

Bright Butler

WRAP WUP
TRADE CONCEPTS

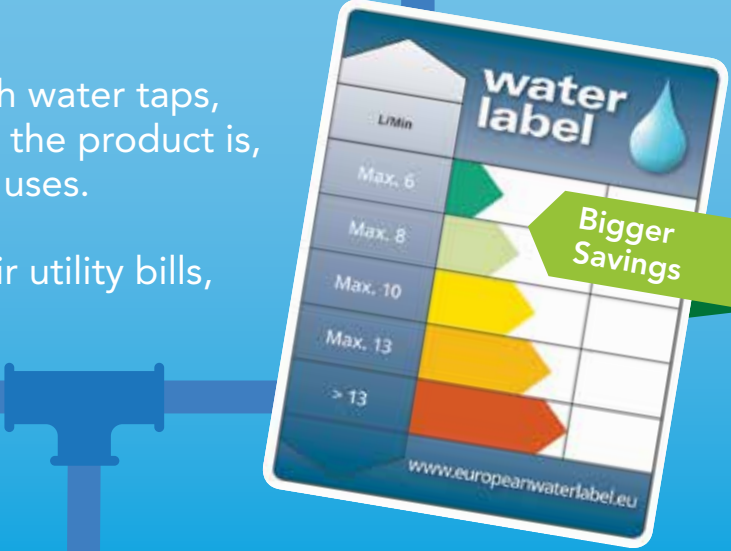
Water label shelf talker

What is the Water Label?

The Water Label tells you how little or how much water taps, showers, toilets or baths use. The more efficient the product is, the less water and energy (to heat that water) it uses.

Your customers will notice the difference on their utility bills, but not on performance.

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



Water label poster

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Water label shelf talker

Save your customers up to £165 a year.*



Use the Water Label to find high-performance and efficient taps, showers, toilets and baths from the brands you trust.

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

*Based on an average family of four: up to £75 energy saving and £95 water saving (if water metered) each year.



Water label poster



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WRAP: TRADE CONCEPTS

Tap shelf talker



A tap that saves your customers water and money

Dual action click taps put your customers in control – click once for low flow, twice for high.

They'll love the taps and, by heating less water, love the lower energy bills even more.

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



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water label	
L/Min	
Max. 6	Green arrow pointing right
Max. 8	Light green arrow pointing right
Max. 10	Yellow arrow pointing right
Max. 13	Orange arrow pointing right
> 13	Red arrow pointing right

Bigger Savings

www.europeanwaterlabel.eu

Toilet shelf talker



Don't let your customers flush their money away


22% of the water used in the homes is flushed down the loo.

Dual flush systems work just as well, but typically use only six litres or less for a full flush and just four litres for a reduced flush.

Use the Water Label to find a water saving toilet.
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Toilet poster




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Bath shelf talker



Water efficiency made simple

Water efficient baths are designed with curved sides and raised ends and use less water to fill.

Give your customers the same soothing bath experience and help them to save water, energy and money.

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



Bath poster

The poster features a large blue circle at the top left containing a white bathtub icon. A blue pipe runs horizontally from the circle to the right, then curves downwards and then back to the left, ending in a T-junction. The background is a solid blue color. The text "Water efficiency made simple" is in large white font. Below it, the same three paragraphs of text as the shelf talker are present. The Water Label graphic is also included, with a green callout box pointing to the green arrow. The website "www.europeanwaterlabel.eu" is at the bottom.

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Water efficient baths are designed with curved sides and raised ends and use less water to fill.

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WRAP: TRADE CONCEPTS

Shower shelf talker



High performance showers and lower bills?

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

Aerated showerheads mix air into the flow. Your customers will love the shower and, by heating less water, love the lower energy bills even more.

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



Shower poster

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L/Min	Water Label
Max. 6	Green arrow (Bigger Savings)
Max. 8	Light green arrow
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www.europeanwaterlabel.eu