



WELCOME TO THE GENERAL FORUM MEETING
25 July 2023



United Nations "water is at the core of sustainability and is critical for socio-economic development, healthy ecosystems and for human survival itself.

It is vital for reducing the global burden of disease and improving the health, welfare and productivity of populations"

Please mute and video off

WELCOME
UWLA PRESIDENT
CARLOS VELAZQUEZ





AGENDA

- Welcome and Competition Statement**
- Competition Statement**
- To agree meeting Agenda**
- Scheme Growth**
- Marketing Focus**
 - Green Claims**
 - Manufacturers Position Paper**
- Technical Activity**
 - Recirculating Shower**
 - Functionality Standard**
 - Anqip/UWLA dual label**
- Annual Audit**
- Political Overview**
- AOB**
- Date of next meeting 14/15 December in Barcelona**



- APPROVAL OF THE AGENDA
- ANY OTHER BUSINESS TO BE INCLUDED?



COMPETITION STATEMENT

- All delegates to ensure that discussion is kept within the boundaries of legal compliance
- Notify MD and/or President if you believe discussion points are entering none compliance area, discussion will immediately stop and be referenced in the minutes



❑ Scheme Progress

- ❑ 160+ Brands
- ❑ Database of 16,545 products and growing as of July 2023
- ❑ Regular cleansing keeps the database relevant

	Product Registrations	Company Registrations
2008	800	18
2009	1069	22
2010	1288	23
2011	1904	29
2012	2343	39
2013	3600	50
2014	7350	73
2015	8300	89
2016	9750	120
2017	10900	132
2018	11000	143
2019	11864	149
2022	14041	155
2023 July	16545	160+
products removed	7995	
companys removed		11
The scheme is regularly updated to ensure its fresh and only contains products available in the market		



Some of the brands

noken
PORCELANOSA BATHROOMS

TECE 
close to you

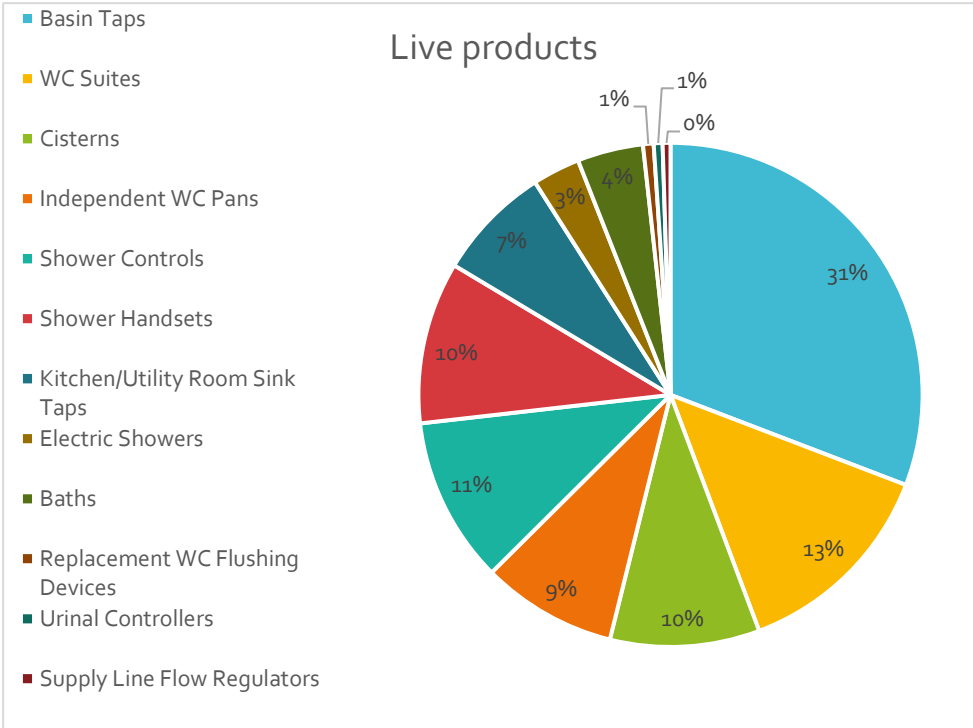
clever
G R I F E R I A

- Scheme Progress
 - 2023 new registrations
 - Megabad with 3 brands, Steinkamp, Pianura, Kronenbach
 - Tece GmbH
 - Standard Hydraulica – Clever
 - Davroc
 - Galindo
 - Noken Design
 - Wayfair – supporter status
 - Adamsez
 - Aqualla Brassware
 - Discussion open with a further 10 companies, including Travis Perkins in the UK and Leroy Merlin
 - Companies increasing % of product portfolio on the UWL



❑ Scheme Progress

- ❑ 160+ Brands
- ❑ Database of 16,545 products and growing as of 21.7.2023
- ❑ Showering and Kitchen taps slowly improving



Category	Live products
Basin Taps	5099
WC Suites	2227
Cisterns	1587
Independent WC Pans	1437
Shower Controls	1760
Shower Handsets	1720
Kitchen/Utility Room Sink Taps	1221
Electric Showers	505
Baths	700
Replacement WC Flushing Devices	112
Urinal Controllers	94
Supply Line Flow Regulators	83

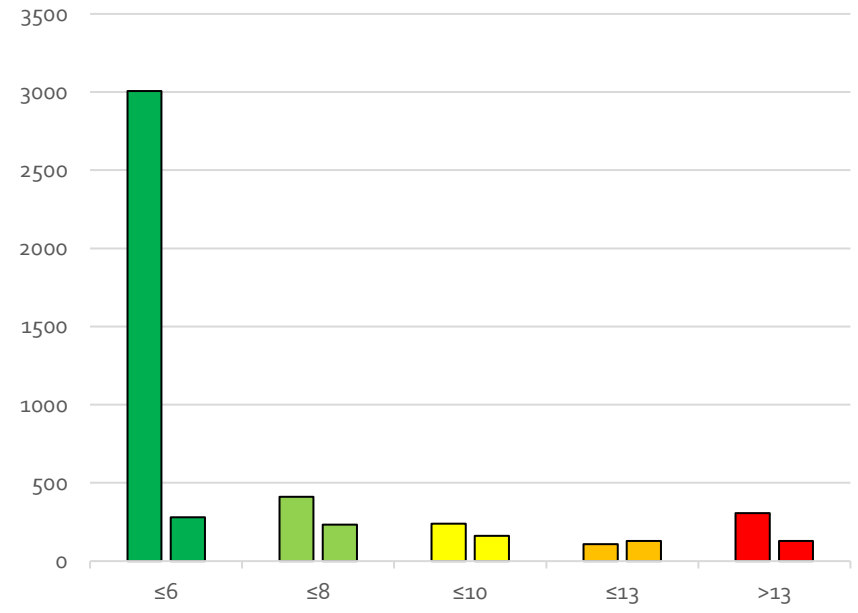


❑ Scheme Progress

❑ Tap Category, split across 5 grades

- ❑ 6320 registered product
- ❑ 50+% of Tap category is within the top green grade – market transformation happening
- ❑ Attract greater % kitchen tap market onto the scheme

Taps including Basin and Kitchen



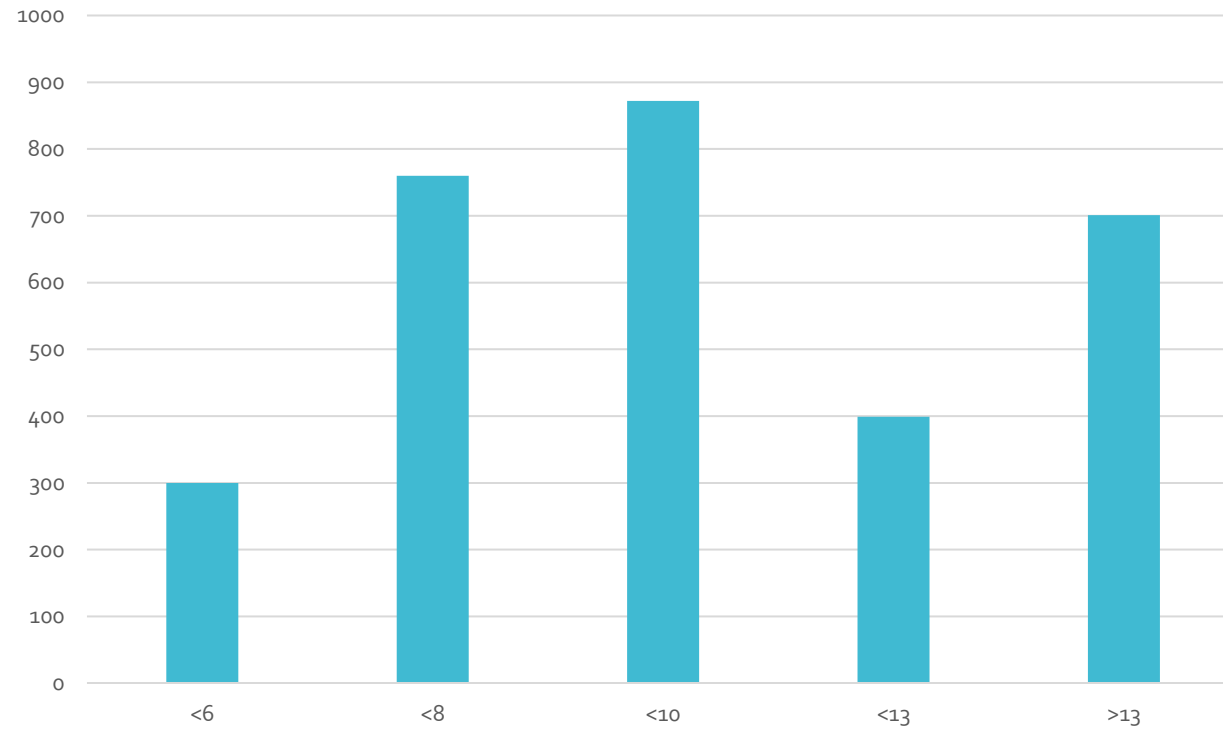


UWLA
Unified Water Label Association

☐ Scheme Progress

- ☐ Shower Category, split across 5 grades
- ☐ above 13 litres as maximum flow without flow restrictors
- ☐ 4085 listed of which 57% less than 10 litres per minute

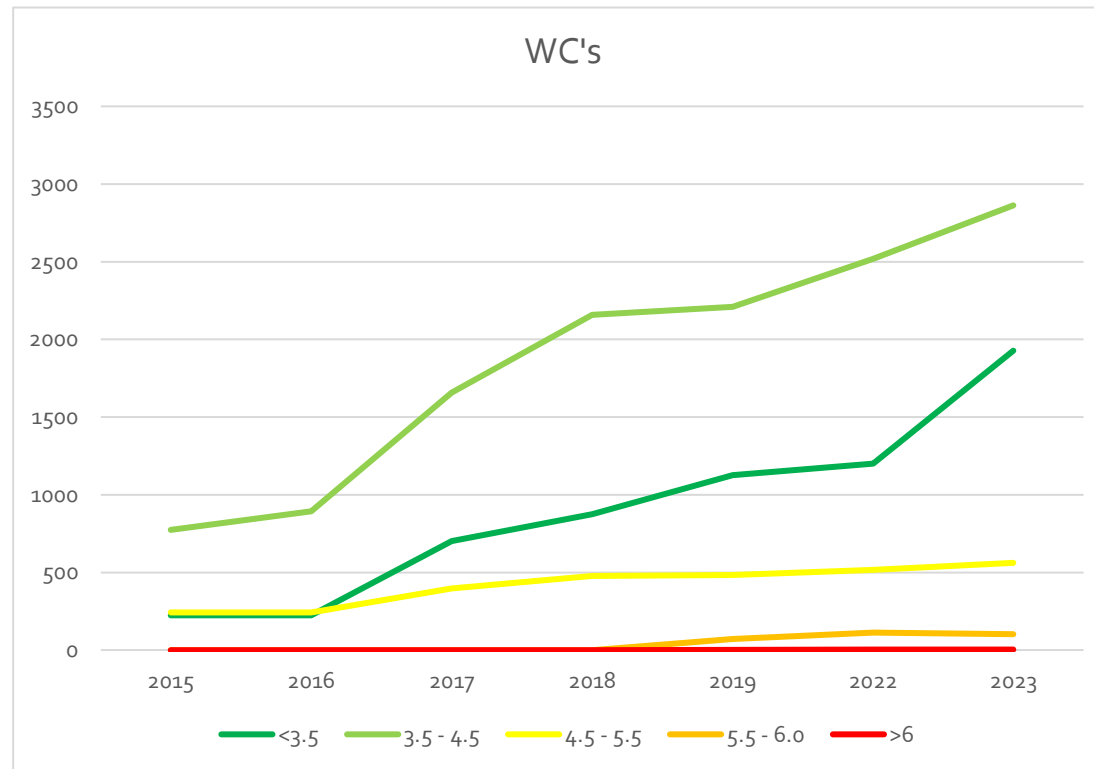
Shower Control & Shower handset
Excluding Electrical showers





❑ Scheme Progress

- ❑ WC, independent pans and cisterns split across 5 grades
 - ❑ 5,457
 - ❑ Organic market transformation





ANQIP ALIGNMENT

- ❑ WCs/Independent pans/Flushing – seeking input on the development of technical icon criteria for interruptible flush

Water Label Criteria				
Full Flush	Reduced Flush	Average flush volume (litres)	Band	
4.50	3.00	3.38	≤ 3.5 litres	
5.50	4.00	4.38	≤ 4.5 litres	
6.50	4.00	4.63	≤ 5.5 litres	
7.50	4.00	4.88	≤ 5.5 litres	
9.00	4.50	5.63	> 6.0 litres	
4.50			≤ 4.5 litres	With Technical icon
5.50			≤ 5.5 litres	With Technical icon
6.50			> 6.0 litres	With Technical icon
7.50			> 6.0 litres	With Technical icon
9.00			> 6.0 litres	With Technical icon
4.50			≤ 4.5 litres	
5.50			≤ 5.5 litres	
6.50			> 6.0 litres	
7.50			> 6.0 litres	
9.00			> 6.0 litres	



ANQIP ALIGNMENT

- ☐ Showers align
- ☐ Basin and Kitchen taps – upper level above 8 litres fall over several grades orange/yellow/red

ANQIP Flow rate (Q) (l/min)	Water Label flow rate considered	Water Label Band
$Q \leq 2.0$	≤ 2.0	≤ 6.0
$2.0 < Q \leq 4.0$	≤ 4.0	≤ 6.0
$4.0 < Q \leq 6.0$	≤ 6.0	≤ 6.0
$6.0 < Q \leq 8.0$	≤ 8.0	≤ 8.0
$8.0 > Q$??	??

BASIN

Banding needs to be discussed

KITCHEN

ANQIP Flow rate (Q) (l/min)	Water Label flow rate considered	Water Label Band
$Q \leq 4.0$	≤ 4.0	≤ 6.0
$4.0 < Q \leq 6.0$	≤ 6.0	≤ 6.0
$6.0 < Q \leq 8.0$	≤ 8.0	≤ 8.0
$8.0 < Q \leq 10.0$	≤ 10.0	≤ 10.0
$10.0 < Q$??	??

Banding needs to be discussed



MOU SIGNED WITH CEIR @ ISH 2023

SIGNED BY UWLA PRESIDENT AND CEIR PRESIDENT

UWLA IS NOW AN ASSOCIATE MEMBER OF CEIR





MARKETING FOCUS

IMPROVING VISIBILITY

Seeing heightened visibility on

- Product Literature
- In store
- On websites
- On packaging
- Displaying label in videos and exhibitions



Quality & Sustainability

All our taps are tested to ASS48hr tests (that's a 48 hour acid spray test to ensure that they will last for even longer than we guarantee). They are also subject to an NS200hr test, and because we are a global company, the products are not only accredited for WRAS and ACS, but also, material approved for DVGW.

All our taps are guaranteed for 15 years with a 10 year guarantee on the cartridge.

We are also registered with the Unified Water Label Association. The Unified Water Label is a smart tool that provides a means to identify water-using products, with a common label that offers clear, concise and easy to understand messaging about water and energy consumption.

As part of our sustainability policy, we know that we need to educate the public about water usage, and we support the efforts of the Unified Water Label to lead the way with education on water scarcity and conservation. By supporting the Unified Water Label, we can help consumers use less water in the home, and drive forward significant changes in attitudes to water and energy efficiency.



Water Label 3.751

INGENIO
DESIGNED FOR THE PROFESSIONAL INSTALLER

Fast installation

- Wall Fixing, or Self-supporting structure - load bearing to 400kg
- Feet delivered in the installation position
- Self-braking vertical adjustment for precise height setting
- 6/4 litre dual flush, on site adjustable to 4/2.6 litre
- QUIETO 90S delayed fill inlet valve
- Mechanical flushing
- Insulated cistern with protection against foreign bodies
- Secure water connection inside the cistern, built-in isolation valve accessible through flush plate
- WC connection kit supplied separately ready for the second fix

Height: 1100mm - 1300mm
Width: 350mm
Depth: 147-245mm

INGENIO WC PACKS
COMPLETE WALL HUNG WC SET

Water Label 2.951

DELUXE SAMOA PACK

- 4/2.6 litre dual flush
- QUIETO 90S delayed fill inlet valve
- Sphère chrome flush plate
- Rimless wall hung pan
- Pivciparte soft-close toilet seat

Water Label 3.751

STANDARD SAMOA PACK

- 6/4 litres dual flush on site adjustable to 4/2.6 litre
- WRAS approved 90S delayed fill inlet valve
- Smartly chrome flush plate
- Standard wall hung pan
- Maignis toilet seat

PRESTO SOHO L

MATERIALES 100% RECICLABLES FABRICACIÓN NACIONAL

GAMA BAÑO GRIFERÍA ELECTRÓNICA USO DE LAVABO TECNOLOGÍA SENSIA

TOP SOSTENIBLE
Máximo ahorro de agua

- Grifo electrónico Sensia con célula de detección por sensor para lavado de un agua fijación sobre reposa.
- Caudal 3 l/min (con presiones superiores a 1 bar). Modelos PLE: Caudal 1.5 l/min.
- Cierre por presencia.
- Entrada G1/2 hembra.
- Suministrado con: Elementos de fijación, 2 tuercas de montaje, junta, arandela, latiguillo flexible con tuercas de 3/8, válvulas de retención y llave de paso.

Transformador TV	Crómico	56230	366,00€
Pla CR P2 8V Ilo	Crómico	56220	332,40€
Transformador TV	Crómico	PLE56230	373,50€
Pla CR P2 8V Ilo	Crómico	PLE56220	339,90€



Technical Information

BATHROOM TAPS COLLECTION

Model	Min Operating Pressure	Max Operating Pressure	Water Label
BM-K Kelvin Basin Mixer	0.2 bar = 0.29 bar per min mixed	5	5.6 l/min
TBM-K Kelvin Tall Basin Mixer	0.2 bar = 0.29 bar per min mixed	5	5.6 l/min
BF-K Kelvin Bath Filler	0.2 bar = 0.29 bar per min mixed	5	Water Label NOT REQUIRED FOR BATH TAPS
BSM-K Kelvin 2 Tap Hole Bath Shower Mixer	0.2 bar = 0.29 bar per min mixed on spout or 5.3 bar per min on handset	5	7.8 l/min
BM-K-MB Kelvin Basin Mixer Matt Black	0.2 bar = 0.29 bar per min mixed	5	5.6 l/min
TBM-K-MB Kelvin Tall Basin Mixer Matt Black	0.2 bar = 0.29 bar per min mixed	5	5.6 l/min
BF-K-MB Kelvin Bath Filler Matt Black	0.2 bar = 0.29 bar per min mixed	5	Water Label NOT REQUIRED FOR BATH TAPS
BSM-K-MB Kelvin 2 Tap Hole Bath Shower Mixer (MB)	0.2 bar = 0.29 bar per min mixed on spout or 5.3 bar per min on handset	5	7.8 l/min

Solway Range

Model	Min Operating Pressure	Max Operating Pressure	Water Label
BM-S Solway Basin Mixer	0.2 bar = 0.29 bar per min mixed or 0.5 bar = 0.7 bar per min mixed	5	5.1 l/min
BF-S Solway Bath Filler	0.2 bar = 0.29 bar per min mixed	5	Water Label NOT REQUIRED FOR BATH TAPS
BSM-S Solway 2 Tap Hole Bath Shower Mixer	0.2 bar = 0.29 bar per min mixed on spout or 0.3 bar on handset	5	7.8 l/min

Low Pressure Kit

Model	Price
LP-KIT-K Kelvin - Low Pressure Kit (non-enriching flow)	€4.37 (exc VAT) €5.00 (inc VAT)

FRANCIS PLATINUM

MARTI

Model	Flow Rate
Mono Basin Mixer 4k6071	3.2 l/min
Mini Mono Basin Mixer 4k6070	3.4 l/min
Bath Filler 4k6072	15.0 l/min
Bath & Shower Mixer 4k6073	8.5 l/min

EXHIBITIONS 2023



Next Stop...
Cersaie Italy – 25/29
September with CEIR
and AVR

ISH 2023

INSTALLER UK 2023

Considerable interest from
manufacturers, retailers,
distributors and installers



EXHIBITIONS

2023

ISH 2023

- Over 50 delegates attended media event
- Speakers confirmed full support for UWL
- 40+ positive enquiries with 3 already converted
- Interest from 3 Countries outside of Europe
- Following up all enquiries
- Improved visibility of the UWL across registered brand stands

INSTALLER UK

- Well attended show
- High interest received from all visitors with requests for:
 - More information
 - Training videos/sessions from Installers
 - Follow up meetings with manufacturers/merchant groups
 - Limited visibility of the UWL on registered brand stands

CERSAIE – SEPTEMBER in cooperation with AVR/CEIR



❑ Going Forward

❑ Interest

- ❑ Chinese companies supplying Europe and major retailers
- ❑ Italian Tap manufacturers
- ❑ German manufacturers/retailers/manufacturers
- ❑ UK Distributors
- ❑ UK Buying Groups
- ❑ UK Tender platforms
- ❑ Focus on mainland Europe, raising visibility – seek National Trade Body support



What's New on the Website

- Recirculating Showers
- Aerators
- Label Guideline Updated
- Updated bulk form
- API Facility available
- Documents and presentations refreshed
- Exhibition section added – highlighting industry exhibitions





□ Website Visitors

- 40% of visitors spend 1 – 20 minutes on site
- Find a Product is most visited page
- Hike in visitors - associated with exhibitions/events/media attention
- Daily visitors average 300



PR COVERAGE

- 12 releases issued 12 used
- Social media platforms
- 16 Blogs/features
- European titles
- undertaking one to one interviews
- France
- Spain
- Portugal
- Brazil – Atena Publication
- Concept Bain



European Trade Bodies using material

- CEIR
- FECS
- BMA



Trade Show websites

- Installer
- ISH
- Cersaie



UWLA
Unified Water Label Association

SOCIAL MEDIA

- 50% Increase in followers/connections across all platforms
- Re-tweeting of our tweets
- Instagram - increase of posts
- LinkedIn connections up by 8% to 1520 connections



PROJECTS

- BIM OBJECT
- Series of training videos
- Greater use of API links



❑ PROJECTS

❑ BIM OBJECT

- ❑ Request received during ISH to link UWL and BIM object databases
- ❑ Challenge
 - ❑ Differing codes – will require UWL to include a field for BIM code and each product registration to be updated
 - ❑ time v benefit
- ❑ Pilot with one company to ascertain anomalies
- ❑ Going forward use API – simplifying process
- ❑ Great opportunity to bring all together for the benefit of registered brands



PROJECTS

SCHOOLS PROJECT

- Interactive
- Focus using water wisely
- Increased interest from schools as Climate Change and Environmental topics are embraced in the curriculum



PROJECTS

API LINKS

Retail – live with Tru Blue

BIM



□ GREEN CLAIMS

- As 'Green', 'Sustainability', Circular Economy, Sustainable Products are here to stay, is the UWLA message on using water wisely correct?
- European Parliament agrees that sustainable products should be the norm and the default option – market transformation.
- However, a company must be able to substantiate and communicate explicit environmental claims
- Durability, reusability and repairability are also included in sustainable products criteria – how or should the UWL embrace these aspects?
- Formation of a small WG to discuss and formulate a proposal to be agreed by General Forum at a future meeting – seeking representatives



☐ GREEN CLAIMS – Check List

- EU and UK legislation similar – been around for 2 years or more
- Claims suggest that a product, service, brand or business provides a benefit or is less harmful to the environment and is not miss leading
- Clear, concise, accurate and up to date
- Claims should state whether it applies to whole life cycle or if caveats apply these must be clearly stated
- Durability or disposability is clearly stated
- The claim must not 'hide' information about the environmental impact
- Claims must be justifiable
- Features or benefits must also be justifiable



❑ MANUFACTURERS POSITION PAPER

- Under development
- Base document used is Advantages of a Self Regulation
- To include:
 - Introduction
 - Position
 - Evidence – using UWL data
 - Identify potential saving using JRC 2019 report
- Completed by October for circulation and comment prior to issuing



2023 TECHNICAL ACTIVITY

- Working Groups
 - Recirculating Showers
 - Technical documents, bulk upload and website updated
 - Waiting for first registration
 - Spray Seats and WCs
 - Next meeting 20/21 September in Brussels
 - Have you returned your 'Preference' criteria to Secretariat
- CEN Functionality Standard
 - Out for public comment and vote
 - Expected to be published end of 2023 or early 2024
 - UWLA to amend testing criteria with additional test to align with the Standard
- EN 200/EN 817 review publish end of year includes flowrate – UWL validate
- UWLA UK representation on B504/8 Sanitary Tapware
- Audit Process
 - 2023 annual audit on going
 - 37 Brands identified
 - 464 products to be verified



Working Groups

□ POLITICAL OVERVIEW

□ UK

- Consultation November 2022 – awaiting delayed outcome
- Plan for Water issued in April 2023 – mandatory label – with backstops that align with the UWL top two grades – Defra renegade on backstops due to media attention.
- Environmental Action Update received 19 July looks at supply and demand with the acceleration of water smart metering and references mandatory efficiency label. UWL remains a positive option.
- The UK will face change of government before 2025 and government cutbacks implemented
- Opportunity for UWLA to have increased UWL presence in marketplace that demonstrates to UK government and European Commission Industry can lead
- Future Homes
 - On going discussion/workshops that will ultimately encourage water efficiency at local level dependent on drought/scarcity issues for new build
- Adapting Building Regulations – Part G
 - Expect amendments to be implemented by 2025
 - Lowering to 100 or even 80 l/p/p/d
 - Backstop levels - aspirational
 - Basin taps 3 l/p/m
 - Kitchen taps 6 l/p/m
 - Showers 6 l/p/m
 - WCs 4/2.6 per flush

UWL GREEN BAND





Working Groups

□ POLITICAL OVERVIEW

□ EU

□ Circular Economy /Eco-design/Green Deal

- Greater sustainability goals
 - Energy and raw materials focus
 - Greater portfolio of consumer products
 - Repairability, durability, recyclability, spares and availability
 - Details on which products to be discussed via delegated acts
 - Eco-design will capture all consumer product
 - Ban on destruction of unsold consumer goods – starting with textiles and electronic equipment from 2026
 - Watching brief and engagement with CEIR and FECS – stronger voice
-
- Several meetings held with DG Env regarding functionality standard and the role of the UWL this year
 - ESPR and Sustainable Finance for water - align with top 2 grades of UWL – great opportunity to demonstrate compliance with the UWL



Christian Taylor Hamlin, is leaving European Bathroom Industry and the Unified Water Label

Chris has been a huge advocate of the Label from the beginning, undertaking a leading role in the development of the technical criteria and lobbying hard on behalf of the Industry.

A HUGE thanks go to Chris, who will be missed for not only his knowledge and experience, but his British humour.

The UWLA wish Chris all the best in his next venture – Heat Pumps

There will always be a place at the table for Chris.

Best wishes, UWLA.





DATE OF NEXT MEETING

DATE OF NEXT GENERAL FORUM, AGM and WGs MEETING

Spray Seats and WCs 20/21 September at Cerame Unie offices in Brussels

**AGM, General Forum 14 and 15 December at Roca Gallery, Barcelona.
Stay safe and well and enjoy your vacation**