



UWLA
Unified Water Label Association

Marketing Meeting
14 December 2022



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WEBSITE - update
www.uwla.eu



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COMPANY DASHBOARD

Full access for each company

CSV File download

Graphic download for print, web, colour or monochrome

Unique registration password linked to 1 unique email address per company

The screenshot shows the 'Account Dashboard' interface. At the top, there are two buttons: 'UPLOAD SINGLE PRODUCT' and 'BULK UPLOAD PRODUCTS'. Below these is a 'REPORTS' section. The main area is titled 'Global Downloads' and contains a grid of 12 download links, each with a document icon, title, file size, file type, and a 'Download Here' button. The items are:

- Water Label Guidelines_2021_V1 (10.33 KB, application/pdf)
- How To Manage your Admin area (31.14 KB, application/pdf)
- Where to use the Label (50.69 KB, application/pdf)
- Technical Icons - Taps and Showers (125.63 KB, application/pdf)
- Technical Icons - Sanitaryware (147.80 KB, application/pdf)
- A guide to completing the Bulk Upload (11.83 KB, application/pdf)
- Full Label (32.20 KB, image/png)
- Extra Small One Line Label - Green (55.19 KB, image/png)
- Extra Small One Line Label - Light Green (55.19 KB, image/png)
- Extra Small One Line Label - Orange (48.66 KB, image/png)
- Extra Small One Line Label - Red (57.24 KB, image/png)
- Extra Small One Line Label - Yellow (55.59 KB, image/png)



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LABELS

Auto generated from bulk upload form

Each company can download the label format



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BULK UPLOAD RE-DESIGN

Technical Icons added – select 3 which are applicable

Cold start 10% discount from energy calculations

How to Use

Managing \your Admin Area

Guide to Completing bulk upload form

Images can be uploaded by Company and size 200mm x 200mm



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CALCULATORS

Water

Energy

Country and litre targets



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SEARCH FACILITIES

Country

Category

Grades

Product Name, model number and company name

Semantic search



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Full Label displayed as it would appear in the marketplace

Product Name, model number and company name

API facility

- Efficiency Rating
- Volume/Flow Rate
- product code
- Small fee



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PR REVIEW BY DOWNING AND DUNMORE

- Releases
- Events
- Key Dates



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2023 ACTIVITY

Focus

Website Enhancements

Marketing Material

Raise visibility

Events – Press Event

Visibility of label



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ANY OTHER BUSINESS