

**MARKETING WORKING GROUP MEETING  
NOTES  
15 February 2022**

**6. INTRODUCTION**

Timo Kopka welcomed all and thanked Mrs Orgill for producing the presentation that will be used as the basis for the discussion focus. The presentation is upload to the uwla.eu website.

The agenda was accepted with no additional points added.

Mrs Orgill referred delegates to the Competition Rules for discussion, reminding all, of the boundaries for discussion and actions for non-compliance.

**7. 2021 ACTIVITY**

Mrs Orgill provided an overview of activity undertaken during 2021 which focussed on raising awareness and improving visibility of the label in the marketplace. It was noted that an easily downloadable portfolio of material is free to be downloaded from the website for all to use. There is also an option, upon request to have the material translated into local language.

Mrs Orgill informed that during 2021, 29 articles, 17 features and regular blogs had been issued. Mrs Orgill asked colleagues, if they see any articles referencing the UWL to send copies as this will help to build a portfolio of cuttings of material used.

It was also noted that the UWL social media presence is increasing daily. Mrs Orgill advised that additional blogs to support National Associations can also be produced on a regular basis, and for any interested parties to contact her.

**8. FOCUS 2022**

It was reported that the UWLA Board support an ongoing focus that will raise awareness and improve market representation for 2022. Delegates supported this direction.

Website

Mrs Orgill provided an overview of the website rebuild, which has been fraught with challenges not envisaged, but which have been overcome. It was noted that amends to the forms, costing, audit, and upload forms have been completed, which will require additional review and input from members of the scheme. The new website, of which the public face is live, continues with the rebuild of the database and calculators which is nearing completion. It was also noted that the existing database has been retained and kept up to date.

Mrs Orgill reported that the new site will allow members to have greater search facility, with the new software being used having the capabilities to generate labels incorporating technical icons, and links to ANQIP, Swedish Energy and Swiss Energy databases.

The presentation displayed visuals on the new sections of the website, including examples of how companies will gain access to their company information and product database and images.

Mrs Orgill highlighted 2021 website visitors, with over 65,000 unique visitors and over 10,000 architects using the database and water calculator on a regular basis. Mrs Orgill advised that the site is now offering advertising opportunities for supporters and registered brands for a low cost – interested parties to contact Mrs Orgill.

A member requested that the new website complies with the disability regulation and the Global Standard for accessibility (soon to be adopted by the EU) WCAG 3. Mrs Orgill said she would seek confirmation from the web developer that the new site complies.

#### Revised and new graphics to reflect technical additions

Energy Dial – Mrs Orgill reported that she had received comment from members who sought a review of the energy dial grades. Although little comment at the meeting was sought in support of amends, Mrs Orgill stated that she would review and circulate any proposals for change to the Committee.

Recirculating Shower Label – following the development of a new technical criteria for recirculating showers, it was proposed that the Marketing Committee investigate and propose the contents for a new label that depicted the flow in conventional showering mode and a comparison for the recirculating mode on the same label. Members supported the view of keeping the label simple and not to detract from the base label. Mrs Orgill stated that she would take on board all comments and circulate for comment a draft label.

#### A portfolio of black/white, grey scale labels

The Chairman proposed that a series of labels is produced in black and white or grey scale to enable members to use these on packaging where colour labels are not required. Mrs Orgill advised she will arrange for these to be produced.

#### PR Plan 2022

Mrs Orgill displayed the outline plan for 2022 which is similar to 2021 but with a greater focus on building relationships with 'friendly' European titles with the help of National Associations. Mrs Orgill commented that an extension of the information packs for installers and merchants to complement the retail packs will be uploaded to the website, National Associations were urged to promote these and if necessary, work with the UWLA to translate.

#### Questionnaire

Mrs Orgill reported on the findings of the recent questionnaire which identified that registered brands are finding it difficult to identify where each material can be used. Members also stated, that internally within the companies, it is often not the person responsible for registering that undertakes the marketing. Mrs Orgill stated that a circulation list is currently

being developed to identify marketing personnel within member companies. Members agreed this should be a higher priority going forward.

#### Capturing Retailer and Consumer Views

Mrs Orgill requested members help to collate a portfolio of retailer and consumers views on sustainability, water and energy efficiency and the Unified Water Label. In regard to this, she asked members help to collate such views which can be displayed (with permission) on marketing material.

#### Events

Mrs Orgill reported that the UWLA is having a presence at National exhibitions to raise visibility of the label – the first one is KBB Birmingham, with others to follow at National level working with National Associations.

It was proposed that ISH 2023 could be an option, Mrs Orgill was asked to investigate. Mr Velazquez requested opportunities to speak at various Congresses across the merchant, distributor, installer and architect base. Mrs Orgill stated that she can produce a generic presentation for use.

#### **9. Date of Next Meeting**

It was proposed that the next meeting is held mid-July. Venue and exact date to be agreed.

