

## THE WATER LABEL

### **AN INVITATION TO BECOME A 'SCHEME PARTNER'**

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*Scheme partners are invited from all sectors of the water and bathroom industry to actively participate in new and cohesive marketing to promote the voluntary Water Label and its comprehensive database of products to the end user.*

Using water wisely and reducing water waste makes sense. It not only preserves our precious resources for our future generations but it also reduces carbon emissions, helps reduce energy bills and in the end saves our hard earned cash. Saving water and reducing waste can benefit us all.

Major builders' merchants, retailers and manufacturers have publicly announced their support of the Water Label scheme and are now working hard towards having all water-using bathroom products fully labelled. Although it will take time to achieve the objective of getting all bathroom products labelled over the next 12 months greater visibility of the Water Label will be seen in the market place. Companies already committed to the scheme: Argos, B&Q, Chandlers' Building Supplies, Homebase, Saint Gobain, Travis Perkins, Wolseley and Southern Water.

Further information on the commitment they have made can be found at:

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

The Water Label also enables easy access to an ever-growing database of bathroom products that provides information on volume/flow of water used, when installed and used correctly in accordance with manufacturer's instructions.

The Water Label Scheme is open to all manufacturers, merchants and retailers selling product in the United Kingdom, but raising greater awareness with the end user will require participation by all.

By becoming a Scheme Partner you will participate in a credible, nationally recognised brand that carries a unified and strong message. This will distinguish your organisation as a leading supporter of water efficiency. You, together with other like-minded bodies, utility companies, government, members of the media and other organisations will, through your force of numbers, increase awareness of using water wisely.

There is no charge for Scheme Partners to use the Water Label, although this may be reviewed at a future date following consultation and discussion. Further information on the Water label can be found at <http://www.europeanwaterlabel.eu>.

As a Scheme Partner you can support the Water Label by:

- Carrying the Water Label logo and website link on your:
  - Literature
  - Website
  - Exhibitions

Other areas of marketing activity that could be undertaken include, but are not limited to:

- Participating in cohesive and coordinated marketing activity
- Disseminating information on water efficiency and the Water Label in your:
  - Newsletters
  - E-Circulars
  - Other Flyers
- Including Water label information in any of your company Water Efficiency guides, customer magazines and ezines and/or company strategy documents.

Scheme Partners are not committed to undertaking all of the above actions, however, your inclusion of the Water Label on your web sites, with hyperlinks, and ensuring information about the Water Label is displayed at least twice a year will form a mandatory element to your commitment. You will need to use the logo in accordance with the Scheme rules.

Other demonstrated activity undertaken during the year will also be accepted as proof of your company's commitment to the Water Label and raising awareness of using water wisely.

### ***Eligibility***

Application for Scheme Partner status is open to any organisation that works with or within the water and bathroom industry including water utility companies, government departments, relevant trade bodies, consumer interest groups and other not-for-profit organisations.

Application is also open to retailers and manufacturers of products related to bathroom use, such as household and personal care products.

### ***Water Label Commitment***

The Water Label will provide Scheme partners with a copy of the Scheme Partner Water Label logo for use in promotion. A web link URL for the Water Label website will be provided. Promotional literature provided by the Water Label will contain relevant information on Scheme Partners.

## **Applying for Scheme Partner Status**

To register as a Scheme Partner, complete and return a copy of the 'Commitment' below. Once accepted the Scheme Partner will provide the Water Label with an electronic copy of the company logo, short description of the organisation with contact details and web links.

### **THE WATER LABEL SCHEME PARTNER COMMITMENT**

Bathroom manufacturers, merchants and retailers across the globe are aiding national governments in their quest to reduce water consumption by producing and selling exciting, innovative and technologically advanced bathroom products. These products use less water and energy to deliver the bathing experience that consumers demand.

*The key to water efficiency is reducing waste not restricting use.  
User behaviour change can save water, energy and money.  
To influence behaviour change, greater understanding of water use is required.  
The Water Label plays a pivotal role influencing change.*

The Water Label Scheme raises awareness of water use of bathroom products when installed and used correctly, whilst delivering the bathing experience the consumer has come to expect.

#### **Pledge**

Company: .....

We pledge to support the aims and objectives of the Water Label Scheme and agree to participate in cohesive communications with like-minded organisations to raise awareness of the Water Label throughout the industry, to the consumer and to the end user.

Signed by: .....

Position held at Company: .....

Date: .....

Return form to:

Scheme Administrator : [admin@europeanbathroomforum.eu](mailto:admin@europeanbathroomforum.eu)