

EUROPEAN BATHROOMM FORUM
MINUTES OF THE MEETING HELD 23 OCTOBER AT THE OFFICES OF THOMAS DUDLEY, DUDLEY,
WEST MIDLANDS, UK

1. ATTENDEES

The Chair welcomed all to the meeting. The signed list of attendees is attached to these minutes. The newly created video was played to the attendees, this showed the reasons why the Industry is undertaking this initiative from an environmental, political and Industry view. The video is primarily aimed at consumers.

All attendees introduced themselves and gave a short resume on their position.

2. ANTI TRUST

Hayley Goodwin, Lawyer, explained the boundaries for discussion, thus ensuring all attendees understood what can and cannot be discussed.

3. UPDATE – LOOK BACK

Pietro Mariotti, EBF Chair provided a brief explanation on the journey so far, and explained the transition journey from the European Water Label to the newly created Water Label, which is the result of the 'Best of Both' initiative using the European Water Label platform, structure but with additional criteria. Mr Mariotti stated that the presentation from the days meeting would be circulated with the Minutes.

Mr Mariotti explained that the creation of the Communications Working Group is to enable a clear, concise message, on the transition, leadership and direction of the Water Label to the wider Industry, thus ensuring all Stakeholders are receiving the same message and not a distortion of the facts.

Mr Mariotti highlighted the fact that the Industry and Market has many labels, and these alone were causing confusion. The EBF is leading an initiative to bring all the existing labels together under one clear focussed label that provided the consumer with sufficient information on to make their informed choice.

It was noted that the EBF has attracted support from 57 manufacturing companies, 2 test laboratories, 10 National and European Bodies and 2 consultants.

Mr Mariotti reminded all that the sole purpose of the EBF is to support a voluntary and flexible scheme that will achieve the EU Commission objectives on resource efficiency.

Mr Mariotti explained the way forward and the necessary activity required during 2018 and 2019. He highlighted that once the Commission had made their decision and if in favour of

the Water Label, then 2018 will see focus on a more formal structure of the EBF being undertaken.

Mr Mariotti introduced Kjell-Ake Henriksson from the Swedish Energy Labelling for domestic taps initiative. Mr Henriksson explained the scheme, criteria and that they include a cleanability and durability aspect that has been developed in partnership with KIWA Netherlands. Two Standards have been produced that define the methodology for determination of energy efficiency of mechanical basin and sink mixing valves (SS 820000:2010) and the second for thermostatic mixing valves with shower (SS 820001:2010).

Armando silva Afonso, ANQIP Portugal, provided an overview on the Water Efficiency in Buildings initiative in Portugal. Mr Silva-Afonso explained that a digital catalogue is available from the initiative website and shows the products and support.

Both schemes were open to discuss further how the three schemes can compromise and become one. Attendees supported this next step and the requirement for inclusion of cleanability and consumer comfort aspects to be embraced. Mr Mariotti stated a meeting should be organised between the three schemes and sought the support from the EBF Technical Working Group to commence this activity.

Mr Mariotti provided detail of forthcoming activity that will be undertaken before the end of 2017. This activity will help to further the cause and raise awareness of the EBF and the purpose.

4. MARKETING UPDATE

Carlos Velazquez, EBF Vice Chairman provided a 'look back' on the marketing activity, and explained the journey to the new label. The new label had been created to become self-explanatory for the consumer, with the primary metric of water so as not to be in conflict with the Commission and the existing Energy Label Regulation. He stated that the label should only include, classification, technical icons for support information and energy calculation where applicable, all other supporting information is contained on the scheme website. Mr Velazquez stated that with the clear, easy to understand water and energy classification, visibility of the label on websites and also in the market will also necessary.

Mr Velazquez stated that the Marketing Group will be finalising the label image, including the family of labels, together with the technical icons, a circulation to the committee will be undertaken for final approval leading to implementation.

5. TECHNICAL UPDATE

Mr Christian Taylor-Hamlin provided the update due to the Working Group Chair being unable to attend.

It was noted that the Technical Working Group proposed and had been accepted at a previous meeting the inclusion of 3 testing pressures to cover all nuances found in the market, this will have implications for the Scheme audit. Mr Taylor-Hamlin reported there were still outstanding actions to be concluded by the Working Group; updating the core technical document, agree if any technical verification requirements are needed to underpin the icons

and agree a timeframe for implementation. He also stated that additional technical work is required on new product categories, finalising the energy methodology and linking to the Swedish Energy Group plus 'tie up any loose ends'. He also stated that the group should be split into smaller focus groups to concentrate on particular issue; FECS leading on the development of technical icons for WCs is one such topic.

Mr Taylor-Hamlin stated that the Working Group is seeking a meeting before end of November.

6. COMMUNICATION

Mr Timo Kopta provided an update on the activity of the Communication group. He reported that a new promotion video had been developed in a short space of time and he thanked Geberit and Roca for their support. He commented that small modifications had been made to the existing website to include the new video. Mr Kopta stated that the main focus of the Group is to communicate progress to the wider Industry to attract greater support for the EBF and the Water Label. A communication plan is in preparation and relevant external groups had been identified from political, Associations, Manufacturers, the media, installers and architects. Mr Kopta highlighted that information packs will be developed for each external group.

Mr Kopta reported on the Water Label presence at the Cersaie Fair in Bologna and the success of the press event and radio interview. The press event had been undertaken by Pietro Mariotti, Carlos Velazquez, Luciano Galassini, President of the Italian Merchant Association ANGAISA and Stefano Vaccari, Commissione Ambiente Senator della Repubblica and attended by 40 delegates. Following the event, a press release was issued in various languages with some success in being published in the Italian and English media.

Mr Mariotti reported on a meeting recently held with Mr Burchard to ascertain any possibility of the WELL and Water Label coming closer together as both schemes are competing against each other. It was noted that the WELL scheme is proposing to introduce a new category CELL, bringing ceramic sanitaryware into their criteria. This proposal is at early stages and not supported by FECS or the German Sanitaryware Association. However, it was agreed that FECS Marketing Committee should ask WELL to present their proposal at their next meeting late November in Brussels.

7. NEED FOR ACTION

Mr Mariotti concluded the meeting with a call for action, seeking greater support for all activity at working group level and encouraging all Stakeholders to pledge their support for the EBF.

Mr Mariotti urged the Working Groups to conclude any outstanding actions so that a full transition programme can be implemented.

8. DATE OF NEXT MEETING

It was agreed that the date of the next meeting is 8 March 2018.