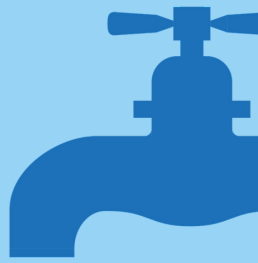


THE UNIFIED WATER LABEL - A RECOGNISED STANDARD FOR WATER EFFICIENCY PRODUCTS



Promoting the use of water efficient products, that carry the Unified Water Label, has many benefits for those involved as well as for the planet. The label recognises choice in the market to allow consumers to understand water use, clearly linking the water and energy used to heat water. A simple, effective solution consumers can understand and use for comparison purpose across product.



The Unified Water Label is well recognised, currently used extensively by over 10,500 architects on new building projects and supported by a database of products across 14 categories – over 13,500 individual products at this time. Global home furnishing brand IKEA, and leading German DIY retailer Globus both promote the Unified Water Label across their sustainable bathroom and kitchen products.

It is the only scheme to provide a sound technical framework that ensures the product does not deliver more than stated on the label, making it ideal to be used in association with a variety of incentive programmes.

The UWLA has invested in a comprehensive campaign to promote the use of the label across the industry and with the consumer, which has resulted in the label being used on many websites and being promoted widely across Europe. There is free to use marketing material available from the UWLA website, a schools project promoting water efficiency, and a partnership with Impact-entrepreneur, Ben Keene.

Other benefits of the Unified Water Label include:

- The technical criteria used as its base is harmonised or recognised by Product Standards
- Compliance is ensured as it links scheme criteria, standards and regulation
- It is recognised within the ISO 31600 International Standard as a good practice labelling scheme
- An annual audit of 5% of products ensures 'fit for purpose'
- The Water Calculator tool aids a whole building approach
- It is a driver for innovation across the bathroom sector

Why not join us in promoting greater water efficiency and the Unified Water Label – find out more here www.uwla.eu

