



Latest News From The European Water Label

Ensuring the sustainability of our environment, the preservation of our natural resources and the conservation of our marine biological resource are key policy objectives set out in a letter from Jean-Claude Juncker, President of the European Commission to Karmenu Vella, new Commissioner for Environment, Maritime Affairs and Fisheries.

In the same letter, it is stated that Juncker is seeking support, creativity and action to help deliver concrete results and these will only be reached if everyone is pulling in the same direction.

What better way is there to meet these goals than working in partnership with Industry and other Stakeholders.

The European Water Label has the same goals and is well on the road to achieving these goals.

This newsletter offers Stakeholders an update on activity which the European Water Label has undertaken during the last 12 months, and also sets out the key ambitions for its future development.

European Ceramic Manufacturers Support the Label

FECS, the European Association for Ceramic Sanitaryware Manufacturers, is firmly committed to supporting the European Water Label with enhanced criteria. Working together, CEIR, FECS and the Water Label Company have defined additional criteria that embraces Sanitaryware Class 1 and 2 and fully reflects the nuances of EN 997 and EN 14055.

FECS members, the major manufacturers of Ceramic Sanitaryware, gave full commitment with their goal of a major cohesive marketing initiative of the Scheme at ISH, Europe's largest exhibition for plumbing and bathroom

The logo for FECS is rendered in a large, bold, white font with a thick blue outline. The letters are spaced out and have a modern, clean aesthetic.

European Water Label Website Enhancements

During the last 12 months the European Water Label website has been refreshed, additional functions have been added with a brand new edition of the education video.

Additional educational material enabling registered brands to inform colleagues on the benefits of the Scheme is also available via Powerpoint presentations, these are also available from the Scheme Administrator.

Maximising Momentum and Moving Forward

73 major brands support a database of 7,250 registered products across 34 countries. By utilising partnerships with retailers, merchants and distributors, and encouraging a greater number of registered products, the water efficiency message is being disseminated. Fluidmaster and their sister brands Fluidmaster Pro, Opella, Torbeck, Delchem, together with Propelair, became the latest brands to join the Scheme at the end of 2014.

Brands supporting the Scheme currently represent 48% of the European Bathroom market and as the Scheme evolves and courts greater support, registered brands will progress to meeting their commitment in 2015 to full labelling across all of their bathroom water using products.

A three year development plan for the Scheme provides a solid foundation for its expansion and identifies key milestones. A copy of the plan is available from the Water Label Secretariat.

One of the goals identified in the plan is to encourage all registered brands to promote and include the Label on company websites during 2015, as promotion of the Label to the consumer and other website visitors is paramount to raising awareness of the Label. Research indicates that websites are the first information source for consumers when identifying bathroom product.

Registered brands who actively promote the Label within their support marketing are reporting commercial gains that far exceed the investment, a positive ROI.

Ensuring openness and transparency on the continued progress of the Scheme, a Management Committee consisting of representatives from Stakeholders; merchants, retailers, distributors, manufacturers, water utilities and interested NGOs is to be formed. Initial discussions with interested parties has already commenced.



Additional Energy Information

Although the primary metric of the Scheme is water, it is recognised that energy saving is the key to encourage behaviour change and raise awareness to the consumer of the importance of using water more wisely. It is widely reported that if consumers can save money then, they are more likely to 'buy in' to an initiative. A quarter of household energy bills are associated with hot water.

With this in mind Industry experts have developed an energy aspect to the Label for taps and showers that provides an annual energy calculation.

To download the energy calculator methodology, please visit: <http://www.europeanwaterlabel.eu/energycalculation.asp>

Registered brands will be encouraged throughout 2015 to include this 'icon' below the standard Label. The European Commission has expressed interest in this initiative as it helps to achieve one of their goals.

New artwork incorporating the 'icon' is now available.



Scheme Audit System Enhanced

The 5% annual audit procedure associated with the Scheme has been enhanced and opened up to any independent test house that meets the criteria of the Scheme. ISO 17025 and ILAC or equivalent registrations are the main criteria. Test Houses will be encouraged to offer compliance with the Scheme within their own third party approvals, thereby removing the need for full audit of the registered product as only a paper check of the approval is required.

A set of guidelines on audit costs is currently being developed to ensure manufacturers do not incur excessive charges associated with the audit.

Water for Life Magazine

Two years ago the European Water Label issued the magazine 'Water is Life', which provided the reader with the facts on why water efficiency is so important, the drivers behind voluntary and mandatory initiatives and highlighted key supporters, providing an insight into manufacturers' water efficiency messaging.

2015 will see the introduction of the 'Water for Life' magazine and will provide an update on the Scheme's progress, messages from senior politicians on the direction of the Environmental Agenda, supporting messages from registered brands and case studies. Registered brands will have the opportunity to place an advert – there are 8 spaces available on a first come first served basis. The magazine will be distributed to a wide audience across the European Bathroom Industry as well as being available during ISH.

Additional Marketing Material Now Available

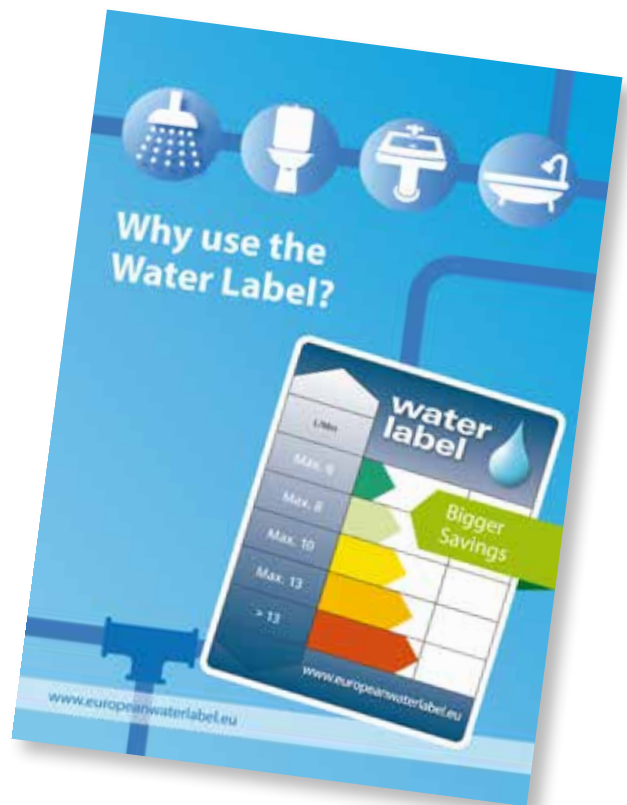
Promoting the European Water Label is paramount in demonstrating to the European Commission the Industry's commitment to the Scheme. Presenting an Industry cohesive initiative, lends a strong efficiency message.

With this in mind, generic marketing material allowing flexibility for registered brands has been created with all templates available directly from the Scheme website. Brands are encouraged to display this material, in particular during the ISH Exhibition and any other relevant National Exhibition. Elements of the material are fixed, but company branding is encouraged.

A comprehensive portfolio of marketing and communication material covering consumer and trade markets is now available. A useful document 'Why use the Water Label', plus complementary leaflets are also included.

Access to this material is via the Scheme website, a sign-in category is necessary using your Company Scheme Registration Number, this allows statistical evidence to be provided to quantify the usefulness of the material.

Any company wishing to explore other marketing opportunities should please contact the Water Label Company Scheme Administrator.



Simplifying Bulk Registrations

A new system, allowing registered brands to undertake bulk product registrations of 50 plus, is now available following requests. In Excel format, the spreadsheet seeks the same information but on one form instead of multiples.

Once checked by the Scheme Administrator it can be speedily uploaded directly to the database. The bulk registration form can be found on the Scheme website.

European Water Label has Visibility at ISH

The European Water Label will be present at ISH, Europe's largest bathroom and plumbing exhibition. The exhibition will take place from 10 – 14 March in Frankfurt. The Scheme stand will be supported by the two main European Associations representing the European Bathroom Industry, FECS and CEIR, with their membership providing additional awareness of the Label and Scheme displayed proudly on their stands throughout the exhibition.

The stand graphics will contain all registered brands, together with National Association supporters' logos. If you are considering registering onto the Scheme and wish to have visibility at ISH on the European Water Label stand, please note that the cut off for inclusion on the stand graphics is 31 January 2015.

Generic marketing material is available directly from the Scheme website and all registered brands are urged to carry information about the European Water Label on their exhibition stands, supporting product literature together with promoting the Scheme in any company media information.

As representatives from the European Commission will be attending the show and if the 'European Bathroom Industry' is to influence their decision regarding the Commission's Ecodesign studies, it is paramount that a large display of support is provided by registered brands throughout the exhibition.

FECS



ISH

Now is the time to show off the Industry support and commitment to water efficiency goals and how Industry can proactively lead without any mandatory requirements.

Press Event at ISH

During ISH, the European Water Label, together with their partners will be hosting a press event on Wednesday 11 March 2015.

The focus of the event will be to educate the European press on the Label and its benefits. More details on this event will be published over the coming weeks.

Thank you for reading our news update.

For more information on the European Water Label, please follow these links:

<http://www.europeanwaterlabel.eu/documentpacks.asp>

<http://www.europeanwaterlabel.eu/educationalmaterial.asp>

<http://www.europeanwaterlabel.eu/pdf/registration-guide.pdf>

<http://www.europeanwaterlabel.eu/marketingmaterial.asp>

To see our new European Water label Video please visit:

<http://youtu.be/O54DYthjuZQ>

The European Water Label Scheme is operated by:
The Water Label Company Limited,
Innovation Centre 1, Keele Science and Business Park,
Keele, Newcastle-under-Lyme, Staffordshire, ST5 5NB

Tel: 0044 (0)1782 631619
email: info@europeanwaterlabel.eu
www.europeanwaterlabel.eu