

January 2016



EUROPEAN WATER LABEL ANNUAL REVIEW

The European Water Label is a fully supported voluntary Industry led labelling scheme aimed at educating the end user on water and energy use.

Working in conjunction with European and National trade bodies representing the bathroom industry, what started life as a National Scheme in the UK the European Water Label has grown considerably to be fully representative across 14 different bathroom product categories embracing National nuances.

Each year new goals are identified for the ongoing development of the Scheme, the Road Map is publically available from the Scheme website: www.europeanwaterlabel.eu

DEVELOPMENTS

2015 was a busy year for the ongoing development of the Scheme. Being a voluntary Scheme it can move quickly to adapt to market changes and confidently embrace new technology and where necessary working in partnership to expand current criteria to include other water using products.

During 2015 the Scheme achieved many goals, including:

- Fully embraced by the European ceramic sanitaryware manufacturers, who gave full commitment to registering all ceramic sanitaryware onto the Scheme by the end of 2015. FECS the European Association for Ceramic Sanitaryware joined CEIR, The European Association for Taps and Valves as the main European Scheme supporting Associations. Cerame-Unie the umbrella body for the ceramic Industry pledged their support to the Scheme early 2015.
- The commitment from 8 National Trade Bodies across 5 European countries representing the bathroom sector continue to promote and work in partnership with the European Water Label.
- The commitment made by the ceramic sanitaryware manufacturers; Duravit, Gustavsberg, V&B, Roca and Vitra has seen product registrations swell by an additional 1,800 products across the Scheme countries.
- Issuing a revised guide 'How to Use the Label' to aid registered brands in raising visibility of the label on line, product brochures, packaging and via exhibition, advertising material.
- Issued the 3rd Road Map, highlighting goals achieved and outlining future development targets.
- High visibility at ISH, the major European bathroom exhibition held in Frankfurt during the month of March. The Scheme played host to an important PR Event with supporting speakers from Kingfisher, FEST (European Merchant Association), FECS (European Ceramic Sanitaryware Association) CEIR (European Taps and Valve Association) V&B a major ceramic manufacturer and Roca the leading European bathroom manufacturer. Over 75 people attended the event which was filmed by the Exhibition organisers and forms part of the show post video. Representatives from the European Commission were in the audience who

listened to the strength of support for this voluntary initiative and urged the Commission to let Industry lead on educating consumers on water wastage and influence them with strong messaging to undertake small changes in their behaviour that will see water and energy reduction.

- Manufacturers displayed the Label at ISH alongside their newly introduced technologically advanced product which deliver the same performance whilst using less water and associated energy.
- Undertook the annual audit. 275 products across 36 registered brands. During the audit checks on marketing material and websites was also undertaken to ensure the correct use of the Label.
- 4 European test houses joined the Scheme to aid with promoting and undertaking the annual audit.
- Introduced energy and technical icons for taps and showers, which was launched during the ISH exhibition. These provide the end user with additional information on technological enhancements providing more efficiency when used correctly. The introduction of an energy icon provides the purchaser with further knowledge on energy use.
- Visibility of the Scheme and labelled product during Industry events in Italy, UK and France.
- Commenced translation of the Scheme into Spanish and German with the full support of the National Trade Bodies.

DISCUSSIONS/OPPORTUNITIES UNDERTAKEN

During the year representatives from the Scheme; Directors and Administrators met with other like-minded organisations across Germany, Portugal, Spain, UK and Italy to openly discuss how the Industry can come together in support of one Industry led Scheme.

The Label has had visibility via its own exhibition stand or displayed by registered brands across many events across Europe. ISH, Cersaie in Italy, CEIR Congress, Ideobain in France as well as the major water event in the UK.

Discussions have been held with various representatives at the European Commission providing opportunities to raise awareness, benefits and progress of the Scheme. These provided positive platforms to have a greater understanding of the Commission drive and how the Scheme could be seen as an Industry led solution.

The Scheme is referenced in UK Building Regulations providing links for architects and specifiers to easily identify water volumes and flow from the Schemes interactive database and water calculator. Over 6,500 architects and specifiers are currently using the database on a regular basis across a variety of small, medium and major projects in many countries across the globe.

Green Building Codes Ireland are also linking to the Scheme as they see the positive link in driving forward the message of using less water and reducing waste in all buildings.

SCHEME AS END OF 2015

As the year 2015 drew to a close the Scheme saw a flurry of activity with brand registrations reaching a high of 97. Many enquiries have also been received which will be converted into positive brand registrations in 2016.

47 companies provide additional support to the Scheme in terms of raising awareness to other bathroom companies, with the media partners providing welcome attention for the Scheme to consumers, 5 water utilities promote the Scheme to their customers and National Trade bodies provide support in activity across the various Industry sectors; plumbing fraternity and National merchant groups.

The Scheme borne in 2005 as a germ of an idea has grown into a fully recognised and supported Scheme across Europe. Product registrations have surpassed the goal of 10,000 by the end of 2015 as over 11,051 products have been registered. The Scheme and supporting database is cleansed annually as only products available in the market place are retained on the database.

FUTURE GOALS

Translating the Scheme into more languages is seen as a key goal for 2016. This will aid awareness and visibility at National level and drive product registrations. German and Spanish translations are well underway and will go live during January 2016. The introduction of a network of National agents working closely within their own markets is also a key goal. The first 'National Partner' will be on board early 2016, with others expected to follow.

A new section of the Scheme is being finalised and early 2016 will see the introduction of a 'Shower Pumps below 750 KW' category. Manufacturers have been working collectively during the development stage. This category, like all the others will be open to any company trading across Europe that meets the agreed criteria.

Research has also commenced, greater knowledge of the channels to market and the major merchants, manufacturers and distributors in Eastern European companies will provide the basis to opening discussions and progressing the Scheme across these areas. Identifying Industry trade bodies will also be a key element to this research as working in partnership is key to success.

The European Water Label has a solid foundation to continue to build from. An Industry voluntary led Scheme can be positive for the European Commission, National Governments and the Industry at large as the outcome benefits all.

Consumers have come to accept, even demand high performance within their bathroom products. As manufacturers lead on the introduction of cutting edge innovative products that deliver the performance but use less energy and water, which also carries the European Water Label, then the consumer will have sufficient knowledge to be able to make small behaviour changes that collectively will make a major difference to the supply and demand balance.

ACCOLADES

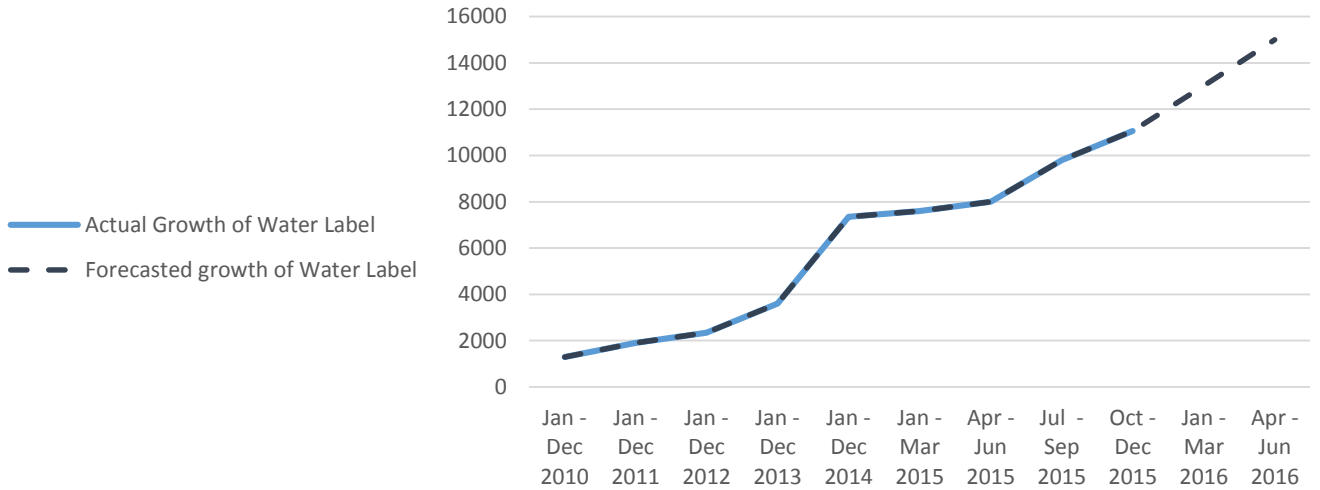
The European Water Label boosted its collection of awards with the latest one coming from the Sustainable Water Industry Group – this brings the total to 5 awards during the last 4 years.

Our grateful thanks go to all who have worked hard together to bring the Scheme to the status and credibility it currently holds.

YVONNE ORGILL
Director, EWL

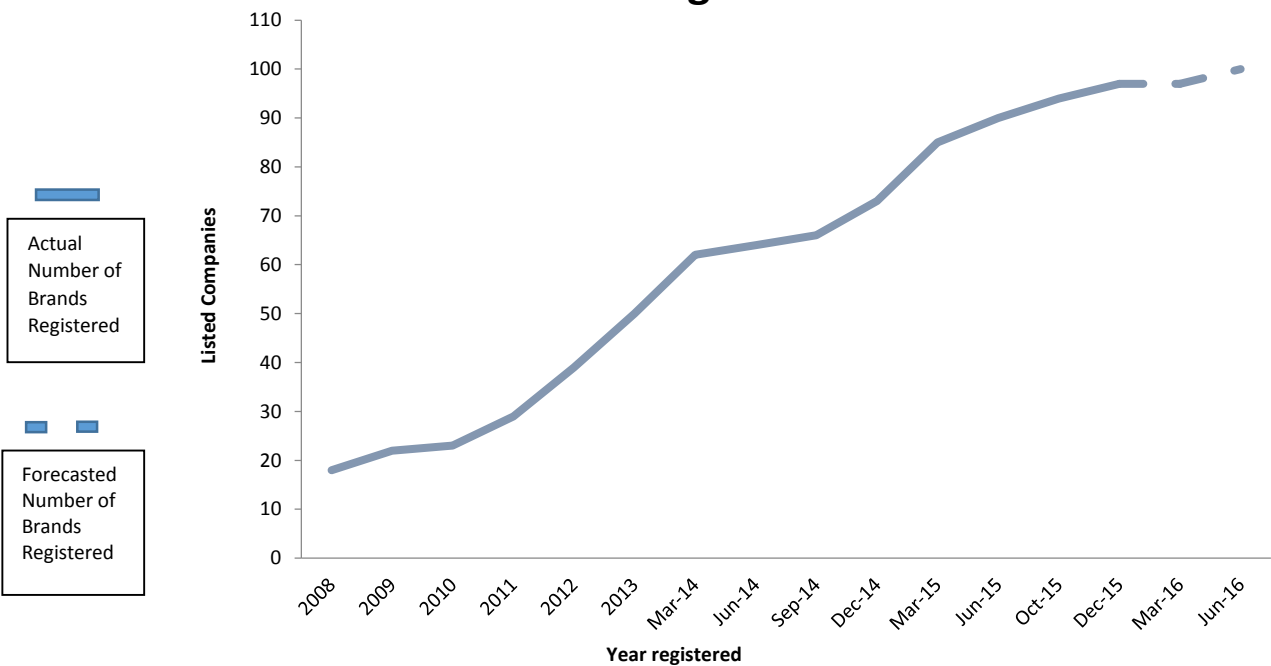


Forecasted Growth of the Water Label



This includes products which have been removed from the database as they are no longer available in the market place but previously registered.

Growth of the Water Label Brands Registered





European Water Label Scheme Partners

