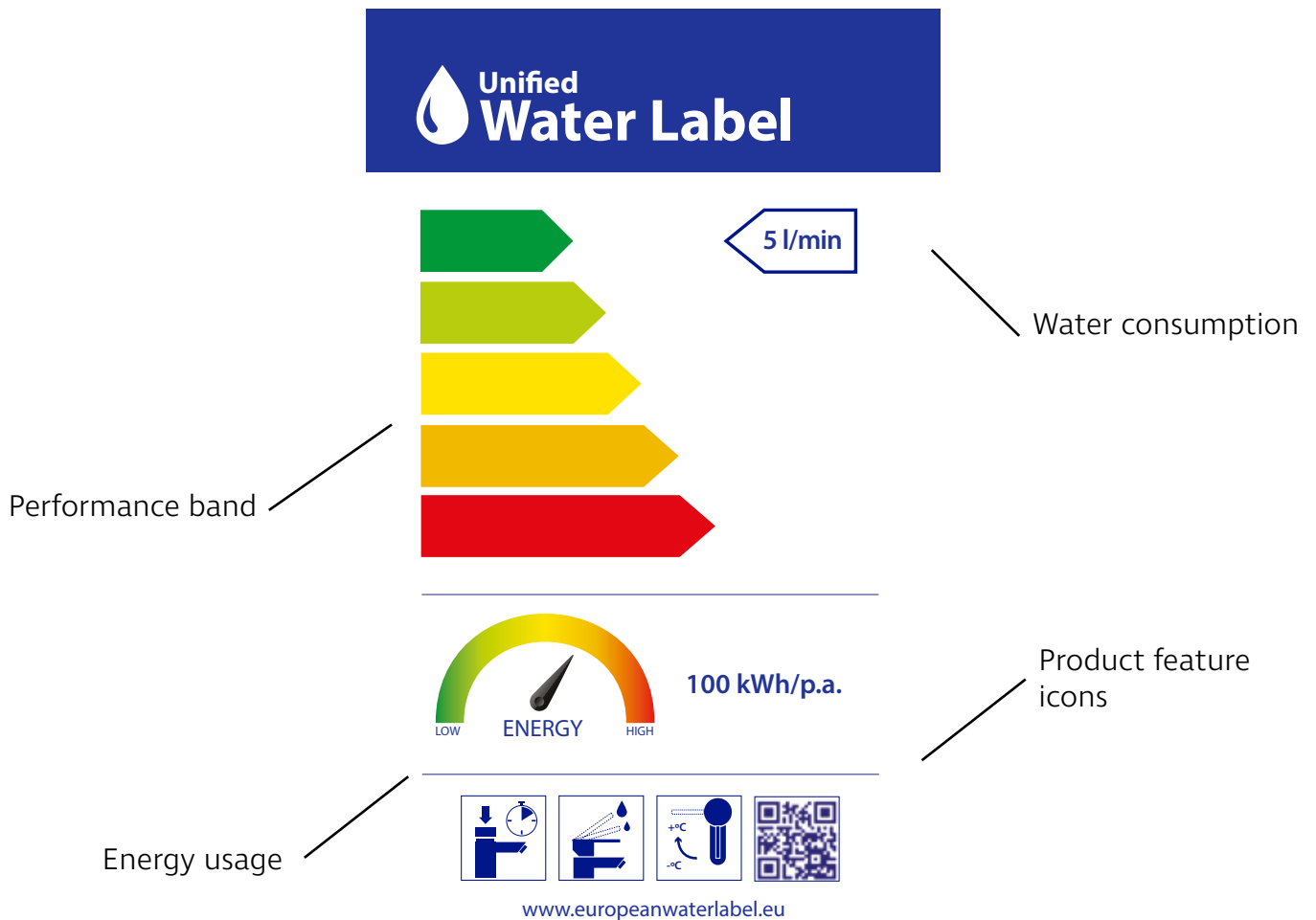


Unified Water Label

To aid consumer choice

A simple, informative and reliable
Labelling Scheme



**Water and energy
at a glance**

Why a Label?

Today's bathroom or kitchen buyers don't choose water-using devices on their looks alone.

Leading European Bathroom manufacturers, representing the sanitaryware, faucets and valve sectors collectively recognise the desire by the European Commission to have **ONE** product label across Europe for all water using bathroom products. Labelling is clearly recognised by the European Commission as an **effective way** to **influence** consumer's purchasing and behaviour change.

Resource efficiency of products used in the building sector are inextricably linked and each plays a key role in aiding all to reach their sustainable goals.

The European Bathroom Industry seriously recognises their responsibility and the crucial role they can play, in educating the end user, to make an informed choice during the selection of water and energy using bathroom products, via ONE Labelling Scheme.



70%

of all water used within the domestic environment is associated with bathing and washing functions



25%

of consumer energy bills are linked to heating this hot water