Red.



Top tips for saving water and energy in your bathroom

Spend one minute less in the shower- if everybody took 1 minute off their shower, collectively we could save 7% of water used in the home, and this will also reduce your energy bill.



Top tips for saving water and energy in your bathroom

Put the plug in your bath when you start to run the bath- not waiting for the water to warm up first not only saves water but reduces the risk of scalding as the tepid water regulates temperature





Turn the tap off when
brushing your teeth and
save more than 24 litres of
water a day - for a family of
four that's 672 litres a
week saved!

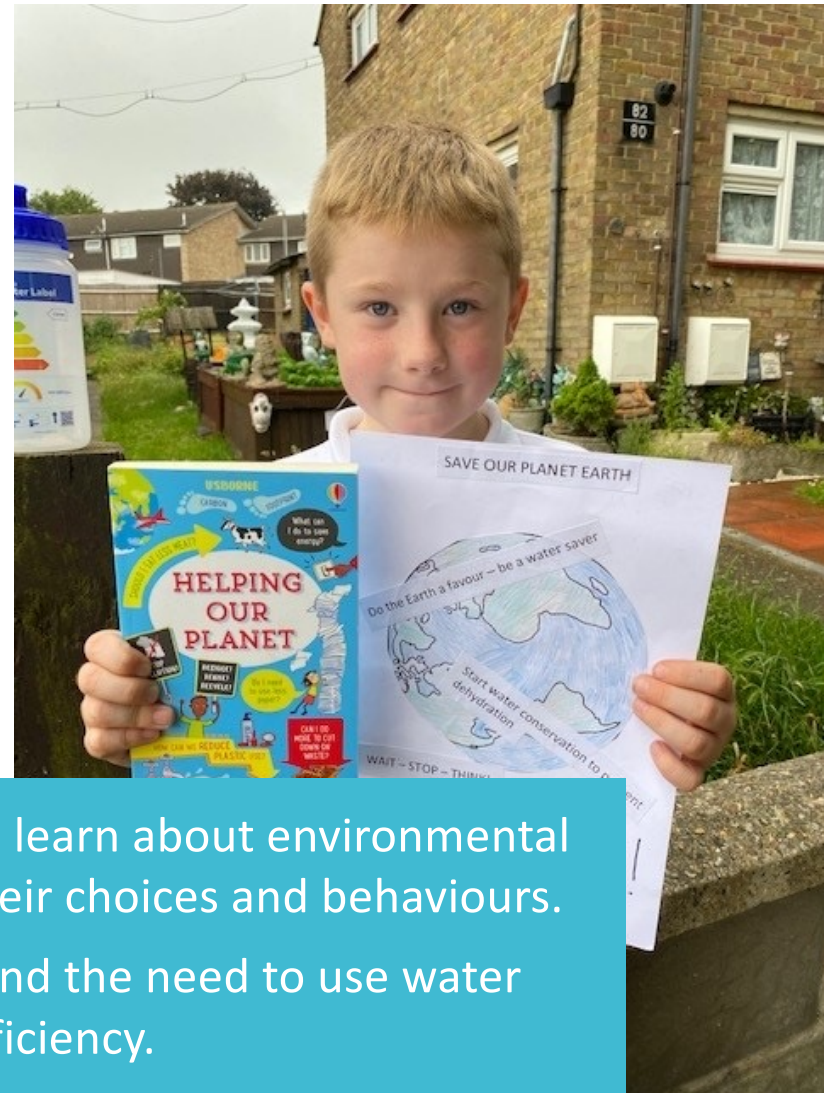
UWLA reaches out beyond the bathroom industry to include:

Design a poster about saving water

An exciting children's competition to design a poster about saving water has been launched.

Organised by the Unified Water Label Association, established in 2020 to drive forward the implementation of the 'Unified Water Label' across Europe, children of primary school age are being invited to design a poster on the subject of conserving water (or to write a poem or even design a water-saving gadget), with a chance of winning a prize.

A pilot competition held in April and May attracted entries from the local community - with children submitting a selection of



Work in primary schools to encourage children to learn about environmental issues and to think about the consequences of their choices and behaviours. The schools packs help young people to understand the need to use water wisely and the link between water and energy efficiency.



Ben Keene Global environmentalist champions the UWL

The UWLA is supported by Trade Association partnerships across Europe that includes:

AGRIVAL

AVR

Assobagno

Ceramica Confindustria

Pomsad

Keramverband

IGBC

BMA

Anqip

Spain

Italy

Italy

Italy

Turkey

Germany

Ireland

UK

Portugal



Visibility of the Scheme

The Scheme continues to grow with higher visibility in or on:

- Retail stores
- Packaging
- Websites
- Brochures
- Fact sheets





No market selected

Postcode / City



[View brochure](#)



Shopping basket



Shopping list



My Account

[Garden & Leisure](#)

[Tools & Hardware](#)

[Wood & Building Elements](#)

[Car & Bicycle](#)

[Plumbing & Heating](#)

[Paints & Household](#)

[Tiles & Building Materials](#)

[Lamps & Electrical](#)

[Wellness & Health](#)

[Promotions & Offers](#)



[Home page](#) > Search results for water label

15 more products for "water label" found!

Price



Sorting: Popularity



7 Jahre
Globus
Garantie



Primaster washbasin mixer
Hamburg
water-saving, with water label, chro...

7 Jahre
Globus
Garantie



Primaster washbasin
faucet Leipzig
water-saving, with water label, chro...

7 Jahre
Globus
Garantie



Primaster washbasin mixer
Aachen
water-saving, with water label, chro...

7 Jahre
Globus
Garantie



Primaster washbasin mixer
Bonn
water-saving, with water label, chro...

7 Jahre
Globus
Garantie



Primaster basin mixer Nice
water-saving, with water label, chro...

Sensorflow 21 Compact Wall Spout 15cm

A4847(AA) Sensorflow 21 compact tubular panel mounted 150mm projection spout, anti splash or anti vandal laminar flow outlet, integral sensor, copper tube inlets, link

Armitage
Shanks

OVERVIEW

ILLUSTRATED

Variants

A range of compact water saving vandal resistant sensor operated hands-free electronic panel mounted basin spouts for use where there is a demand for hygiene and water saving.

- Commercial use
- Hygienic "no touch" operation
- Hands-free operation
- 3.7 litre per minute flow regulator
- Anti-vandal outlet

Finishes



Chrome
(AA)

Material: Chrome Plated Brass

Weight: 2.00Kg

Flow rate: 3.7 Litres per minute @ 3 bar pressure

Accreditations

A4847(AA)

Unified
Water Label



3.7

Litres
Per
Minute

DATA SHEET

DOWNLOAD RESOURCES

SPARES

WHERE TO BUY



SPECIAL NOTES

Designed to be supplied with pre-mixed water. Consideration should be given to safe hot water delivery and the use of an appropriate temperature reduction device see A5900. The downward pointing sensor is set to work in the normal handwashing position. This helps to eliminate false triggering from high visibility clothing associated with forward facing sensors, we also do not recommend the use of Chromium plated wastes. Automatically shuts off if sensor is



What are you looking for?

Hej! Log in or sign up

Shop products Shop by room Offers Christmas

DY6 9HR

Products > Bathroom products > Bathroom taps > Taps > SALJEN Wash-basin mixer tap



SALJEN
Wash-basin mixer tap, black

£20  5.7 l/min


★★★★★ (2)

0% APR Interest-free credit from £99. T&Cs apply.

ⓘ Sink strainer not included.

10 10 year guarantee

How to get it [Change](#)

 **Delivery to DY6 9HR**
● Available

 **Wednesbury**
● [Click & Collect](#) - Available
● Store - In stock

CEIR & UWLA co-exhibiting at ISH

- Co-exhibitors
 - Stand will display CEIR information
 - Display CEIR and UWLA material
- Media event 15 March 2023, Registered brands and Supporters displaying label
- High visibility of label expected
- Member and Supporter logos available for use on marketing material
- Logos for use on ISH stands also available



Commercial Opportunities that recognise the UWL

- EU Taxonomy – Green Deal initiatives
- Portugal Building Regulations
- Recognised by Energy Network – save water save energy
- Included in ISO 31600

Influencing

- Lobbying UK Government to accept UWL as mandatory for UK

Progress

- ANQIP (Portuguese label) and UWLA are on track to totally align by end of 2023 – no additional cost to manufacturers
- CEN activity moving to completion and closely aligns with UWL
- UWL may have to incorporate additional test
- Website to be updated with new Recirculating Showers criteria which was ratified at AGM

Going Forward

- Areas on the radar
 - Increase visibility across all channels
 - CEN
 - UK Environmental Improvement Plan
 - EU Green Claims Directive
 - EU IP/Certification mark
 - AISBL Status in Brussels
 - Justifying water and energy saving
 - Consumer initiative
- Identifying other opportunities

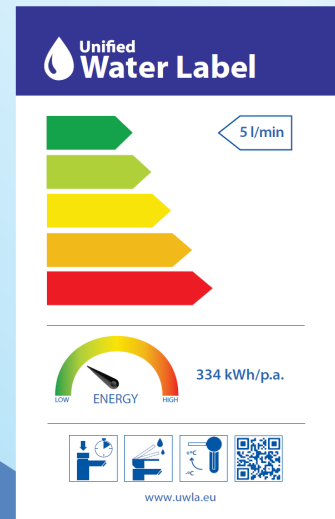
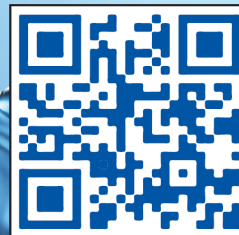
**Working in
partnership is key to
achieving success**

ARE YOU MISSING OUT?

**Join today and gain
a competitive advantage**

Support the Unified Water Label
and you can:

- Get ahead of competitors
- Embrace the greener, cleaner
country theme
- Provide consumers with an easy
to understand smart solution



www.uwla.eu

 **Unified
Water Label**