



# Why use the Water Label?





# Modern bathroom fittings are designed to be more water efficient without compromising performance.

Water efficient products will help your customers save water and save money on their energy bills because they are not heating so much water.

## What is the Water Label?

The Water Label enables customers across Europe to easily compare the amount of water different products use and make informed decisions that will save them water and money.

Major DIY retailers, builders and plumbers' merchants and manufacturers of bathroom products are committed to using the Water Label for all bathroom fittings.

Thousands of bathroom products are registered with the European Water Label. Once registered, products are given a Water Label rating based on the manufacturers' product information.

You can look online to search for products already registered with the Water Label at [www.europeanwaterlabel.eu](http://www.europeanwaterlabel.eu) and click on 'Find a Product'.

An average family of four could save up to **£165** per year by replacing their inefficient shower head with a water efficient one.

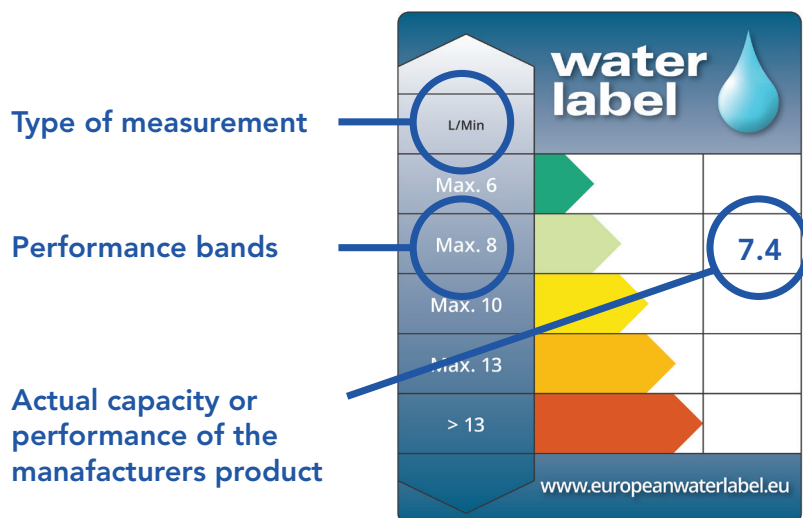
That's around **£75** on their energy bills and around **£90** on their water bills (if they have a water meter).

Source: Energy Savings Trust - [www.energysavingtrust.org.uk/Heating-and-hot-water/Saving-money-on-water/Saving-water](http://www.energysavingtrust.org.uk/Heating-and-hot-water/Saving-money-on-water/Saving-water)

## How the Label Works

The Water Label shows the amount of water the product uses. Products are grouped into colour-coded performance bands depending on how much water they use. The smaller the arrow, the more water efficient the product with green being the most efficient.

Your customers will be familiar with the style of the labelling as it's similar to the energy labelling used on white goods (like fridges and washing machines) and electronic products.



## Why use the Water Label?

The Water Label and supporting communications pack form part of a pan-European initiative, supported by major retailers, brands and manufacturers, to promote water efficiency.

**There are a lot of benefits to using the Water Label:**

- Help your customers to save money on their utility bills (reducing water use and the amount and cost of hot water) and reduce their impact on the environment.
- Meet the needs of your customers who are keen to see and hear more about water saving innovations.
- Be part of a Europe-wide initiative, supported by major retailers, brands, suppliers and manufacturers, to promote water efficiency.
- Demonstrate your company's commitment to reducing water use and improving resource efficiency.
- Benefit from consistent messages and designs to increase recognition and consumer awareness of water efficiency leading, over time, to a change in the way consumers purchase bathroom and other water using products.
- Access consumer tested communications materials that can easily be adapted to your needs and existing brand or used 'off the shelf'.

## How to use the Water Label

The Water Label can be adapted for a range of applications. It can be embedded with other graphics, fits neatly into product packaging and displays and can be used at point-of-sale, in product catalogues, brochures and other customer communications – both printed and online.

To help you promote efficient bathrooms (as a whole), individual product groups – baths, showers, taps and toilets – and help customers understand how the Water Label works we have developed a free communications pack.

## What does it cost to use the Water Label?

You can find out how much the scheme costs by visiting: [www.europeanwaterlabel.eu/industryandprofessionals.asp](http://www.europeanwaterlabel.eu/industryandprofessionals.asp) and clicking on 'Scheme Forms'. Please contact the Water Label Company for more information – see details on the back page.

## Bathroom equipment currently covered by the Water Label:

- Baths
- Shower handsets
- Basin taps
- WC suites (toilets)
- Cisterns
- Shower controls
- Grey water recycling units
- Kitchen taps
- Urinal controllers
- Electric showers
- Supply Line Flow Regulators
- Replacement WC Flushing Devices

## Free communications pack

The communications pack includes guidelines on using the Water Label, the findings from our consumer research, water efficiency messages, key facts and template adverts, posters and shelf talkers.

All materials have been extensively consumer tested and are available for download for free from [www.europeanwaterlabel.eu](http://www.europeanwaterlabel.eu)



## Consumer insight

Our research found that consumers want to hear more about the money saving potential of water efficient products and think that these messages should be used more often and given more prominence. The key findings from our consumer research, key facts on water efficiency and insight from consumer testing of the water label are all available in the free communications pack.

Here are a few of the highlights:

- 82% of people say they would find it helpful to have more detailed information on in-store labels for bathroom fittings.
- 82% of people also said it would be useful to have information about how water efficient each product is so they could compare them easily.
- 81% of people agree the need to save water will become more important in the UK in the next 5-10 years and over 50% of households are trying to reduce their water use.
- Consumers react positively to messages that link water efficiency to population increase, climate change and future security of supply.
- Consumers want to know more about the money saving potential of saving water but the link between water and energy use needs careful explanation as customers don't clearly understand it.
- It takes a lot of energy (and money) to heat water. As much as 25% of a household's energy bill comes from heating water.
- In the UK every person uses approximately 142 litres of water a day.
- Toilets use about 22% of the total water used in a household. Old style single flush toilets use as much as 13 litres of water per flush. Dual-flush toilets typically can use less than six litres for a full flush and four litres for a reduced flush.
- Taking a bath typically uses around 80 litres of water, while a short shower can use as little as one-third that amount.
- Replacing your showerhead with a more water efficient model can reduce your water consumption by more than half, whilst still enjoying a great shower.

Source: WRAP and Waterwise –  
See [www.waterwise.org.uk](http://www.waterwise.org.uk)

## Contact us

**For further information on the Water Label and information on how to register brands and products, contact:**

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An industry working group, facilitated by WRAP and including participants from leading DIY retailers and builders' merchants, meets quarterly to support wider use of the Water Label.

**For further information on the working group, please contact Gillian Ward-Stokes at WRAP:**

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