



The Unified Water Label

Label Guidelines

Issue 4 | October 2021

This Guide explains how the Unified Water Label should be displayed when being used on all printed and electronic media and any other applications.

The Guide also offers examples of how registered brands are using the label. The Label is available in various formats and sizes to suit different applications and product categories.

Full Label

The full label shows how the product stands against similar products with differing flow, volume or capacity levels.

The Label can be embedded into other graphics, but no adjustments can be made to the shape or format – with the exception of inserting the actual flow, volume or capacity figures.

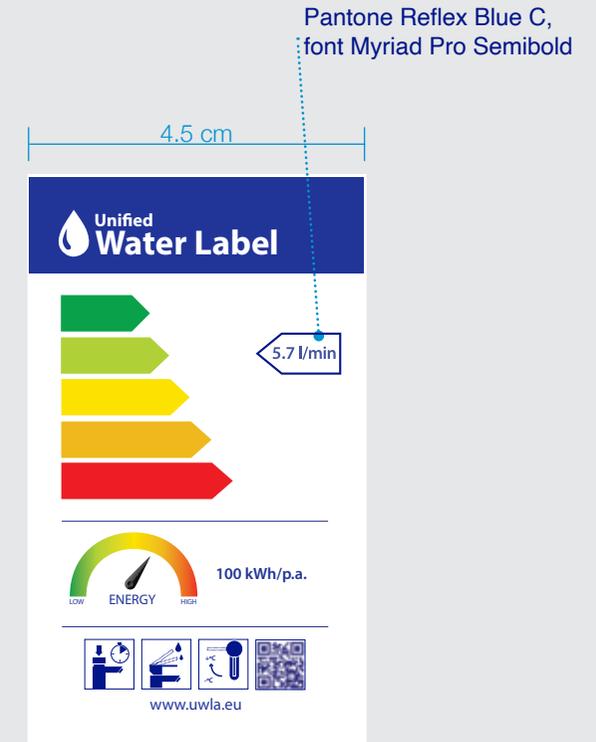
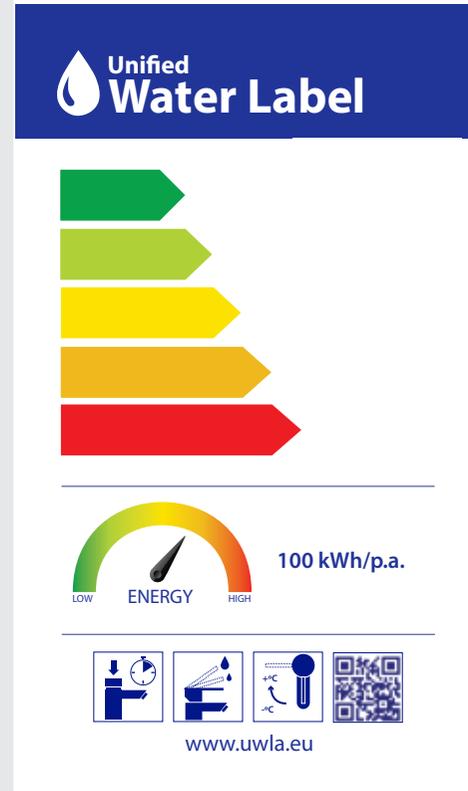
Flow or volume figures should always be to 1 decimal place with the exception of WCs which must be to 2 decimal places with baths requiring no decimal points.

When a specific rating is to be shown, a blue panel in Pantone Reflex Blue C can be added to the right side of the chart with the appropriate flow rate, volume or capacity for that product overlaid in Myriad Pro Semibold text and a font size to match the text in the scale on the left of the Label.

The Labels provided are left blank for this purpose but can be used as is, as a general example of the full chart.

Amends in local language are acceptable within the energy icon section.

Above or below the label the registered brand name can be included.



The label must not be displayed any smaller than 45mm in width and must remain in proportion.

The examples above from left to right are suitable for: Taps and Showers, WCs, Cisterns and Baths.

Flexibility of the Label

The full label can be adapted to allow flexibility for companies to add their own branding and local language to the label.

The graphic opposite demonstrates the elements can be changed (surrounded by dotted box) and which elements are mandatory.

The flexible optional elements are:

The energy icon

This can be adapted to suit the specific products energy use.

The Technical Icons/QR Code/Logo

There can either be 3 technical icons and either a QR code or your logo. If you do not wish to have a QR code or logo you can include 4 technical icons.

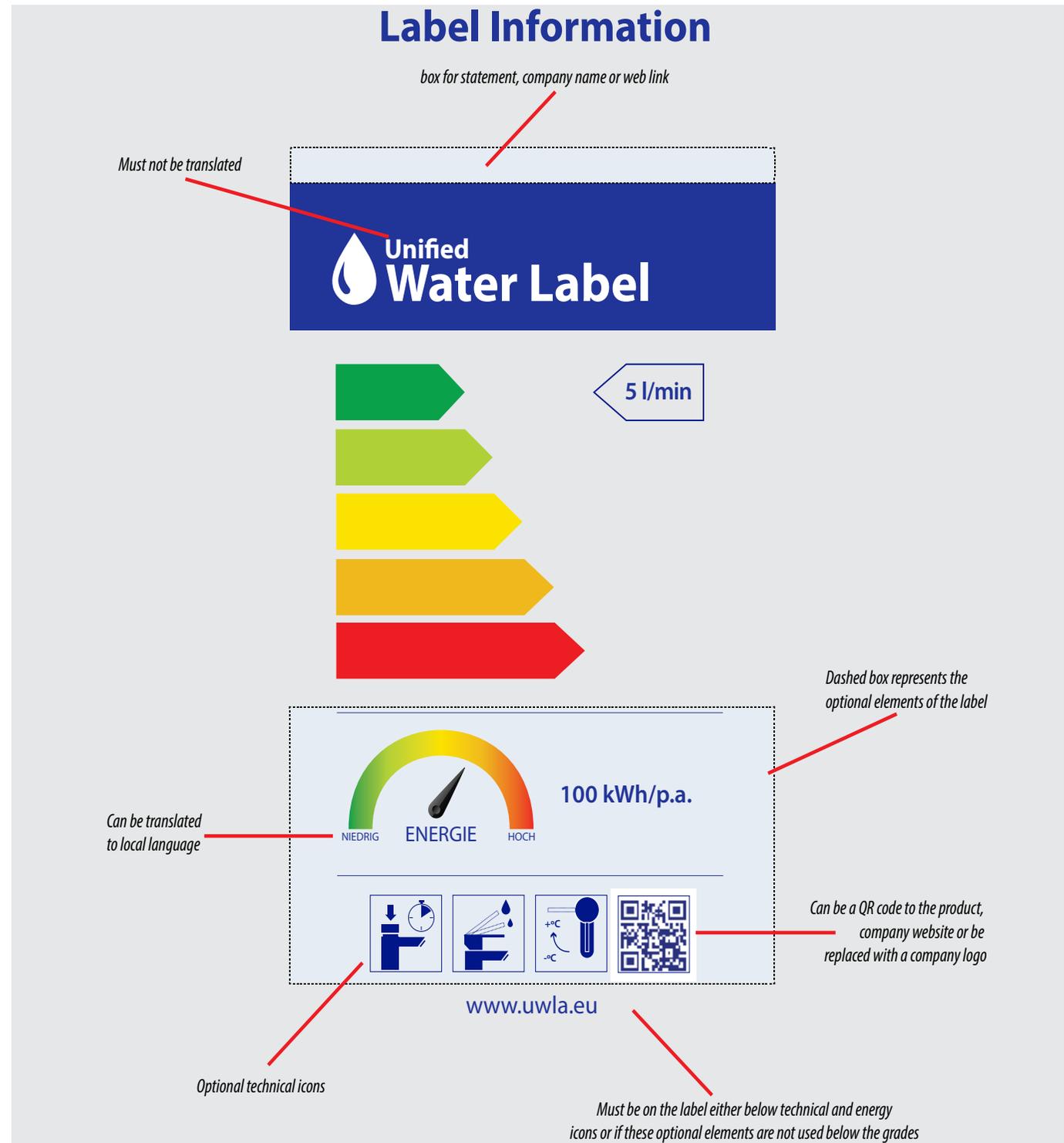
Banner above the Label - This can be used to have a statement, company name or website address.

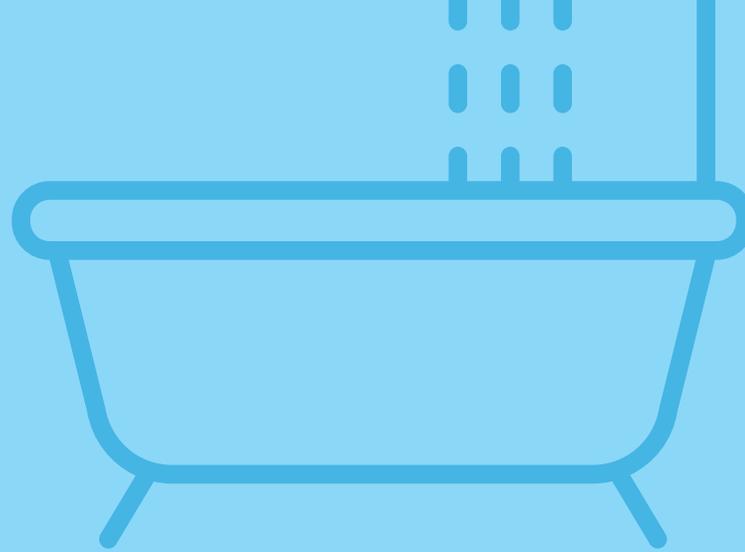
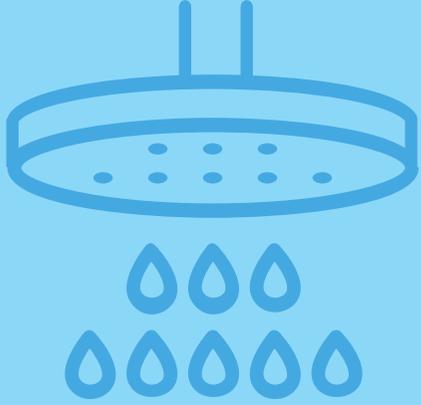
The Mandatory elements are:

The Unified Water Label Banner

The UWLA website address

The Colour Banding





The Unified Water Label.

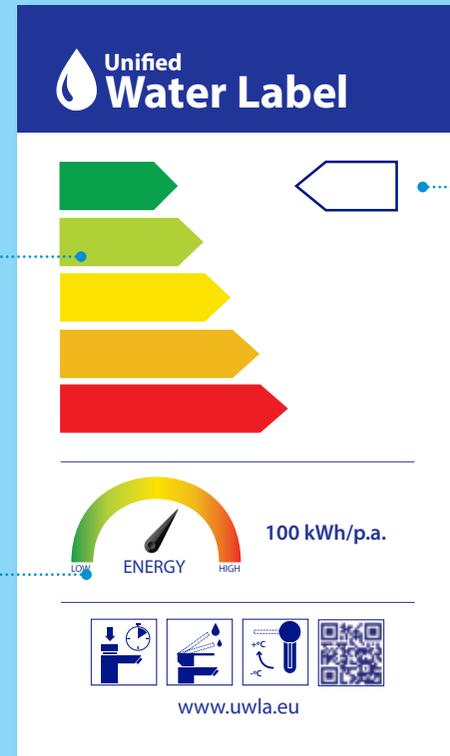
Simple & Honest
Straightforward
Informative & Reliable

Discover how the Unified Water Label helps you choose the best bathroom and kitchen products to suit your lifestyle and your budget.

Performance band

Actual performance

Type of measure



Water consumption at a glance



Example of the Label on a member website

The screenshot shows the website salledebains.fr with a navigation menu including 'Conseils de pose pour la Salle de Bains', 'Normes Certifications', 'Réglementations', 'Idées Aménagement', 'Equipements', and 'Projet Rénovation'. The main content area is titled 'Water Label' and contains the following text:

Les fabricants européens consentent des efforts de préservation des ressources en eau potable en Europe et de leur responsabilité en ce domaine adhèrent progressivement depuis 2013 au « Water Label » dont la vocation est de promouvoir les produits de la salle de bains les plus vertueux en termes de consommation d'eau.

Ce label européen caractéristique par l'application sur les produits et les emballages dans les FDS d'une échelle colorée bien connue des consommateurs mais adaptée à la consommation d'eau des principaux appareils sanitaires.

- Baignoires
- WC
- Cuvettes mûllesdantes
- Récipients
- Mécanismes de chasse
- Douche à jets, bidets, éviers...
- Proximité de douche
- Douchettes
- Urinoirs

Below the text is a 'water label' graphic showing a scale from 'Max 6' (green) to 'Max 12' (orange) with a '11' rating. The AFISE logo is at the bottom.

Examples of where the Full Label has been used correctly

The following are examples of how registered brands are currently using the Unified Water Label within online product catalogues, websites and packaging.

The screenshot shows the Roca website with a navigation menu including 'Products', 'Our Company', and 'Where to find us'. The main content area is titled 'Our Company' and contains the following text:

The Water Label
Many of our products are registered with the Water Label scheme because we are committed to reducing water consumption.

The European Water Label scheme is intended to improve the water consumption and performance of the bathroom products.

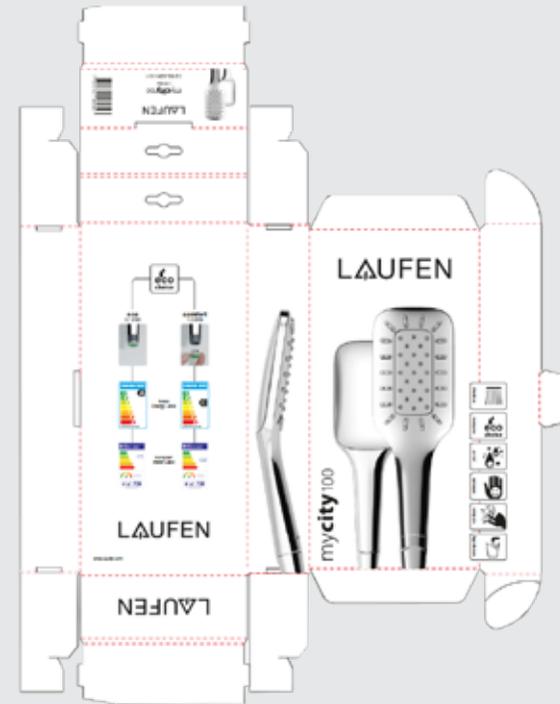
Bathroom manufacturers across the globe are aiding governments in their quest to reduce water consumption by producing new, exciting, innovative and technologically advanced bathroom products while still delivering a bathing experience that consumers can enjoy.

The European Water Label Scheme provides easy access to a database of bathroom products which, when installed and used correctly, will use less water, save energy and save money.

The Roca products tagged with this label are certified. Click [here](#) to see the updated list.

Below the text is a 'water label' graphic showing a scale from 'Max 6' (green) to 'Max 12' (orange) with a '11' rating. The website URL www.rocagroup.com/etb/es is at the bottom.

Examples product packaging



Examples of where the Full Label has been used correctly

The following are examples of how registered brands are currently using the Unified Water Label within online product catalogues, websites and packaging.



The Labels provided are left blank for this purpose but can be used as is, as a general example of the full chart.

Additional Information

This Label has the inclusion of energy and technical icons.

Registered brands are encouraged to include the agreed energy icon plus highlight via inclusion of technical icons thereby offering additional information to make an informed choice and will become a mandatory element of the scheme.

The energy icon can be added to the base of the Unified Water Label to depict to the consumer the expected annual energy use. Local language translation for the energy icon is accepted.

It is required that all basin taps, kitchen taps, showers (handsets and mixer controls) and baths shall carry the energy icon.

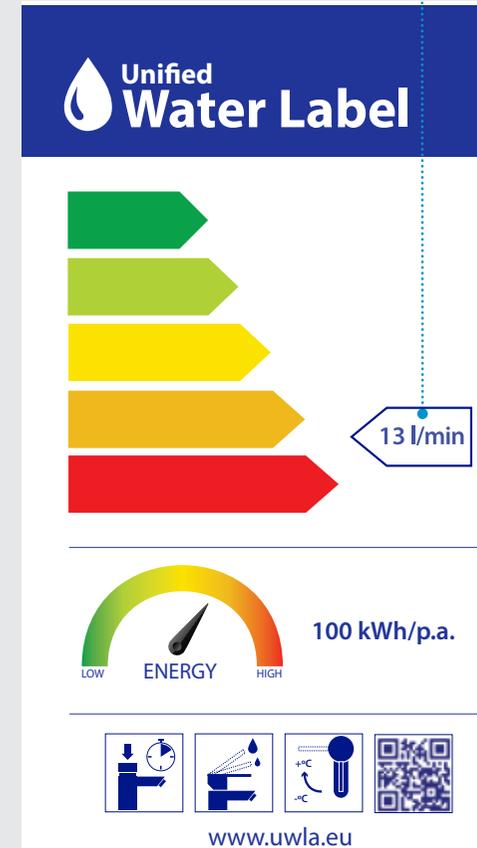
The energy icon shall in all cases be placed under the main water rating and to the far left of the space provided for all technical icons (for the applicable categories).

The electronic database will automatically add in the associated energy rating using the agreed methodology and the advised flow rate of the product.

Only THREE Technical icons can be included on any one Label alongside the Energy icon. The technical icon selection must align with the company's declaration of conformity.

When a specific figure is to be shown, a blue panel in Pantone Reflex Blue C can be added to the right side of the chart with the appropriate flow rate, volume for that product overlaid in Myriad Pro Semibold text and a font size to match the text in the scale on the left of the label.

Pantone Reflex Blue C,
font Myriad Pro Semibold



Sanitaryware, Urinal and Bath Technical Icons

WC TECHNICAL ICONS

Description	Associated Icon
Standard Cistern and Bowl Arrangement with a washdown toilet bowl – all trap arrangements.	GRAVITY / TOILET
Single Flush Standard Cistern and bowl Arrangement with a washdown toilet bowl – all trap arrangements.	SINGLE FLUSH
Assisted Flush Standard Cistern and bowl Arrangement with a washdown toilet bowl – all trap arrangements.	ASSISTED TOILET
Dual Flush Standard Cistern and bowl Arrangement with a washdown toilet bowl – all trap arrangements. Full and reduced Flush volumes will be stated in the label.	
Standard Cistern and toilet bowl combination – all trap arrangements.	
Standard toilet bowl sold on its own – all trap arrangements.	
Standard toilet cistern sold on its own – all trap arrangements.	

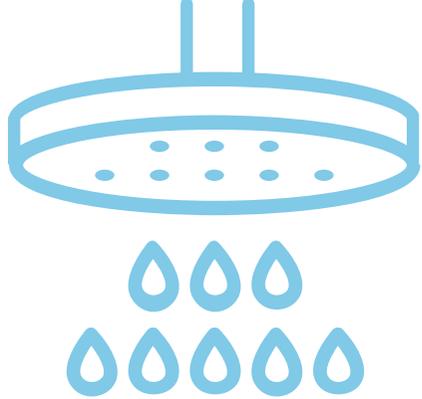
Sanitaryware,
Urinal and Bath
Technical Icons

URINALS TECHNICAL ICONS

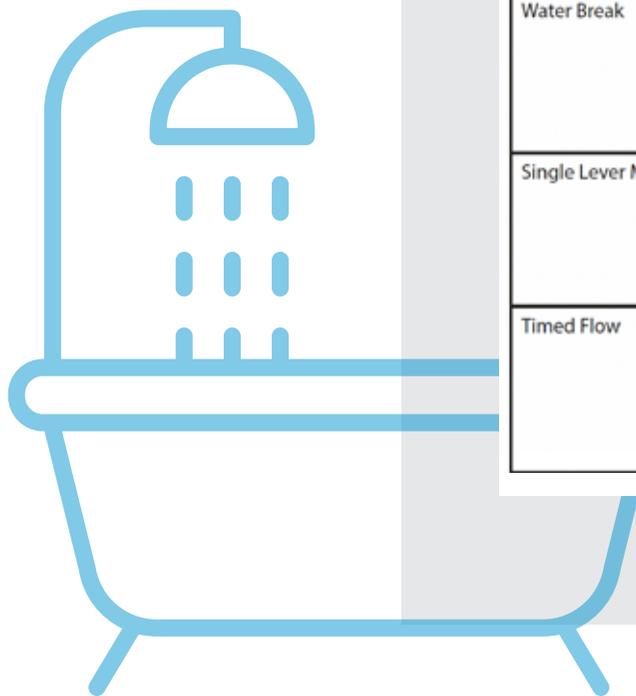
Description	Associated Icon
A pressure flushing valve kit with no extra parts needed, supplied to meet requirements. Directly connected to a supply or distributing pipe which is designed to flush the urinal manually	
An electronic automatically operated flushing sensor valve serving urinals	
Urinal Bowl independent or sold with cistern	
Urinal Bowl independent or sold with cistern	

BATHS TECHNICAL ICONS

Description	Associated Icon
Baths freestanding or standard design.	

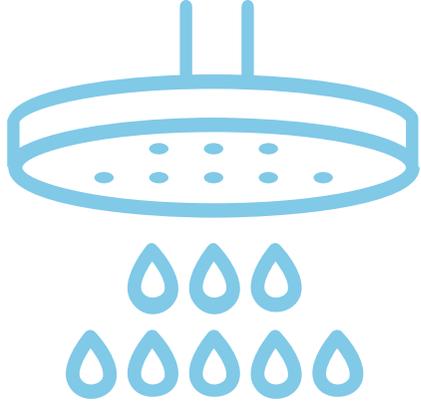


Taps and Showers Technical Icons

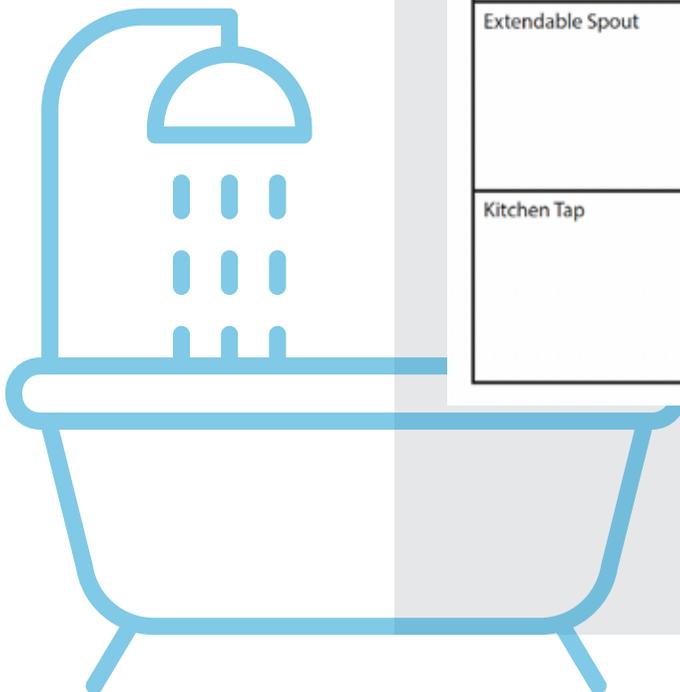


TAPS AND SHOWERS TECHNICAL ICONS

Technology	Description	Associated Icon	Applicable to
Thermostatic	Must meet the requirements set in chapter 10.8 of taps and showers technical criteria.		Taps and Shower systems that meet EN 1111 and/or EN 1287
Shower Set	Including Hand sets and Spray Handset		Bath/Shower Taps and Shower Systems
Boost	The boost function is a water and energy saving feature. It allows for a temporary increase in flowrate that enables the user to more easily undertake a specific action. The boost function must auto return after flow control is turned off. Must meet the requirements set in chapter 10.1 of taps and showers technical criteria.		Showers/Taps
Water Break	Additional force/action required – can be in the same plane as normal opening function. Does not need to be auto return as this is assured by closing the flow. Must meet the requirements set in chapter 10.10 of taps and showers technical criteria		Tap and Shower Systems
Single Lever Mixer Taps	Standard dual flow mixer taps		Single Lever Taps
Timed Flow	The time flow function is a water and energy saving feature for taps that have a variable or fixed concussive timed flow. Must meet the requirements set in chapter 10.9 of taps and showers technical criteria		Tap and Shower Systems



Taps and Showers Technical Icons



Shower Hand set	Handheld shower with hose		Shower Handsets
Sensor Function	- If proximity or motion sensing – auto off after removal of hands. Must meet the requirements set in chapter 10.4 of taps and showers technical criteria		Tap and Shower Systems
Cold Start	Use of a specific cold start function can reduce the unintended use of hot water (that could be wasteful). Must meet the requirements set in chapter 10.2 of taps and showers technical criteria		Taps: - Single Lever - Combination Taps - Pillar taps
Extendable Spout	Kitchen taps that use an extendable Spout		Kitchen Taps
Kitchen Tap	Conventional Kitchen Mixer Taps		Kitchen Taps

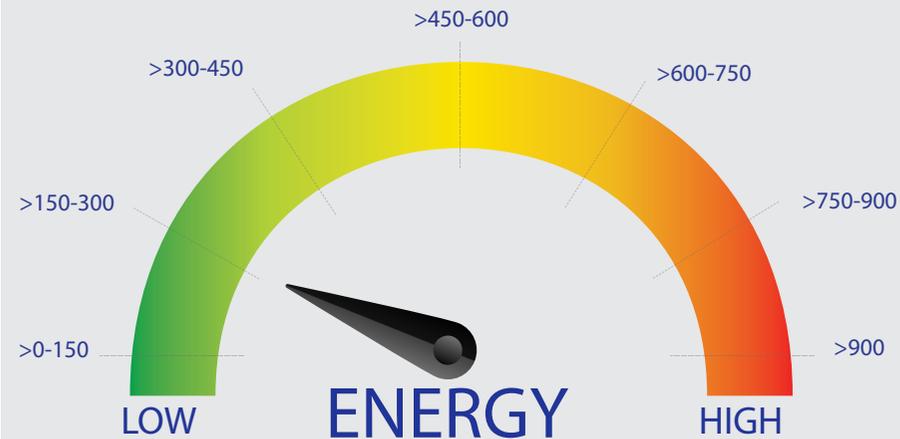
Using the Energy Dial

The methodology for energy can be calculated as specified in the Unified Water Label Criteria and is specified in kWh/p.a.

The electronic database will automatically add in the associated energy rating using the agreed methodology and the advised flow rate of the product. The energy icon will be displayed with the label on the product database.

The figure will be placed as indicated in the icon to the left of the dial.

This same figure should be compared and categorised in the table to indicate the position of the needle, then aligned as per the illustration e.g. 150 to 300 kWh/p.a. align needle to the 30 degree indicator in the illustration.



150 kWh/p.a.

kWh/p.a. (min)	kWh/p.a. (max)	Degree
0	150	0
150	300	30
300	450	60
450	600	90
600	750	120
750	900	150
>900		180

Examples of where the energy icon has been added to the existing tap label



Additional Information

This Label has the inclusion of energy and technical icons. Registered brands are encouraged to include the agreed energy icon plus highlight via inclusion of technical icons thereby offering additional information to make an informed choice.

The energy icon can be added to the base of the Unified Water Label to depict to the consumer the expected annual energy cost of using the product. It is required that all basin taps, kitchen taps, showers (handsets and mixer controls) and baths shall carry the energy icon.

The energy icon shall in all cases be placed under the main water rating and to the far left of the space provided for all technical icons (for the applicable categories).

Only THREE Technical icons can be included on any one Label alongside the Energy icon.

When a specific figure is to be shown, a blue panel in Pantone Reflex Blue C can be added to the right side of the chart with the appropriate flow rate, volume for that product overlaid in Myriad Pro Semibold text and a font size to match the text in the scale on the left of the label.

Examples of the label in use at a European Exhibition



It is appreciated that space in printed matter is a premium and therefore a 'family' of Labels have been created. If using this size of label a full explanation of the Unified Water Label must be included in the document being published, a copy of the explanation document is included in this download pack.

A. Reduced Size Label

The reduced label shows only the maximum water use value and colour arrow for the specific product listed. This format of the label is to be used when space is restricted.

B. One-line Label

The one-line label shows the product water efficiency value in its simplest form and should only be used when space in a document is restricted.

This version of the label requires you to add in the product numeric value in black (see example below).

C. Extra Small One-line Label

This version of the Unified Water Label should only be used in printed catalogues/brochures and then only where space in a document is severely limited.

It should never appear on its own and must be accompanied by the description detailed below on the relevant page.

This version of the label requires you to add in the product numeric value in black (see example below).

A.



20 mm

The label must not be displayed any smaller than 20mm deep and must remain in proportion.

B.



7 mm

The label must not be displayed any smaller than 7mm deep and must remain in proportion.

C.



5 mm

The label must not be displayed any smaller than 5mm deep and must remain in proportion.

Description to be included on a page when using the Extra Small One-line Label

The Unified Water Label for ***** (product category) Water is a precious commodity and we must use it wisely. You can now tell by looking for the European Water Label how much water a product uses in normal domestic conditions. For example a green arrow shows that a product uses the least amount of water as opposed to an arrow flag indicating that the product uses more water. You can find a complete explanation of the Unified Water Label and how it works for other products as well, at the front of this brochure.

Example of a printed product brochure (Extra Small-One Line Label)

Examples of where these labels have been used correctly.

Satinjet®

3 Tahí Handset
SJT123
Two function handset offering two types of spray
Satinjet body shower or massage.

4 Tahí Over Head Wall-Mounted Shower
SJT 007
Satinjet fixed head for all-over coverage.

5 Tahí Shower Kit
SJT 006SH
Two function handset offering two types of spray
Satinjet body shower or massage.
Smooth style hose for easy cleaning.

Water Label 11 l/min

Water Label 9 l/min

For icon key, water label details and water pressure please see pages 78, 79 and 80.

Supply Line Flow Regulators

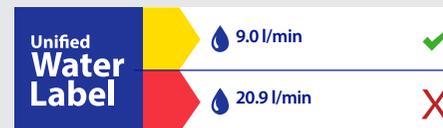
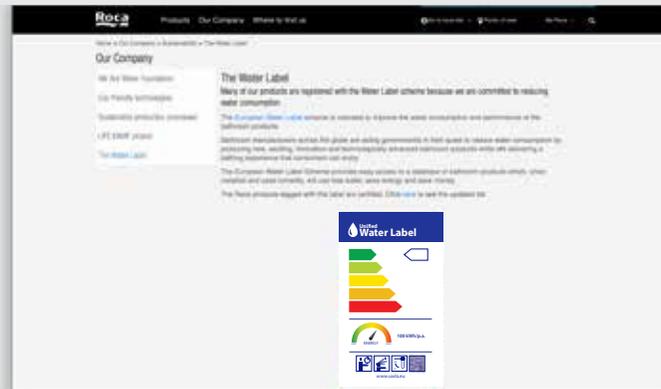
If a Shower Handset is supplied with a supply line flow regulator and the product complies with the scheme regulations a further Label may be used (see example below).

This Label requires 2 numeric values to be printed after the green and red arrows detailing the flow rates with and without the flow regulator fitted, to 1 decimal place, the text should match the colours of the arrows and the font must be in Arial.

A complete description of the Unified Water Label must be included in the document using this type of Label.



Example of where this Label has been used correctly



Shower Handset Neck Leaflet

This Label is designed to be used with Shower Handsets and Taps - where a flow regulator is included, loose in the product box or packaging.

It is intended to show the difference in the appliances water flow with and without the use of the regulator. Values to this effect can be printed in the corresponding part of the chart using black, Arial text. The size of the leaflet must not be altered or any other part of the artwork amended without prior permission.

A high resolution PDF file of this artwork is included in the relevant downloadable pack which is available from the your registered area.



Labels provided in the download pack are in the following formats:

JPG: Hi resolution, 300dpi, CMYK (this format is suitable for most applications) EPS – 300dpi, CMYK PDF: Hi resolution, print quality, CMYK

Efficient

The 'Efficient Product' blue Label can only be used with the following categories:

- Electric Showers
- Urinal Controllers
- Replacement Flushing Devices
- Greywater Systems

All other categories must use the correct full or family of Labels and follow the relevant instructions

There are 2 versions of the Efficient Product label, a large one containing the words EFFICIENT PRODUCT and a smaller version for use where space is severely limited.

Large



The label must not be displayed any smaller than 35mm deep and must remain in proportion.

Small



The label must not be displayed any smaller than 10mm wide and must remain in proportion.

Examples of where this Label has been used correctly



Using the Label

Whilst the complete suite of labels are available, you will only gain access to those areas for which your company registration has been granted and products listed. Further advice and information on this can be obtained from the Unified Water Label Administrator (info@europeanwaterlabel.eu). The Unified Water Label remains the property of the Unified Water Label Association (UWLA) at all times and permission to reproduce the Label in any other format than those provided must be gained from the company prior to use.

Colour Reference Chart for text in the One-line Label and the arrow on the Extra Small One-line Label

Colour	Pantone	C (%)	M (%)	Y (%)	K (%)
Green	361 C	76	0	91	0
Sage	382 C	30	0	94	0
Yellow	Yellow C	0	0	100	0
Orange	7409 C	0	38	94	0
Red	032 C	0	91	87	0

Examples of promotion materials.

NSF PRODUCT EVALUATION: EUROPEAN WATER SAVING INITIATIVES
NSF-WRC

NSF-WRC is capable of testing items to the EWL (European Water Label) and Water Technology List (WTL) along with the annual audit testing.

Products applicable to such schemes include:

- > Shower heads
- > Baths
- > WC toilets
- > Taps
- > Flow Regulators
- > Pipes
- > Washing Machines
- > Scrubbers and Drains
- > Steam Cleaners
- > Water Management Software

SUPPORTING WATER EFFICIENCY

All Britains recognise the benefits of saving water. With this in mind, we're proud to support the European Water Label Scheme.

Throughout the brochure you'll find the Water Label's Flow Rate Indicators (see below) to help you find out which products are the greenest and which the flowiest. If a product has a rating in green that you can tell it has a high water efficiency. Where the rating is in red that indicates higher water usage, but gives you greater flow from your taps and showers for a faster filling basin and more invigorating showering experience.

Products that form part of the European Water Label Scheme include:

- **Taps** - basin and kitchen (including bath shower mixer) including hot, cooling and combination tap assemblies for use with wash basins, baths and sinks
- **Shower Controls**, electric showers and mixer showers (including bath shower mixes - shower flow only)
- **Shower Heads** - including handheld and accessories

Water is precious resource and we should use it wisely. You can now easily find out how much water a product uses in normal domestic conditions. You can find a complete explanation of the label and how it works.

at www.europeawaterlabel.eu

The Water Label Explained

Performance band

Actual performance

Flow rate

Examples of exhibition use.





The Unified Water Label

Label Guidelines

Unified Water Label Association

Rue Belliard 12/1040, Brussels, Belgium

www.uwla.eu