

## EUROPEAN WATER LABEL – PRODUCT REGISTRATIONS

The following section concentrates on these areas as they represent the bulk of product registrations on the Scheme:

• <b>TAPS</b>	<u>Litres per minute</u>	<u>Product registrations</u>
○	Less than 6	1580
○	6-8 litres	227
○	8-10 litres	414
○	10-13 litres	43
○	More than 13 litres	306

The basin tap category currently has in total 2,570 individual product registrations. 306 of these deliver more than 13 litres. This high flow is associated with the high and low pressure where the UK is predominately a low pressure system country. These products can be sold across borders with or without a flow restrictor – the Scheme demands the product must be registered at the highest flow at 3 bar. Of the 1560 products registered delivering less than 6 litres, 97 are registered less than 2 litres and 101 delivering variables between 2 and 3 litres. Showing how Industry is developing new products that deliver no less performance but using less natural resource.

**KITCHEN TAPS** are a separate category within the Scheme criteria and as such there are currently 459 products registered across the 5 grades:

	<u>Litres per minute</u>	<u>Product registrations</u>
○	Less than 6 litres	137
○	6-8 litres	55
○	8-10 litres	112
○	10-13 litres	23
○	More than 13 litres	132

It is interesting to note that 67% of tap registrations under the Kitchen Tap category are below 10 litres per minute. Of the 132 product registrations that are above 13 litres per minute 24% are less than 20 litres per minute. As kitchen sinks are deemed vessel filling and therefore must deliver adequate water to not disadvantage the consumer, it is encouraging that majority of products registered deliver less than 13 litres per minute. Again the high flow taps are associated with and without flow regulators.

• <b>SHOWER VALVES</b>	<u>Litres per minute</u>	<u>Product registrations</u>
○	No more than 6 litres	415
○	6-8 litres	190
○	8-10 litres	75
○	10-13 litres	127
○	More than 13 litres	629

The latest Euro Stat shows that there are 520 million people living within the EU28 region, each one having a different and subjective approach to showering and bathing. Showering experience is also dependent on pressure and again across EU28 there is a wide variety of water pressures, UK

territory is well known for a low pressure, albeit the market is moving slowly to a high pressure system due to the consumer change to combi boilers.

Currently registered on the Scheme within the grade 'more than 13 litres' of the 629 registered products this has significantly decreased since the last report by 8, while the registrations for showers below 6 litres has increased by more than 50%. An indication how manufacturers are improving their offering to the consumer.

- **SHOWER HANDSETS**

Showers are sold throughout the different market channels in varying ways. Showers are made up of three components; a valve, a hose and a head (often called a shower handset). To enable the consumer to understand the water delivery, without too much confusion, and as shower handsets are a major element of the refurbishment market, the Scheme accommodates labelling on shower handsets under the same conditions as shower valves.

<u>Litres per minute</u>	<u>Product registrations</u>
○ No more than 6 litres	74
○ 6-8 litres	102
○ 8-10 litres	173
○ 10-13 litres	91
○ More than 13 litres	149

Of the 591 products registered 74% are less than 13 litres per minute.

- **WC'S**

Toilets sold across EU28 differ dependent on the market. Within mainland European market toilets are sold in separate units, very often with the merchant and retailer combining to make a WC suite. In the UK market WC's are only sold as a complete unit. The Scheme has embraced these nuances and has categories for independent pans and WC suites. Currently on the Scheme registrations for Independent pans has reached 786 while WC suites sits at 1,116 registrations.

Majority of WCs listed are of a dual flush capacity with 270 registrations showing 4.5/3 and 513 for 6/3 dual flush.

For WC suites registrations are split between 348 registrations flushing on 3.5 litres, 687 on 4.5 litres and 81 at 5.5 litres. A clear indication that the market is moving towards dual and low flush WC's.

As the WC accounts for between 27% and 32% of potable water – a clear saving of this natural resource.

- **FLUSHING CISTERNS**

A total of 1,325 product registrations have been placed on the Scheme for flushing cisterns. This is category has seen over a 140% increase in registrations during the last 12 months. Majority of registrations – about 50% are in the 3.5/4.5 category. Further evidence of how the market is moving forward. 4.5/5.5 litres.

As already identified there are in total 14 categories of water using bathroom products embraced by the Scheme. A further 1,948 products are registered across, electric showers, baths, urinal controllers, supply line flow regulators and replacement flushing devices.

Registered brands are indicating that tenders and contracts are being secured because products are registered on the independent Scheme. A major firm of consulting engineers in London working on

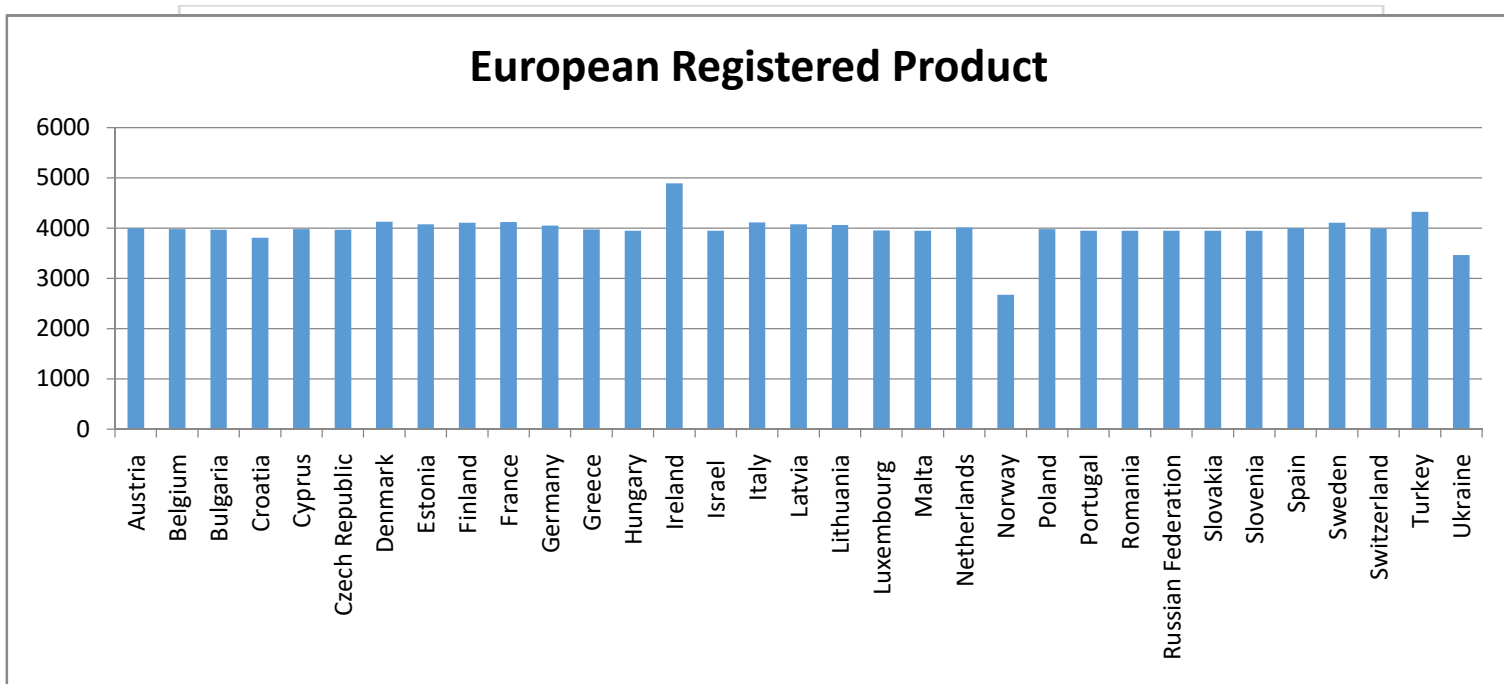
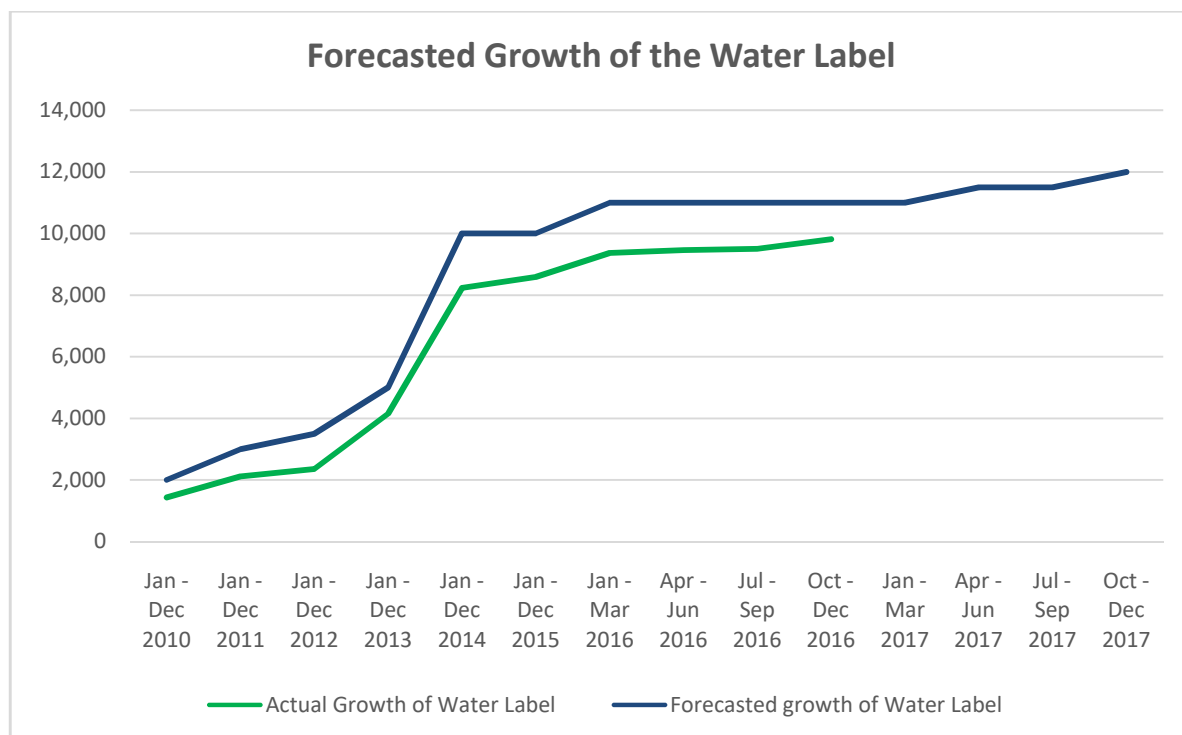
global projects has also stated that they use the Scheme database regularly to identify relevant projects.

Discussions continue at European level to improve the use and expand the database to enable architects, specifiers and the consumer to easily identify the water and associated energy levels to water using bathroom products. Currently over 7,000 projects have been associated with the European Water Label – a clear indication the Scheme is being used in the market place.

### **Growth of the European Water Label**

The European water label was first introduced in September 2007. The first company on the Scheme was Lecico UK and during the next 12 months the Scheme steadily grew and continues to grow. The following offers an insight into the growth and development of the scheme during this time.

<b>Year</b>	<b>Product Registrations</b>	<b>Company Registrations</b>	<b>Taken off the scheme</b>
2008	800	18	195
2009	1069	22	70
2010	1288	23	64
2011	1904	29	129
2012	2343	39	87
2013	3600	50	476
2014	7350	73	803
2015	8300	89	201
2016	9750	115	98
Jan- Mar 2017	9821		
Apr – June 2017	9822	129	
Jul – Sep 2017			
Oct – Dec 2017			





## **EXAMPLES OF WHERE AND HOW THE LABEL IS USED IN THE MARKET PLACE**

### **Laufen Brochure & Website screenshot**



#### **NEW WALL INSTALLATION SYSTEM AND ACTUATOR PLATES FROM LAUFEN**

The LAUFEN installation system LIS is the perfect solution for safely, quickly and easily installing LAUFEN's wall-hung toilets. The range includes various concealed elements for dry and wet construction, and makes a wide variety of different installation scenarios realisable. All wall mounted units are equipped with a toilet tank that has a water-saving dual flush system, meaning flushing options can be set to either 6/3 litres or 4,5/3 litres.

#### **NEUES VORWANDINSTALLATIONSSYSTEM UND DRÜCKERPLATTEN VON LAUFEN**

Das LAUFEN Installation System LIS ist die perfekte Lösung, um wandhängende WCs von LAUFEN sicher, schnell und einfach zu installieren. Zum Sortiment gehören verschiedene Vorwandelemente für den Trocken- und für den Nassbau. Mit ihrer Hilfe lassen sich unterschiedlichste Einbauszenarien im Badezimmer realisieren. Die Vorwandelemente sind mit einem Spülkasten ausgestattet, der über eine wassersparende Zweimengen-Spülung mit 6/3 Litern verfügt, die auch auf 4,5/3 Liter eingestellt werden kann.

#### **UN NOUVEAU SYSTÈME D'INSTALLATION EN APPLIQUE ET DE NOUVELLES PLAQUES DE COMMANDE LAUFEN**

Le système d'installation LIS de LAUFEN est une solution parfaite pour installer rapidement, facilement et en toute sécurité des WC de LAUFEN qui s'accrochent au mur. Différents éléments à poser en applique en construction humide ou sèche font partie de la gamme. Dans la salle de bain, ils permettent de réaliser différents types de pose. Tous les éléments à poser en applique sont équipés d'un réservoir doté d'une chasse d'eau à deux volumes de 6/3 litres permettant d'économiser de l'eau et pouvant être réglée sur 4,5/3 litres.



#### **NUOVO SISTEMA DI INSTALLAZIONE A VISTA E NUOVE PLACCHE DI COMANDO DI LAUFEN**

Il sistema di installazione LIS di LAUFEN è la soluzione perfetta per installare in modo rapido e facile i vasi sospesi di LAUFEN. Fanno parte dell'assortimento diversi elementi a vista per costruzione a secco e a umido. Con il loro aiuto è possibile realizzare i più diversi scenari di montaggio nella stanza da bagno. Tutti gli elementi a vista sono dotati di una cassetta di risciacquo dotata di risciacquo economico a due quantità con 6/3 litri, che è possibile regolare anche su 4,5/3 litri.

# EUROPEAN WATER LABEL



## NUMEROUS LAUFEN PRODUCTS CERTIFIED

As a company that makes water accessible to people in their bathrooms, LAUFEN is committed to the responsible use of this precious resource. Therefore LAUFEN has had a wide range of its products, from basins to showers, to faucets and toilets, certified by the European Water Label, achieving classifications from above average to very good. With the database of the European Water Label, architects, planners and consumers have a Europe-wide comparison tool at hand, enabling them to assess the water consumption of bathroom and kitchen products at a glance.

## ZAHLEICHE LAUFEN PRODUKTE ZERTIFIZIERT

Als Unternehmen, das dem Menschen das Wasser im Bad nutzbar macht, sieht sich LAUFEN dem verantwortungsvollen Umgang mit dieser kostbaren Ressource verpflichtet. Deshalb hat LAUFEN eine breite Produktpalette von Waschtisch- über Duscharmaturen bis hin zu WCs mit dem European Water Label zertifizieren lassen, die überdurchschnittlich gut bis sehr gut eingestuft wurden. Mit der Datenbank des European Water Label haben Architekten, Planer und Verbraucher ein europaweit gültiges Vergleichswerkzeug an der Hand, mit dem sie den Wasserverbrauch eines wasserführenden Produkts in Bad oder Küche auf einen Blick beurteilen können.

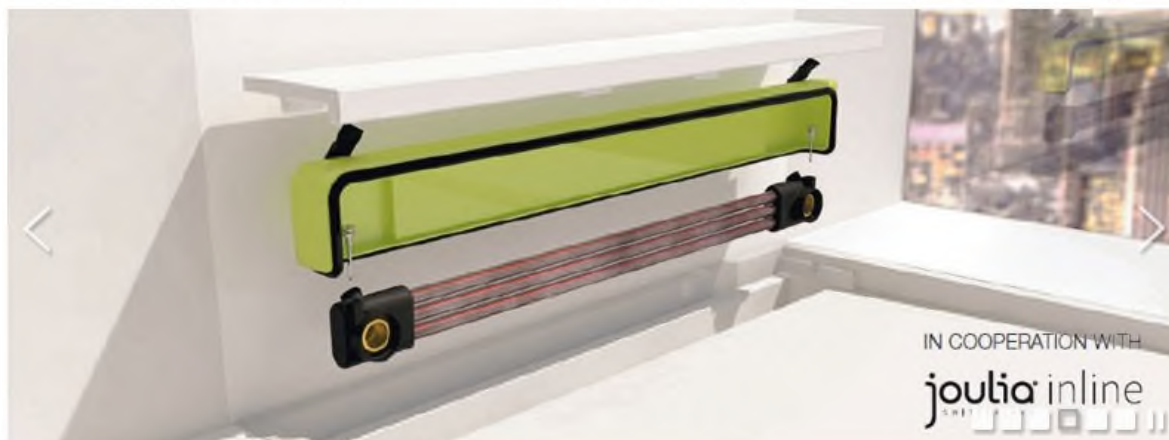
## DE NOMBREUX PRODUITS LAUFEN SONT CERTIFIÉS

En tant qu'entreprise qui permet aux gens d'utiliser de l'eau dans leur salle de bain, LAUFEN s'engage à agir avec responsabilité avec cette précieuse ressource. C'est la raison pour laquelle LAUFEN a fait certifier une large palette de produits allant des lavabos aux WC en passant par les robinetteries de douche avec le European Water Label, qui ont été classés étant entre supérieurs à la moyenne à de très bonne qualité. Avec la base de données du projet European Water Label, les architectes, les planificateurs et les consommateurs ont un outil de comparaison valable dans toute l'Europe à disposition avec lequel ils peuvent estimer la consommation d'eau d'un produit alimentant une salle de bain ou une cuisine en eau.

## CERTIFICAZIONE PER NUMEROSI PRODOTTI DI LAUFEN

In quanto azienda che rende disponibile l'acqua nel bagno per le persone, LAUFEN si ritiene obbligata a gestire in modo responsabile questa preziosa risorsa. È per questo che LAUFEN ha fatto certificare con l'European Water Label una vasta gamma di prodotti, dai rubinetti per lavabo a quelli per doccia e ai vasi, che hanno tutti ricevuto valutazioni superiori alla media, da buono a molto buono. Con il database dell'European Water Label architetti, progettisti e consumatori hanno a disposizione uno strumento di confronto valido a livello europeo con il quale possono valutare con un solo sguardo il consumo d'acqua di un prodotto da bagno a da cucina che utilizza acqua.





PRODUCTS > INNOVATIONS

## INNOVATIONS

### SHOWERS WITH HEAT EXCHANGER

#### SHOWER TRAY WITH HEAT EXCHANGER REDUCING ENERGY CONSUMPTION

The Kartell by LAUFEN shower trays are now available with an optional, invisibly integrated heat exchanger. Its function is as simple as it is efficient: the warm water gathered in the shower tray is passed through the shower outlet and then over the heat exchanger. The heat exchanger warms the fresh flowing water to about 25°C, without the fresh water coming into contact with the waste water. Benefit: the fresh water is preheated meaning less additional heat is needed to warm it to optimal temperature, thus saving valuable energy.

### DIGITAL PUBLIC BATHROOM

#### TWINTRONIC AND NEW EXTERNAL URINAL CONTROL SYMBIOSIS BETWEEN DESIGN AND MODERN ELECTRONICS

With Twintronic LAUFEN offers a simple and elegant system that uses infrared technology to facilitate an automatic flush function for use in public bathrooms. A visual highlight of Twintronic is its ornamental outlet, which is available as a straight version in 200 mm or as a curved form in 175 or 225 mm. The infrared sensors and optional temperature controls are integrated into an aesthetically pleasing round top. The Twintronic is mounted with the popular, hidden Simibox system. Urinals with touchless controls are as common in public bathrooms as automatic taps are. The intelligent control that is available for the urinals Lema and Antero records frequency of use and initiates demand-driven flushing at various preset volumes and intervals. In addition to the integrated electronic urinal control and self-flushing fittings, LAUFEN offers even more to plumbers and installation businesses, bundling its technological expertise with an intuitively usable app. The app allows operators to quickly, easily and hygienically change function settings as well as see operation statistics via smartphone or tablet. A further advantage is that the products can be managed either individually or in groups.

### EUROPEAN WATER LABEL

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### SHOWERS

#### Handshowers

##### Plenum

- Convenient function selector
- Rain, Massage and Monsoon functions
- Square and round options
- 140 mm diameter

##### Sensum

- Rain, Tonic, Pulse and the new Night Rain relaxing and water saving function
- Square and round options
- 130 mm diameter

##### Stella

- Rain, Tonic and Pulse functions
- Round option
- 80 and 100 mm diameter



Reference of Stella 80/1F only



Sensum Square 4 functions



Plenum RD chrome

Plenum RD chrome & white



Plenum SQ chrome

Plenum SQ chrome & white



Sensum RD, 4 functions

Sensum RD, 2 functions



Sensum SQ, 4 functions

Sensum SQ, 2 functions



Stella 100, 3 functions

Stella 100, 1 function



Stella 80, 3 functions

Stella 80, 1 function

Go to another local site
Showrooms
More sites
(0)
My Roca

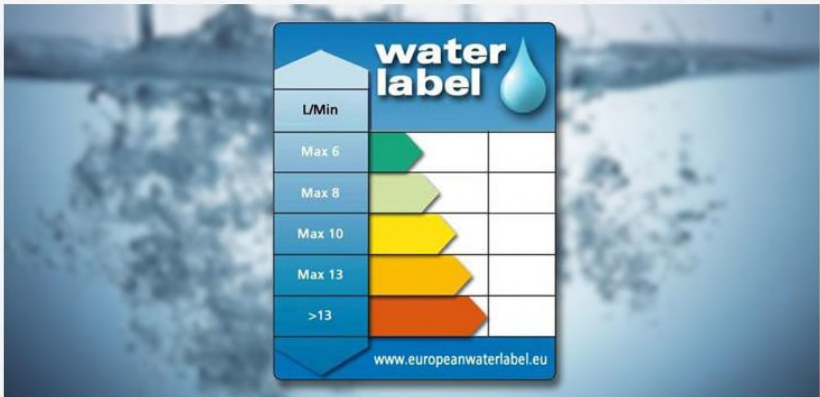
Roca
Welcome to Roca - UK
Product search

Our Company
Products
Sustainability
Design and Innovation
News and events
Where to find us

Home > The Water Label

## About our products

Product Care
The Water Label
Product Guarantees
FAQ's



### The Water Label

Many of our products are registered with the Water Label scheme

Many of our products are registered with the Water Label scheme, meaning they have been independently verified as being water efficient. Throughout our main brochure 'Everything In Bathrooms' you will see the Water Label logo next to a product which is registered.

The water label was developed by the Roca Company. As a voluntary label for showers, WCs and baths.

For more information on the

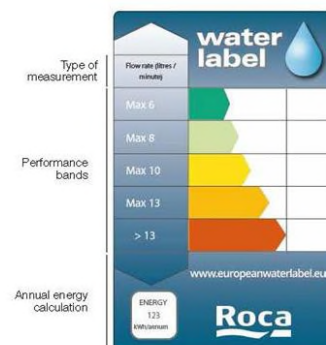
# THE WATER LABEL

The European Water Label scheme is intended to improve the water consumption and performance of the bathroom products.


Bathroom manufacturers across the globe are aiding governments in their quest to reduce water consumption by producing new, exciting, innovative and technologically advanced bathroom products while still delivering a bathing experience that consumers can enjoy.

The European Water Label Scheme provides easy access to a database of bathroom products which, when installed and used correctly, will use less water, save energy and save money.

The Roca products tagged with this label are certified.



## Croydex website & screen shot



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+44(0)1264 365881 | Basket: £0.00

PRODUCT SEARCH


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### BROWSE PRODUCTS

- Special Offers
- Bath Mats & Pillows
- Cabinets & storage
- Inclusive
- Plumbing Fittings & Homewares
- Rods and rails
- Semi permanent accessories
- Shower curtains
- Shower & shower accessories
- Toilet seats & bath panels
- Wall mounted accessories


### THE EUROPEAN WATER LABEL

Croydex is proud to be a fully supporting, registered member of the Bathroom Manufacturer Association's (BMA) Water Label Scheme, promoting water efficient bathroom products. This means that when you purchase a Croydex product displaying the scheme label, you can rest assured that your product is both effective and water efficiency compliant.



Water efficiency 'recommended' product label

The scheme aims to make it easy for installers and consumers to identify which products will save water, money and energy when installed and used correctly. Some of the Croydex products displaying this label include FF010326, FF030226, and FF010126.



Water efficiency label applicable for bathroom products

The scheme provides a recognisable, consistent measurement of water efficiency of bathroom products, allowing for an easy comparison of the water efficiency of similar products for the consumer or installer when choosing a shower. Some of the Croydex products labelled in this scheme are AP600241, AM158441, and AM167241.

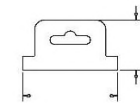
The water label clearly shows the maximum volume of water that the product will deliver if installed correctly and according to the manufacturer's instructions by way of:

- Coloured performance bands
- Actual capacity/performance

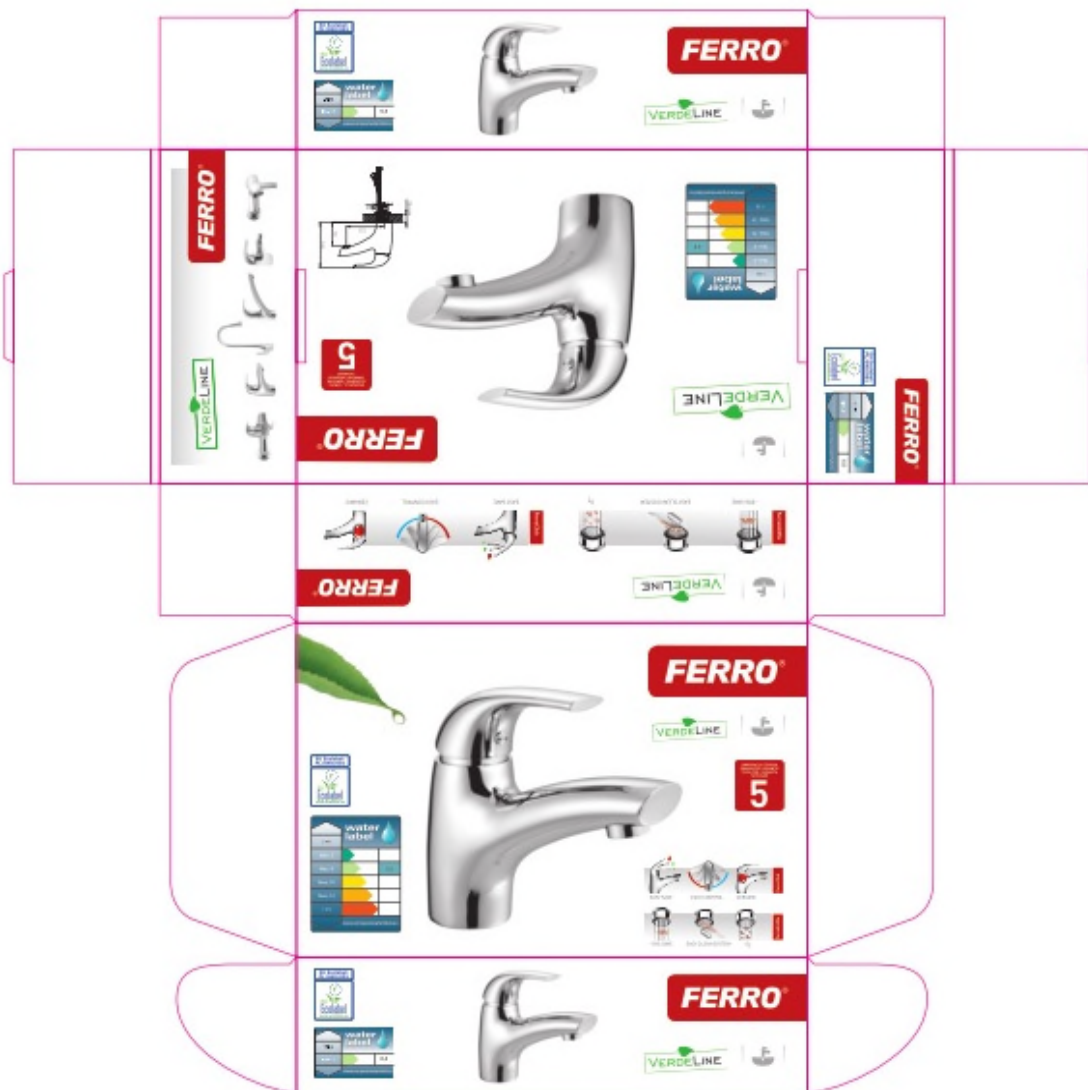
The simple classification scheme is applicable throughout Europe and is self-declared and monitored by independent audits to keep the scheme cost-effective. The scheme informs consumers on water consumption and promotes the use of efficient water using products in private and public buildings.

For more information and to see which Croydex products are currently registered with the Water Label Scheme please visit the BMA's dedicated Water Label Scheme Website [www.europeanwaterlabel.eu](http://www.europeanwaterlabel.eu)

## Alternativa



## Ferro





## Showrooms

### Hansgrohe



### EH Smith, Shirley, UK – A merchant showroom



### In store Display Units





## Exhibitions

### ISH 2015

# Duravit Green

**DGNB**  
Duravit ist Mitglied der Deutschen Gesellschaft für Nachhaltiges Bauen (DGNB). Die DGNB fördert durch den systematischen Einsatz von Nachhaltigkeitskriterien die Verbesserung der Gebäudequalität und die Reduzierung des Ressourcenverbrauchs.

**USGBC / LEED**  
Duravit ist Mitglied des USGBC (U.S. Green Building Council), einem internationalen Netzwerk, das die Entwicklung nachhaltiger Gebäude fördert. Duravit ist Mitglied der LEED (Leadership in Energy and Environmental Design) Zertifizierung für green buildings. LEED zertifizierte Gebäude und Produkte, welche sich positiv auf die Gesundheit der Baubeteiligten und der Endverbraucher auswirken.

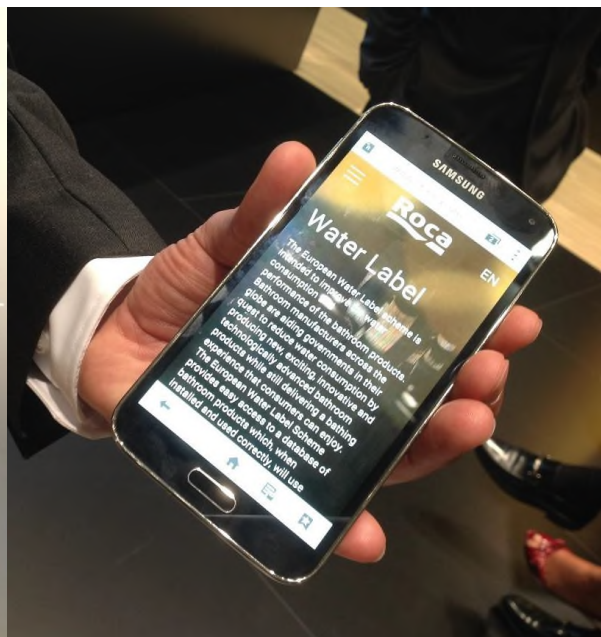
**Bau**  
Duravit ist Mitglied des Instituts für Bauforschung (IBF), einer internationalen Organisation, die die Entwicklung nachhaltiger Bauprodukte fördert. Duravit ist Mitglied der IBF (Institute for Building Research) Zertifizierung für green buildings. IBF zertifizierte Gebäude und Produkte, welche sich positiv auf die Gesundheit der Baubeteiligten und der Endverbraucher auswirken.

**EPD**  
Duravit ist Mitglied des European Product Group (EPG), einer internationalen Organisation, die die Entwicklung nachhaltiger Bauprodukte fördert. Duravit ist Mitglied der EPG (European Product Group) Zertifizierung für green buildings. EPG zertifizierte Gebäude und Produkte, welche sich positiv auf die Gesundheit der Baubeteiligten und der Endverbraucher auswirken.

**European Water Label**  
Duravit ist Mitglied des European Water Label (EWL), einer internationalen Organisation, die die Entwicklung nachhaltiger Bauprodukte fördert. Duravit ist Mitglied der EWL (European Water Label) Zertifizierung für green buildings. EWL zertifizierte Gebäude und Produkte, welche sich positiv auf die Gesundheit der Baubeteiligten und der Endverbraucher auswirken.

**Water Sense**  
Duravit ist Mitglied des Water Sense, einer internationalen Organisation, die die Entwicklung nachhaltiger Bauprodukte fördert. Duravit ist Mitglied der Water Sense (Water Sense) Zertifizierung für green buildings. Water Sense zertifizierte Gebäude und Produkte, welche sich positiv auf die Gesundheit der Baubeteiligten und der Endverbraucher auswirken.

**PWC**  
Duravit ist Mitglied des PWC (Public Works Commission), einer internationalen Organisation, die die Entwicklung nachhaltiger Bauprodukte fördert. Duravit ist Mitglied der PWC (Public Works Commission) Zertifizierung für green buildings. PWC zertifizierte Gebäude und Produkte, welche sich positiv auf die Gesundheit der Baubeteiligten und der Endverbraucher auswirken.



## VitrA CONSERVES WATER SUPPLIES FOR THE NEXT GENERATIONS AHEAD

Flow rate (litres / minute)

Max 6
Max 8
Max 10
Max 13
> 13

www.europeanwaterlabel.eu

**VitrA owns "Water Label Certificate"** as a label of water efficiency and high performance of faucets. VitrA reduces water consumption by producing new, exciting, innovative and technologically advanced faucets that deliver the bathing experience which consumers can enjoy.

THE MOST PLEASANT WAY YOUR SHOWERING EXPERIENCE







## Instalacje, Poland

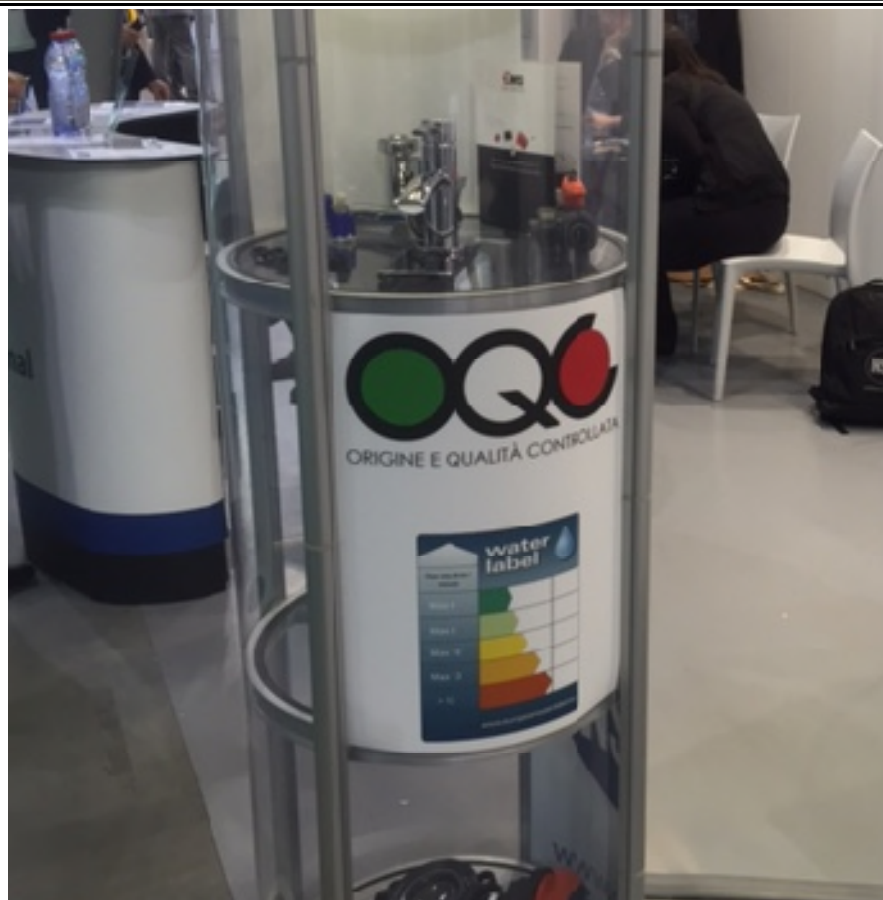


## KBB, Birmingham

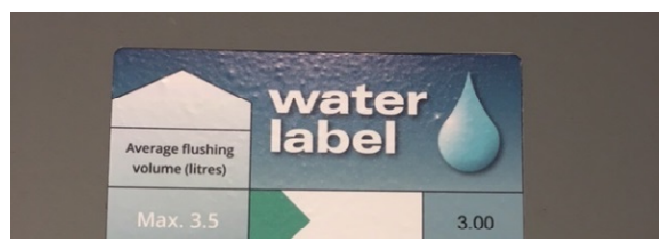




## MostraConvegno, Italy



## Cersaie, Italy





**4,5 Lt**  
Average flushing volume (liters)

Un gesto quotidiano per il benessere futuro...  
a daily gesture for the future wellness

**water label**

Average flushing volume (liters)	Max. 3.5	Max. 4.5	Max. 5.5	Max. 6	> 6
3.00					

**SAVING**

**water label**

The Label tells you how little or how much water is used by taps, showers, toilets or bathtubs.

**European Water Label**

www.europeanwaterlabel.eu

