

Bright Butler

WRAP WUP
CONSUMER CONCEPTS

Water label shelf talkers

What is the Water Label?

The Water Label tells you how little or how much water your taps, shower, toilet or bath use. The more efficient the product is, the less water (and energy needed to heat that water) you'll use.

You'll notice the difference on your utility bills, but not on performance.

Look for the Water Label in-store or online:
www.europeanwaterlabel.eu



Save water, save energy, save money

Up to 25% of your household heating bill is spent on heating water. The Water Label is your at-a-glance guide to high-performance and efficient taps, baths, toilets and showers.

The less water you use (and the energy needed to heat it) the more energy and money you'll save.

Look for the Water Label in-store or online:
www.europeanwaterlabel.eu



WRAP: CONSUMER CONCEPTS

Bath shelf talker



Bath shelf talker

Relax knowing you're saving money

Water efficient baths are designed with curved sides and raised ends and take less water to fill. The less water you heat up, the more energy and money you'll save.

Sink into the same soothing bath experience. The only difference you'll notice is on your utility bills.

Use the Water Label to find a water efficient bath. Look in-store or visit: www.europeanwaterlabel.eu



Bath poster

Relax knowing you're saving money

Baths designed with curved sides and raised ends use less water (and the energy needed to heat it) whilst giving you the same soothing bath experience.

Use the Water Label to find a water efficient bath.

Look in-store or visit: www.europeanwaterlabel.eu

water label

Capacity to overflow (litres)	Energy Efficiency
Max. 155	Green arrow
Max. 170	Light green arrow
Max. 185	Yellow arrow
Max. 200	Orange arrow
> 200	Red arrow

Bigger Savings

www.europeanwaterlabel.eu

WRAP: CONSUMER CONCEPTS

Toilet shelf talker



Toilet shelf talker

Don't flush your money away

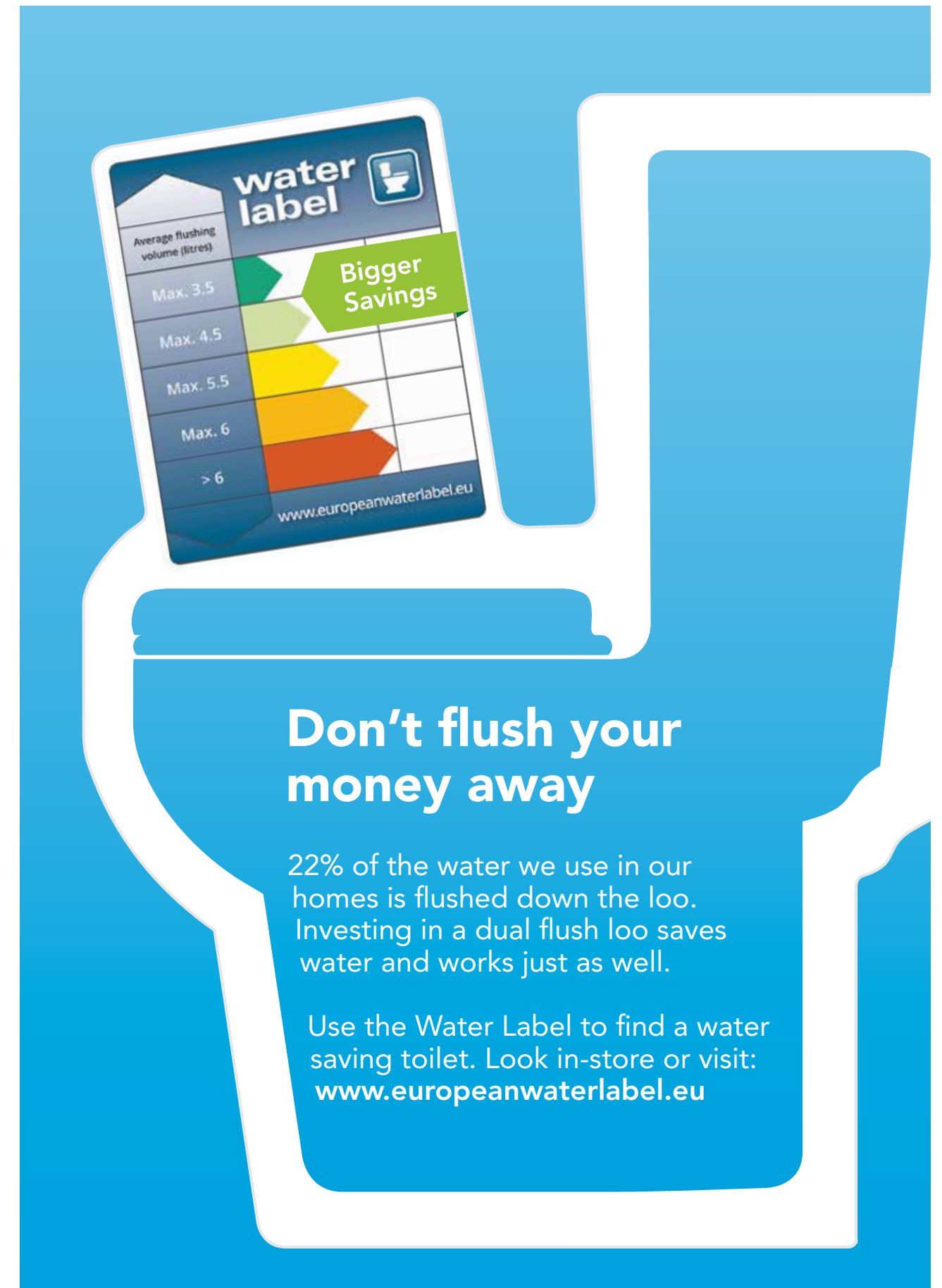
22% of the water we use in our homes is flushed down the loo.

Old style toilets typically use 13 litres of water per flush. Dual flush systems work just as well, but can use just six litres or less for a full flush and four litres for a reduced flush.

Use the Water Label to find a water efficient toilet. Look in-store or visit: www.europeanwaterlabel.eu

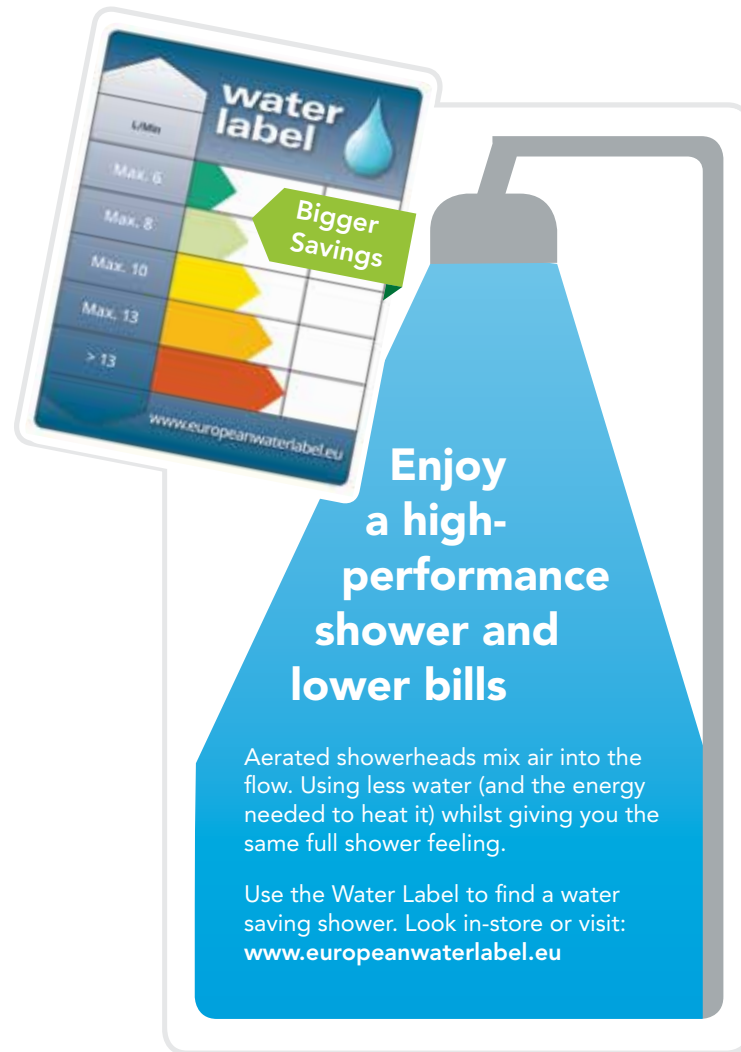


Toilet poster



WRAP: CONSUMER CONCEPTS

Shower shelf talker



Shower shelf talker

Enjoy a high performance shower and lower bills

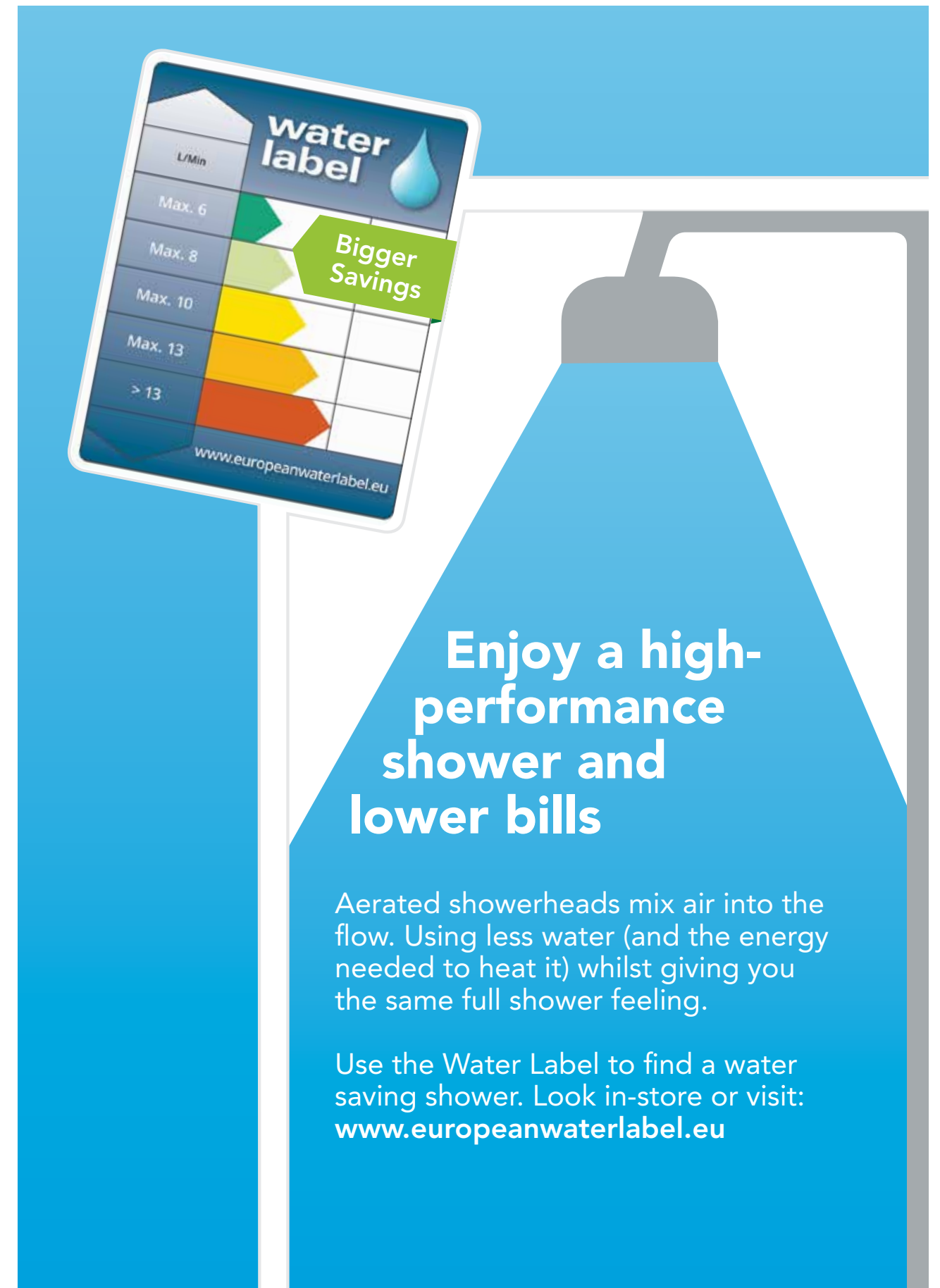
Water efficient showers reduce the water you use by up to half whilst giving you the same full shower feeling.

You'll notice the difference on your utility bills, but not on performance.

Use the Water Label to find a water saving shower. Look in-store or visit: www.europeanwaterlabel.eu



Shower poster



WRAP: CONSUMER CONCEPTS

Tap shelf talker



Tap shelf talker



Tap poster

