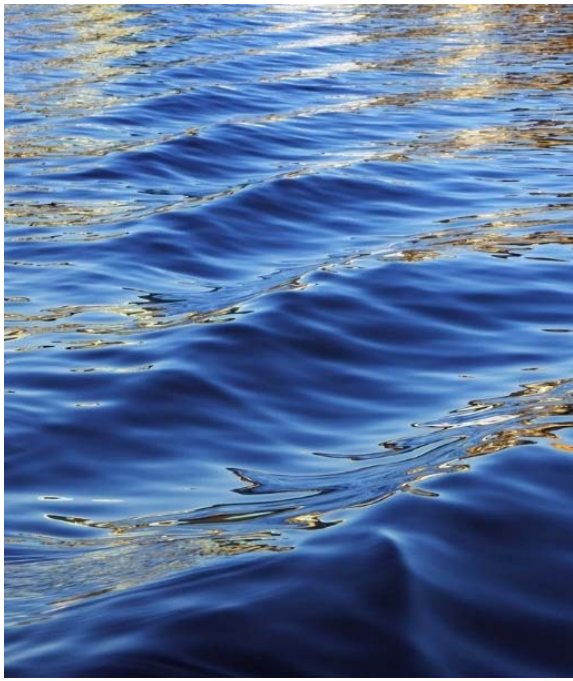
Water Label presentation to EWTS

May 2018



History of the Scheme

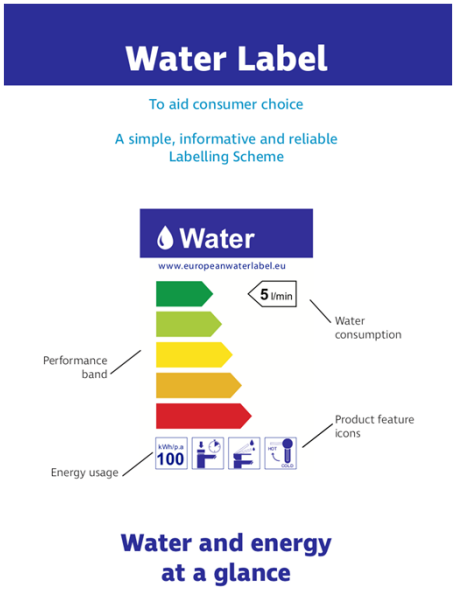
ONE PRODUCT LABEL ACROSS EUROPE
FOR ALL WATER & ENERGY USING BATHROOM PRODUCTS

History of the Scheme

- Consumer focussed tool to help identify how much water and associated energy is used
- Driven by Industry, influenced by many
- A simple, informative and reliable labelling scheme that provides the consumer with sufficient information to make an informed choice at point of selection
- The Scheme is continually evolving

History of the Scheme

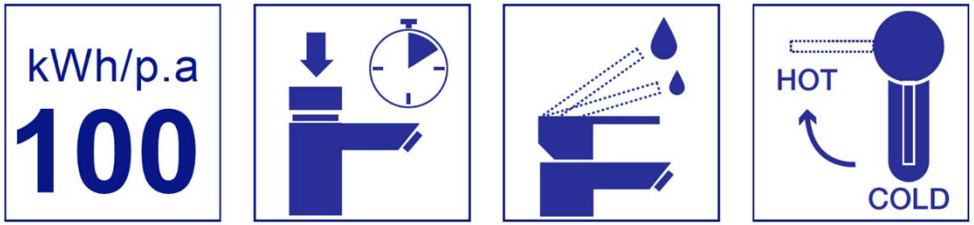
- The Scheme has evolved over 12 years
- UK and the EC governments have influenced development during the last 12 years
- CEIR and FECS played a key role at EU level
- Extensive marketing material to aid visibility of the label in the market place
- National Agents in Spain, Italy and Turkey to court additional support
- European initiative



'Best of All'

History of the Scheme

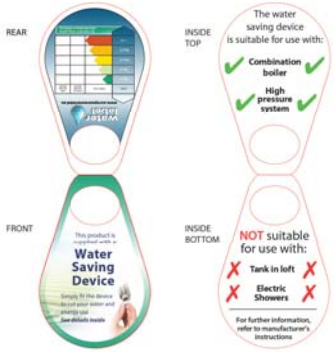
- Started by UK Industry with 12 manufacturers seeking labelling of the top 10% most efficient products – WEPLS
- Not very consumer friendly
- Evolved into European Water Label to label all products
- Moved with support from European Industry to Water Label and embracing Energy/Technical Icons



History of the Scheme

- Over 10,900 live products across 13 categories with over 4,000 removed during annual database cleansing
- Supported by 52 champions who disseminate information on the Scheme across the differing market sectors, including Trade and Consumer media

History of the Scheme



History of the Scheme

Ideal Standard

Twyford Geberit Group

Roca

BRISTAN TAPS & SHOWERS

ROMAN

hansgrohe

Dudley Water saving solutions

mira SHOWERS

Lecico bathrooms

LAUFEN Bathroom Culture since 1892 www.laufen.com

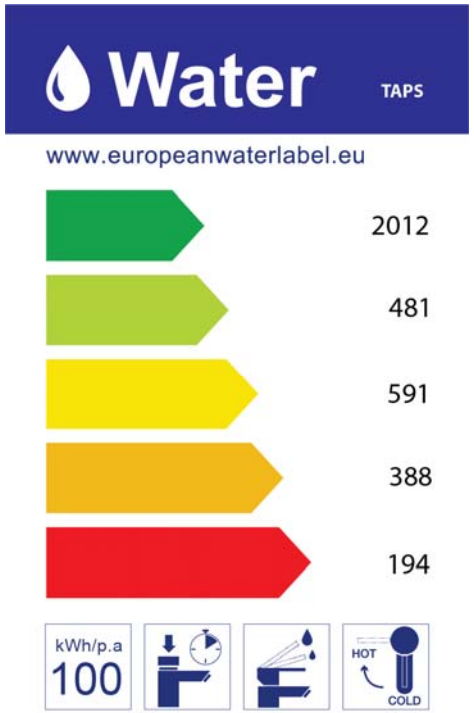
inta www.intatec.co.uk

Pegler Yorkshire

Today's Support

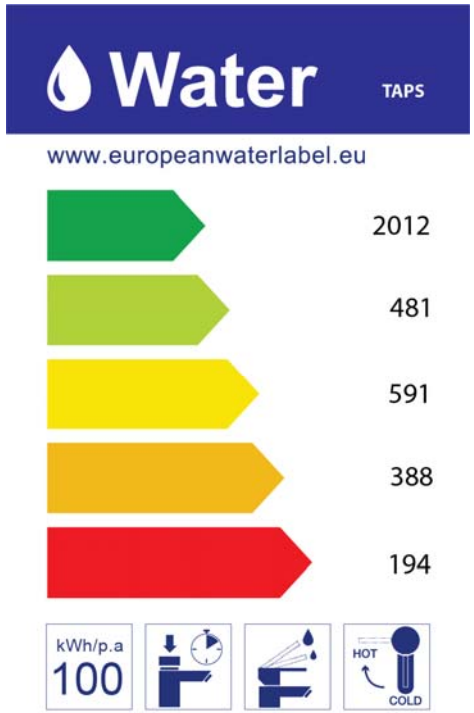
Scheme & Growth

- The label has evolved from humble beginnings to one that embraces 13 differing product categories supported by 3 major European Umbrella bodies and 10 National trade bodies
- 7 independent test houses across Europe provide 3rd part audit support



Scheme & Growth

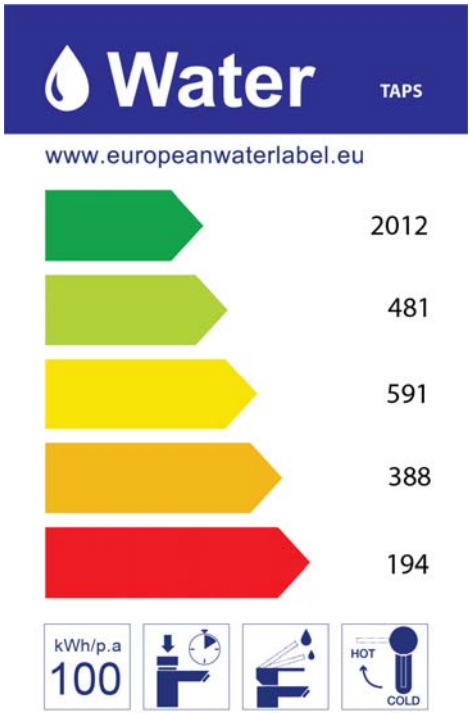
- Product registrations cover all water using categories for bathroom products, with products registered and labelled across all 5 label grades
- Over 3,666 basin, bidet and kitchen taps registered, these are envisaged as high water and energy use
- 3636 toilets are registered



Scheme & Growth

<u>Categories:</u>

Bath, WC Suite, Cistern, Basin Tap, Shower Control, Shower Handset, Kitchen Tap, Urinal controller, Electric Shower, Replacement WC Flushing Device, Supply Line Flow Regulator, Independent WC Pan, Flush Free Urinal



Landmarks

- During its journey to date, the Scheme has gone from a small idea into a flourishing Water Label Scheme.

2005 - The seed is sown → 2007 - Water Efficiency Product Labelling Scheme launched → 2011 - WRAP & DEFRA support → 2012 - European Water Label launched → 2013 - 1st visibility at ISH → 2014 - Greater market place visibility → 2015 - Registered brands reach 90+ → 2015 - Over 8,000 product registrations → 2016 - EU-Nited and EWL sign letter of mutual co-operation → 2016 - 52 partners and 120 registered brands → 2017 - Best of Both initiative sees the launch of the 'Water Label' at ISH → 2018 - Best of All - Bringing 4 labels together into one label across Europe

Market Coverage

- Based on 2016 market report (BRG) the market share of the current registered brands across Europe is 58% of the tap/shower/shower handset market and 60% of the sanitaryware market and growing

BRG
BUILDING SOLUTIONS

Market Coverage

- 2017 has seen the label being included in all new product literature, packaging, marketing material and exhibition booths and gained support from the media
- Nearly 6000 outlets across Europe are stocking product that is registered and in many cases displaying the label
- Currently listed on 56 websites
- Referred in Codes of Practice and Regulations

Scheme Criteria

- Self declare against testing criteria based on European Standards
- Companies sign Declaration of Conformity that the products meet National and European Legislation
- 5% computer generated annual audit undertaken by third party

Scheme Criteria

- All products listed on 1 central database accessible by **ALL**
- Research identified internet search is first step taken by consumers when seeking product
- *Audit failure* – fix – remove
- *Annual fee payable* – keeps database clean and relevant
- Scheme OPEN to all trading in the European market

Water Calculator

- 10117 projects recorded on the website
- 48,938 users in 2017 compared to 5,014 when the site launched in 2010
- 41,284 were unique users and 7,654 returning architects, specifiers etc
- Over 164,000 page views in 2017
- Currently on target to hit 200,000 page views in 2018
- Tool aiding architects and specifiers to identify water use per person per day
- Aid in planning process
- Expand the Calculator to ALL Europe

European Bathroom Forum

European Bathroom Forum

- European Bathroom Forum a generic platform to host Industry Initiative
- Developing Articles of Association and governance structure
- Bringing all 5 Schemes across Europe together:
  - Swedish, Swiss, ANQIP, WELL & Water Label

ANQIP

Water

WELL
Water Efficiency Label

Declined to participate

swiss energy
Our commitment: our future.

Swedish Energy Agency

European Bathroom Forum

- Few technical differences between these Schemes
- Compromise position being reached
- Acceptance by 4 to come together
- Seeking European Commission acceptance of Voluntary Agreement

Partnerships

Partnerships

- Key role to play in educating ALL
- 3 major European Associations representing the bathroom industry now fully support the Scheme
- Full support by 10 National Associations pledging to promote and raise participation from countries; Germany, Spain, Italy, Portugal, France, Turkey and the UK
- Research underway to expand market knowledge, identify key partners, merchant and retailers in Central Europe and the Nordic countries

Conclusion

- The Water Label is an Industry backed voluntary initiative, across 13 categories for water using bathroom products
- Harmonised to accommodate the nuances of EU28
- Only Scheme that is fully European
    - Embraces National Nuances on water pressure
    - Broad criteria
    - Reflects channels to market
    - Allows flexibility

Conclusion

- The Scheme has the right credentials and support to aid the European Commission and National governments in achieving their goals on reducing water and associated energy
- Over the years' investment and commitment by the wider European bathroom Industry is now seeing the Scheme influence decision in the market place and continues to take the consumer on the water efficiency journey

Thank you

Questions?