January 2022

Unified Water Label

THE UWLA MERCHANT COMMUNICATION PACKAGE

Introduction
This pack has been put together to help UWLA members and partners promote the benefits of water efficiency and UWL registered products.

The messages are aimed at consumers, so we are asking organisations and companies to share the pack with their own networks to encourage the retailers, plumbers, installers and others that have direct communication with the customer, to use and promote.

We have included below a description of what is available, suggestions for how to use it and a link to the website to download the documents.

We welcome your feedback, please email us at schememanager@uwla.eu

#dontforgettheplug
Four simple messages under a memorable #. This can be used as a visual for social media, as an advert or to support consumer press releases.
Follow these links to save the images #dontforgettheplug 1, #dontforgettheplug 2

5 Steps Leaflet
Five simple steps to help consumers achieve a sustainable bathroom - includes potential cost savings. This can be used as a mail out or printed as flyer for display
Follow this link to download 5 Steps Leaflet - UK, 5 Steps Leaflet - European

Top tips in the bathroom
Four top tips that illustrate savings in water and energy. This can be used as a mail out or printed as flyer for display
Follow this link to download the Flyer

Water Matters flyer and leaflet
A flyer and a leaflet that explains why it is important for merchants to support the Water Matters campaign that can be printed or emailed to merchants
Follow this link to download the flyer and the leaflet

Videos and gifs
We produce short videos and animated gifs to share messages on social media.

Follow our YouTube and Social Media channels to share.
YouTube channel is *here*
This is our Twitter account *here*
Follow us on Instagram *here*

UWLA
Unified Water Label Association

Visit www.uwla.eu

SUPPORT THE UNIFIED WATER LABEL
AND BE PART OF THE SOLUTION

#dontforgettheplug

P **PREVENT** water scarcity
L **LINK** water, energy and carbon issues
U **UNDERSTAND** how much water is used
G **GAIN** from saving money on bills

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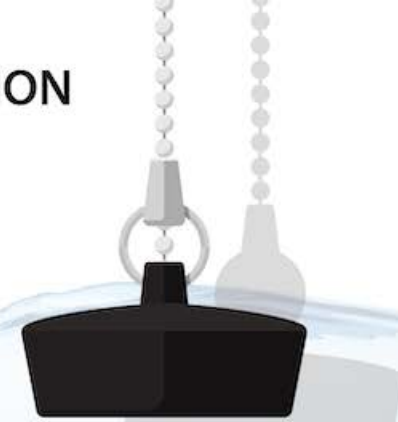
SUPPORT THE UNIFIED WATER LABEL AND BE PART OF THE SOLUTION

P **PROMOTE** benefits of reducing water wastage
L **LINK** water, energy and carbon issues
U **UNDERSTAND** how much water is used
G **GAIN** from commercial advantage



#dontforgettheplug

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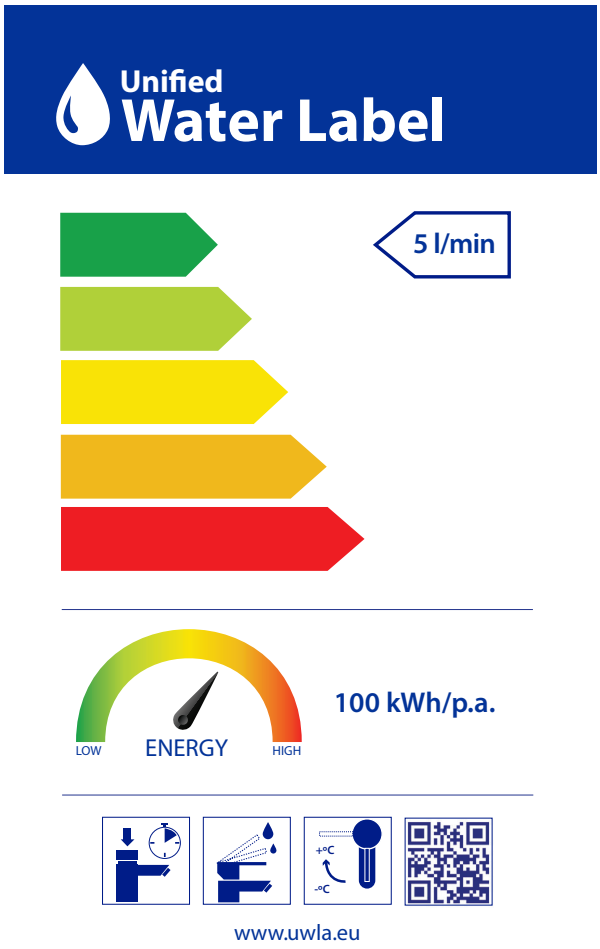
Unified Water Label

5 steps to a new sustainable bathroom



Save up to £170 a year*

Look for the Unified Water Label in store or online
www.uwla.eu

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

Step 1

Decide exactly what you need
Sit down with a pen and paper and write down exactly what you and your family want from a new bathroom. How will youngsters, the elderly, and those who may have special needs actually use it? And do you want it as a retreat to get away from it all, or is it a place to dash into, freshen up, and dash out again?

Step 2

Find out what sort of plumbing system you've got
You need to know if you have a high pressure or a low pressure system? This is really important so that you can select the right products to work with your existing plumbing. If you are unsure get help from a professional.

Step 3

What's your style?
Do you prefer a traditional look or the latest modern styling? Actually, styling should make little difference to the sustainability of your new bathroom since all today's products are designed to be highly efficient.

Step 4

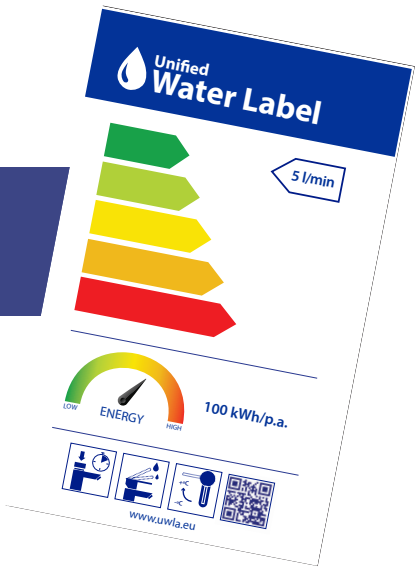
Look for the Label - get down to detail and choose your products
When choosing your products, always look for the Unified Water Label which will give you their water and energy consumption figures. Armed with that information you can select items to meet your budget and lifestyle.

To help keep your utility bills as low as possible (remember 25% of your household energy bill is taken up with heating the hot water) look for taps, shower handset and controls with the lowest consumption figures. And select a toilet with the lowest flush volume and a bath with clever internal shaping to reduce its volume.

Step 5

Get it all installed
Take care when selecting your plumber or installer. Look for a competent and qualified person. Your installer can affect the sustainability of your bathroom. A poorly installed product can have a major effect on its efficiency and, if it uses hot water, also the heating bill. Enjoy the journey!

Look for the Unified Water Label to help choose your taps, baths, showers and WC.



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UWLA UK
Innovation Centre 6, Smart Innovation Hub, Denise Coates Foundation Building
Keele, Newcastle under Lyme ST5 5AA
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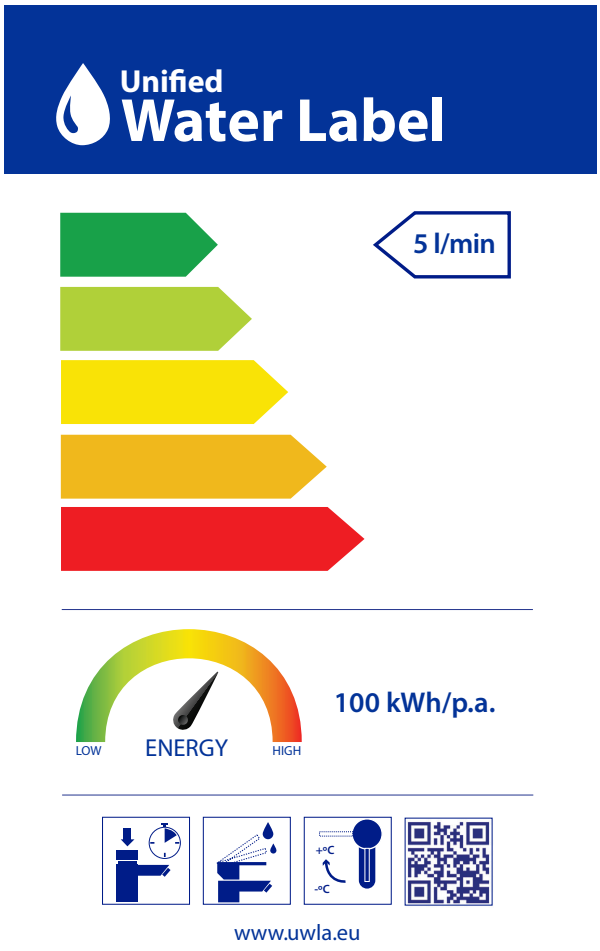
Unified Water Label

5 steps to a new sustainable bathroom



Save up to €195 a year*

Look for the Unified Water Label in store or online
www.uwla.eu

*Based on an average family of four: up to €90 energy saving and €105 water saving (if metered) each year.

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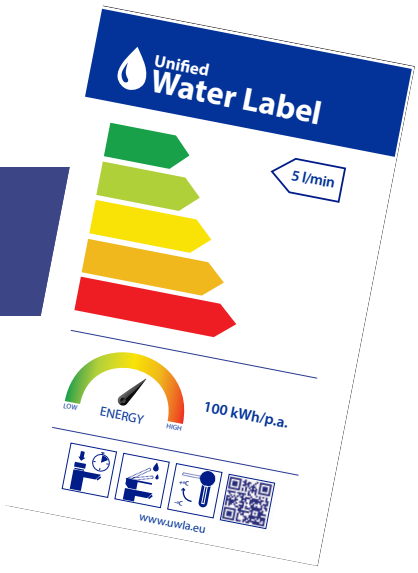

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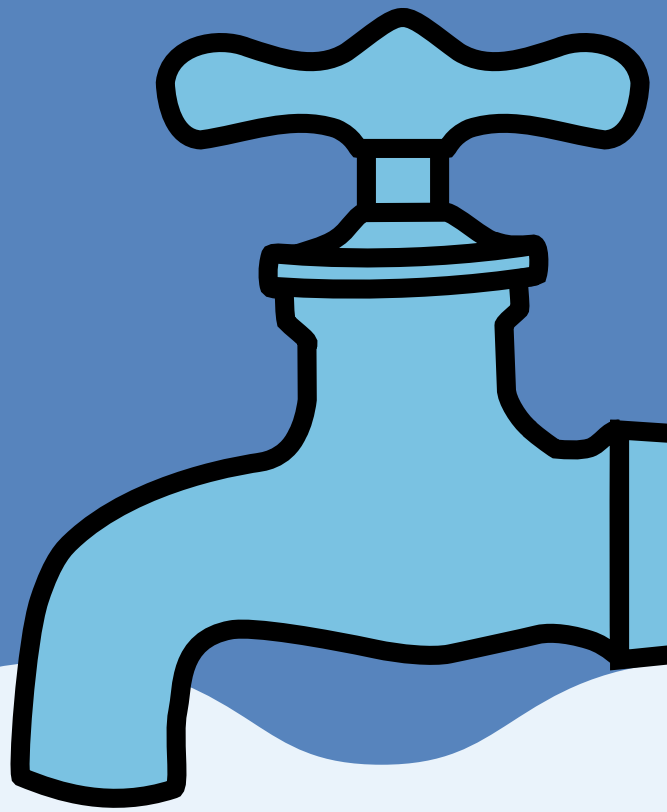
Unified Water Label

Here are our top tips that everyone can implement to save water in the bathroom:

- If you still have a single flush WC in your home, consider a dual flush, which offers both a small and large flush.
- Spend one minute less in the shower - if everybody took 1 minute off their shower, collectively we could save 7% of water used in the home, and this will also reduce your energy bill.
- Put the plug in your bath when you start to run the bath - not waiting for the water to warm up first not only saves water but reduces the risk of scalding as the tepid water regulates temperature.
- Fix a dripping tap - for every tap left dripping, around 90 litres of water is wasted every week - approximately 4,680 litres wasted every year.

Visit www.uwla.eu to find out more and access a directory of UWL products.

WATER MATTERS



As a merchant, you can play your part in tackling climate change by helping people to **understand the importance of minimising hot water usage** in order to save energy and **reduce our carbon footprint**

#WaterMatters

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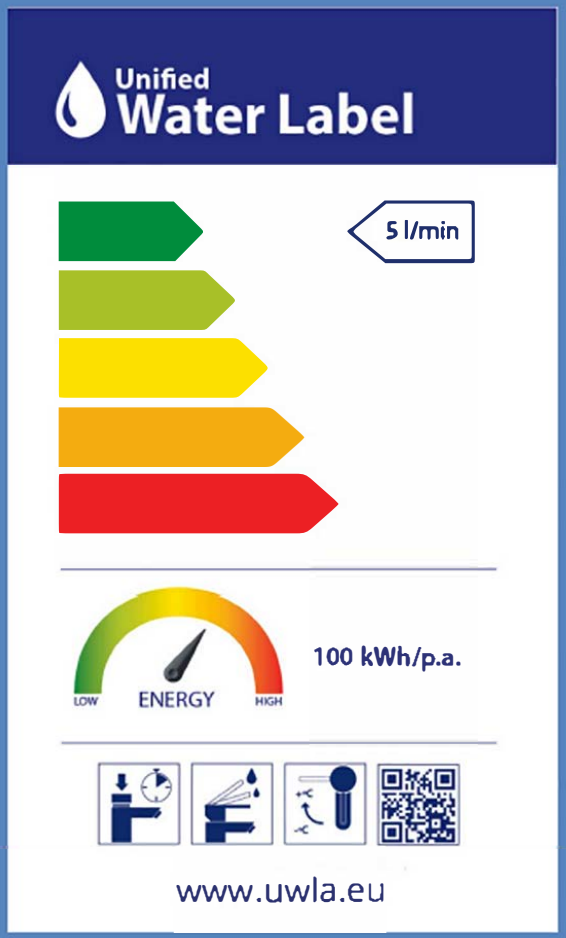


Find out more here:

www.uwla.eu

In collaboration with:

Unified Water Label

DID YOU KNOW WATER EFFICIENCY CAN HELP TACKLE CLIMATE CHANGE?

Heating hot water accounts for **25% of home energy usage** and **60% of domestic water** is used in the bathroom. Using water efficiently reduces energy bills and ultimately reduces carbon emissions.

COMMUNICATE WATER EFFICIENCY TO YOUR CUSTOMERS

As consumers become more aware, they are looking for bathroom products that are more efficient. They want to know how much water and energy will be used by showers, taps, toilets and baths. **Train your staff to understand water efficiency and guide consumers to make more informed choices.**

DISPLAY THE WATER LABEL ON YOUR PRODUCTS

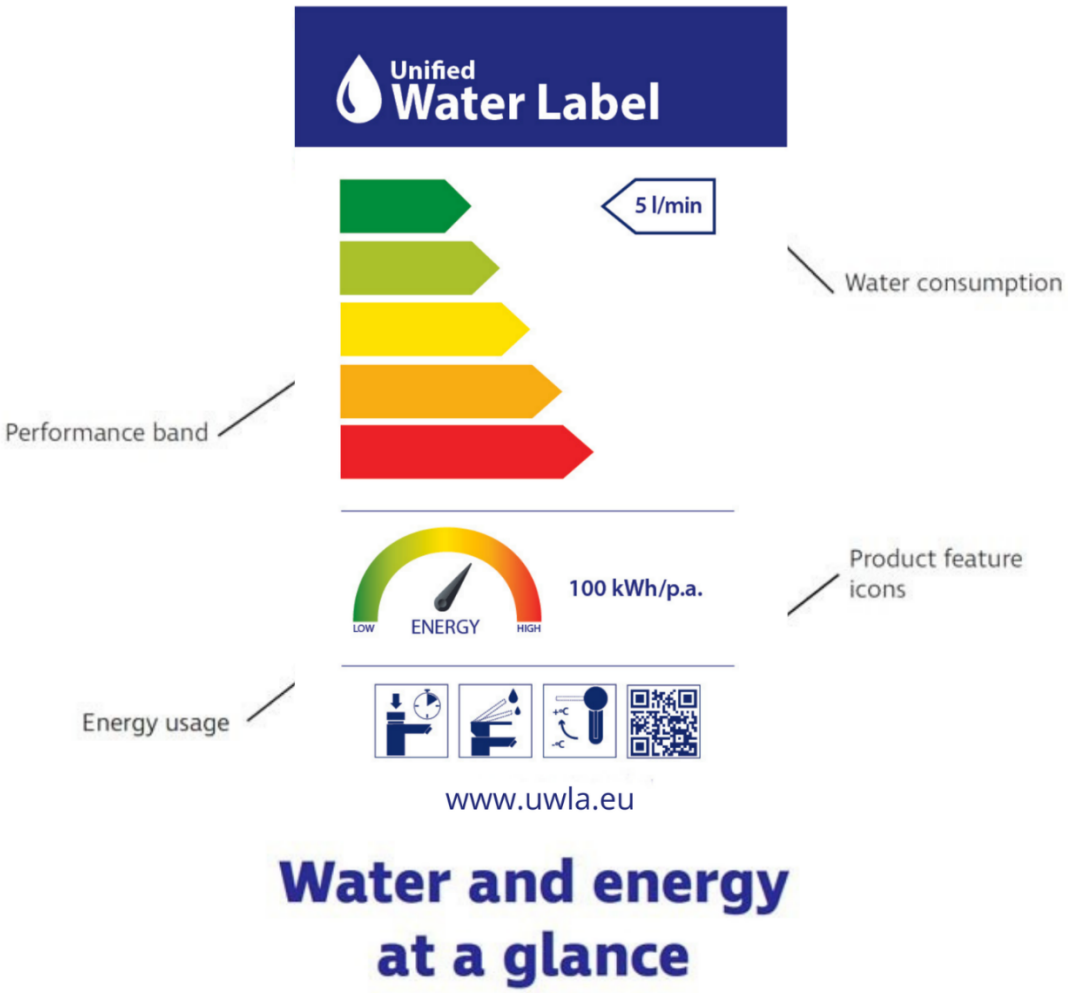
The **Unified Water Label** (UWL) is a European wide initiative led by companies involved in the bathroom industry. It is a smart tool that provides water using products with **a common label that offers clear, concise information about water and energy usage.**

Unified Water Label

Water Efficiency and the Unified Water Label

What is the Unified Water Label?

The Unified Water Label is a wide initiative by companies involved in the bathroom industry. It's 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 energy usage.



Why does it matter?

Consumers need to be aware of efficient bathroom products that work with their water and heating systems, that they are fit for purpose and deliver no less performance but use less water and energy.

What products are covered?

The UWL includes 14 different categories for water using bathroom products that covers:

- Shower heads
- Shower control
- Taps
- WC suits
- Baths

Who supports it?

Hundreds of registered brands support the label, promoting it on their websites, in their newsletters, magazines and adverts. Consumers are seeking sustainability and environmental information and are now looking for the label, making it a strong marketing tool. In addition, over 10000 architects and specifiers use the database of products on a regular basis for new projects across the globe.

Why should merchants support it?

Merchants can play an important role in educating consumers and bringing these products to their attention. Using water wisely helps conserve energy associated with heating water and decreases carbon emissions. With 11 % (EPA, 2019) of all carbon emissions generated from domestic environment, water using bathroom products have a significant role to play.

What should you do?

- Train your staff to understand and communicate water efficiency
- Display the Water Label on the products you are selling
- Encourage suppliers to be registered and carry POS in stores where the label cannot be displayed

What is the water calculator?

The water calculator is designed for anyone involved in the development of new homes, e.g. developers, Housing Associations and others. It is designed make it quicker and easier to comply with the water aspect of Building Regulations and/or sustainability certification. The Water Calculator contains information on water consumption for hundreds of products, enabling quick and easy specification. For products not on the list you can also enter data manually. See here for more information: http://www.thewatercalculator.org.uk/default.asp

More info:
https://uwla.eu/
http://www.europeanwaterlabel.eu/thelabel.asp

If you need support, get in touch: https://uwla.eu/contact/

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