



**UWLA**  
Unified Water Label Association



# THE YEAR IN REVIEW 2022



**UWLA**  
Unified Water Label Association

**JANUARY 2022**



# Unified Water Label

**Label**  
**DO 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.

## WHAT IS THE UNIFIED WATER LABEL?

A European wide initiative led by companies involved in the bathroom industry. The product label across Europe for all water using bathroom products. A smart tool which offers clear, concise and easy to understand messaging about water and energy consumption.

## WHY IKEA IS SUPPORTING THE UNIFIED WATER LABEL

"Our customers are becoming more aware of the importance of water and energy efficiency."

"The Unified Water Label provides a simple and consistent label which allows for a straightforward and easy to understand message for consumers."

The **Petersson**  
**AB**

Independence journey begins for UWLA



## Unified Water Label Association becomes an independent body

Bathrooms News

Wed 23rd Mar 2022 by KBBFocus



Unified Water Label Association becomes an independent body

The Unified Water Label Association, (UWLA) has become an independent body with the signing of a share purchase agreement with the Bathroom Manufacturers Association that transfers the full ownership of the Water Label to the UWLA.

"This is an exciting next step for the Unified Water Label," said [UWLA MD Yvonne Orgill](#). "The journey that began with the European Bathroom Forum, has brought together four European schemes that now operate together as the Unified Water Label Association, an independent body.

[Carlos Velazquez](#), president of UWLA said: "I am delighted that the UWLA has reached this important stage on its journey, and would like to thank all our stakeholders who have supported and contributed to the development of the Unified Water Label."

[Tom Reynolds](#), chief executive at the Bathroom Manufacturers Association added: "As the UK Government and European institutions consider their policies to address water scarcity, we urge them to fully utilise the Unified Water Label. The independence of the scheme is an important step, giving further confidence to policy-makers and shapers that the scheme is the best way to help consumers make sustainable choices."

"The Unified Water Label continues to have the support of bathroom manufacturers and retailers, and is gaining further traction with other players in the sector. With this momentum, I know the scheme will go from strength to strength in its next chapter."

*Pictured from left to right: Tom Reynolds, chief executive, BMA; Damian Walters, founder & chief executive, BiKBBI, (witness to the signing); and Yvonne Orgill, UWLA MD.*



Schools project kicks off

Annual audit following new  
process



**UWLA**  
Unified Water Label Association

MARCH 2022



## UWLA to launch media packs at KBB Birmingham 2022

[Bathrooms](#) [News](#)Thu 20th Jan 2022 by [KBBFocus](#)

**Unified Water Label**

5 l/min

100 kWh/p.a.

ENERGY

www.uwla.eu

Find out more here:  
[www.uwla.eu](http://www.uwla.eu)

**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.





## Interview in Norwegian press

Georg Mathisen

Vis bildetekst

SANITÆR

# Miljømerker vannforbruk

BIRMINGHAM: Verden vil ha vanngjerrige produkter på bad og kjøkken. – Særlig nå som folk tilbringer mer tid hjemme og energiprisene skyter i været, er det viktig at produkter er merket med vannforbruk, mener Yvonne Orgill.



# Sector specific information packs

January 2022



## THE UWLA INSTALLER 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](mailto: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 installers to support the Water Matters campaign that can be printed or emailed to installers

Follow these links 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](#)



January 2022



## 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](mailto: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](#)



# One product label across Europe for all water using bathroom products

The Unified Water Label is 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 and energy consumption.

[Find a Product](#)[Calculators](#)

## Website refresh

### Professional

Hundreds of registered brands support the label with thousands of registered products and benefit from the competitive advantage it brings.

### Consumer

When you choose a Unified Water Label product it will help you use water wisely. Reduced water waste saves energy, which in turn reduces carbon emissions, saving you money and helping to save the planet.



Working with KIWA to embed UWLA  
compliance into Reg 4 scheme

Regular meeting with DEFRA/BEIS

Christian Taylor Hamlin, Technical Chair, speaks at SIBSE Conference

# Unified Water Label

Christian Taylor-Hamlin





**UWLA**  
Unified Water Label Association

**APRIL 2022**





# HAPPY EARTH DAY

22 APRIL

[www.uwla.eu](http://www.uwla.eu)





Why water Matters on Earth day

Environment entrepreneur Ben Keene supports the UWL on World Earth Day





Meeting with DEFRA/BEIS

Recirculating shower working group  
meets to formalise new criteria

Sale of The Water Label completed







**UWLA**  
Unified Water Label Association

**MAY 2022**

# Flyer for Water Utility companies



## 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](http://www.uwla.eu)



Visit [www.uwla.eu](http://www.uwla.eu)





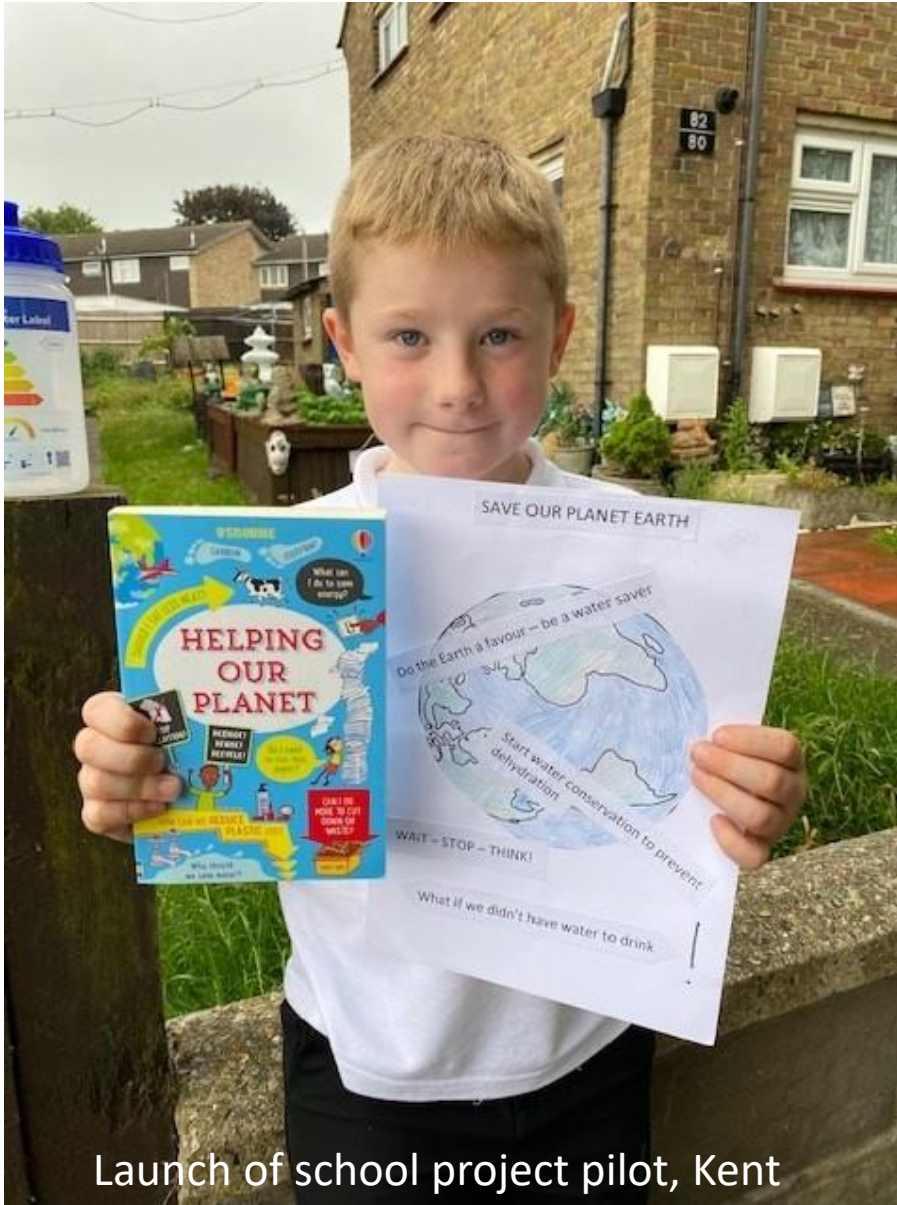
# It's Water Saving Week!

23-27th MAY 2022  
Save water Save energy



**Unified  
Water Label**





Launch of school project pilot, Kent

## Yvonne Orgill: We need more education to meet water efficiency targets

Insight Features

Wed 11th May 2022 by [KBBFocus](#)



Yvonne Orgill: We need more education to meet water efficiency targets

Start discussions with high end  
retailer on how to display the label

CEIR  
Congress -  
UWLA  
presence







**UWLA**  
Unified Water Label Association

**JUNE 2022**

Installer Show – Yvonne Orgill takes part in The Great Debate:  
Water – How to protect our most precious resource

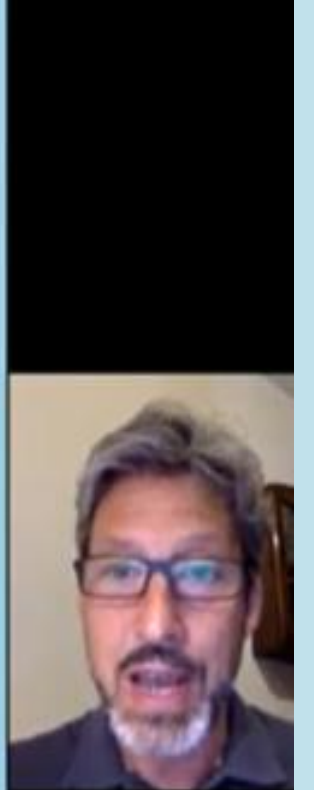


# UWLA President Carlos Velazquez, speaking at SILUBESA



**Carlos Velazquez**  
*Group Sustainability Director Roca Group*  
**Elected President UWLA**

*Symposium – SILUBESA - 29 June to 1 July 2022*  
*Theme – Water and Environmental Sustainability – Challenges and Action*





Smart WC working group first  
meeting and change of name to  
Spray WC SEATS and Washing Bidets



BKU Awards – UWLA presence



**UWLA**  
Unified Water Label Association

**JULY 2022**



# Unified Water Label recognised by new ISO standard

By Chris Frankland / 06 July, 2022

The new ISO 31600 standard has recognised the [Unified Water Label](#) as a water efficiency labelling programme.

ISO 31600 sets out best practices for water efficiency labelling programmes and provides guidance on the implementation of a such schemes for plumbing and products that use water.

The International Organization for Standardization (ISO) is an independent non-governmental organisation with a membership of 167 national standards bodies.

Commenting on the news, [Unified Water Label Association](#) managing director Yvonne Orgill said: "We are delighted that the Unified Water Label has been included within this standard. To be recognised as having a well-established and effective water efficiency labelling programme that empowers consumers to make choices favouring more water-efficient fixtures and appliances, without compromising on quality of experience, human hygiene or sanitation, will help us promote the label across Europe."



She added: "The development of this standard was approved on the basis that consumer empowerment through the communication of a product's water efficiency is a proven way of saving both water and energy, which also drives forward our own consumer communications programme.

"We hope that the standard will encourage the development of more national standards for water efficiency labelling, which will lead to an increase in water-efficient products, enabling consumers to make informed choices, and positively influence manufacturers to improve the performance of their products through consumer demand."



## UWLA: Bonn climate change talks highlight need for governments to act

Industry News

Tue 28th Jun 2022 by **KBBFocus**



UWLA: Bonn climate change talks highlight need for governments to act

The Unified Water Label Association, (UWLA) has urged governments in Europe to implement wide spread incentive programmes to promote water efficiency via the use of the Unified Water Label, following disappointing talks on climate change in Bonn last week.



# European Energy Network

A voluntary network of European energy agencies

---

**July 27th 2022**

## UNDERSTANDING THE NEEDS AND MOTIVATIONS OF THE CONSUMER

The European Energy Network has launched a European wide consumer survey to research the motivations and needs of consumers, when buying products and fixtures that use water such as taps, showers or toilets.

The Unified Water Label Association is supporting this initiative and asking for your help to share it with consumers wherever possible.

By understanding better users' needs regarding water-energy efficient products/services we can identify bottlenecks, barriers and solutions, to ensure consumer responsiveness to water labelling.

The results will inform policymaking in European Energy Network member countries and for the European Commission.

Follow this [link](#) for the survey in English

Follow this [link](#) for the survey in other languages



Working with NSF to include  
compliance with UWLA

# Design a poster about saving water

An exciting children's competition to design a poster about saving water has been launched.

Organised by the Unified Water Label Association, established in 2020 to drive forward the implementation of the 'Unified Water Label' across Europe, children of primary school age are being invited to design a poster on the subject of conserving water (or to write a poem or even design a water-saving gadget), with a chance of winning a prize.

A pilot competition held in April and May attracted entries from the local community - with children designing a selection of fascinating posters about the need to conserve water.

All entrants will receive a water bottle and three entries will go to school. Each bundle includes a rucksack, cool bag, pencil case and other items of stationery).

Entries must be submitted by 22nd August - either by posting them to School House, The Street, St. Mary Hoo, ME3 8RH or by



Here's James, who won the pilot competition earlier this year, carrying his many prizes.

Support the local community by supporting our adver

Unified  
Water Label

# Water matters

Better informing customers, together.

Make a positive impact  
on climate change -

choose the  
Unified Water Label

[www.uwla.eu](http://www.uwla.eu)

Schools project picked up by local newspaper



**UWLA**  
Unified Water Label Association

**AUGUST 2022**



# BATHROOM

---

## REVIEW

### Yvonne Orgill to take part in 'Valuing water and energy savings' workshop

SEPTEMBER 1, 2022



UWLA MD Yvonne Orgill will participate in an online workshop, hosted by The European Energy Network and ADENE, the Portuguese Energy Agency.



**UWLA**

Unified Water Label Association

SEPTEMBER 2022



Environmental entrepreneur Ben Keene supports the UWL in World Water Week



Timo Kopka, Marketing Chair makes presentations to German Energy Department and DIY retailers







## **CYCLE OF WEBINARS | CERAMIC ROADMAP TO 2050**

# **BUILDING AND RENOVATING IN AN ENERGY-EFFICIENT AND RESOURCE-EFFICIENT WAY**

**Tuesday 20 September  
10:00 -11:30 | ZOOM**

**PROGRAMME**





Meeting with DEFRA

ADENE participation in panel  
discussion

Audit review

# 2023 Kitchens



Availability of some featured products may vary. Check [IKEA.co.uk](https://www.ikea.co.uk) for more details.

on  
date price  
te price and  
k  
  
of years  
om the date  
  
m?  
de if the  
KEA will  
vduct or  
e product.  
or the  
avel  
that  
it IKEA  
cess.  
rk has  
parts  
come  
r  
an  
its

of

How to reach us if you need service:  
Contact your local IKEA store. You can find the address and phone number at [IKEA.co.uk](https://www.ikea.co.uk).  
Save your sales receipt as proof of purchase. Proof of purchase is required for the guarantee to be valid. To find out more, pick up the guarantee booklets at your local store. Alternatively, you can contact our customer care team through our website at [IKEA.co.uk](https://www.ikea.co.uk).

## Product guarantee METOD kitchen system

25-year guarantee  
  
What products are covered under this guarantee?  
This guarantee applies to domestic kitchen use only and covers defects in materials and workmanship. This guarantee covers all of the following parts of the METOD kitchen system: • Cabinets (except for TORNVIKEN and VADHOLMA) • Fronts • UTRUSTA hinges • MAXIMERA fully extending drawers • UTRUSTA shelves • Plinths • Legs • Cover panels • Deco strips/mouldings • Worktops • Wall panels • Sinks except FYNDIG • EXCEPTIONELL fully extending push-to-open drawers.

Products not covered under this guarantee:  
• FORHÄRA drawers, UTRUSTA wire baskets, TORNVIKEN, TUTEMO and VADHOLMA have a 10-year guarantee. UTRUSTA electrical push opener has a 5-year guarantee.

Products not covered under 25, 10 or 5-year guarantees  
Knobs, handles, KNOXHULT kitchen, SUNNERSTA kitchen and FYNDIG sink.

## ENHET kitchen

10-year guarantee

What products are covered under this guarantee?  
This guarantee applies to domestic kitchen use only and covers defects in materials and workmanship. This guarantee covers all the following parts of ENHET kitchen system: • Cabinets • Open frames • Fronts • Hinges • Drawers • Shelves • Legs • Accessories (swivel shelf, hanging shelf insert, rail for hooks and hooks.)

## Appliances

5-year guarantee

What is covered under this guarantee?  
The guarantee covers faults of the appliance, which have been caused by faulty construction or material faults from the date of purchase from IKEA. This guarantee applies to domestic use only. The exceptions are specified under the heading: "What is not covered under this guarantee?"  
Within the guarantee period, the cost to remedy the fault, e.g. repairs, parts, labour and travel, will be covered, provided that the appliance is accessible for repair without special expenditure. EU guidelines (including Nr.99/44/EG) and the respective local regulations and consumer legislation are applicable.

How long is the guarantee valid?  
This guarantee is valid for five (5) years from the original date of purchase of the IKEA appliance from IKEA. TILLREDA and LAGAN appliances have a two-year (2) guarantee valid from the original date of purchase. If service work is carried out during the guarantee period, this will not extend the guarantee period for the appliance, or the new parts.

Which appliances are covered under this guarantee?  
The five-year (5) guarantee is valid for all IKEA appliances, except for TILLREDA and LAGAN appliances, which have a 2-year guarantee.

Who will execute the service?  
The IKEA service provider will provide the service through its own service operations or authorised service partner network.

What is not covered under this guarantee?  
Normal wear and tear • Deliberate or negligent damage, damage caused by failure to observe operating instructions, incorrect installation or by connection to the wrong voltage, damage caused by chemical or electro-chemical reaction, rust, corrosion or water damage including but not limited to damage caused by excessive lime in the water supply, damage caused by abnormal environmental conditions • Consumable parts including batteries and lamps • Non-functional and decorative parts which do not affect normal use of the appliance, including any scratches and possible colour differences • Accidental damage caused by foreign objects or substances and cleaning or unblocking of filters, drainage systems or soap drawers • Damage to the following parts: ceramic glass, accessories, crockery and cutlery baskets, feed and drainage pipes, seals, lamps and lamp covers, screens, knobs, casings and parts of casings. Unless such damage can be proved to be due to production faults • Cases where no fault could be found during a technician's visit • Repairs not carried out by our appointed service providers and/or an authorised service contractual partner or where non-original parts have been used • Repairs caused by installation which is faulty or not according to specification • The use of the appliance in a non-domestic environment, i.e. professional use • Transportation damages. If a customer transports the product to their home or other address, IKEA is not liable for any damage that may occur during transport. However, in case of IKEA delivery of the product to the customer's delivery address, then eventual damage to the product that occurs during this delivery will be covered by IKEA (but not under this guarantee).  
For claims under this last particular condition, the customer should contact IKEA Customer Service at [IKEA.co.uk](https://www.ikea.co.uk) • Cost for carrying out the initial installation of the IKEA appliance. These restrictions do not apply to fault-free work carried out by a qualified specialist using our original parts in order to adapt the appliance to the technical safety specifications of another EU country. For complete details on our guarantees and exclusions, go to [IKEA.co.uk](https://www.ikea.co.uk)

## Kitchen mixer taps

10-year guarantee  
  
What is covered under this guarantee?  
The 10-year guarantee is valid for all kitchen mixer taps at IKEA. This guarantee covers defects in materials and workmanship. This guarantee applies to domestic use only.  
  
Which kitchen mixer taps are not covered under this guarantee?  
The KALLSJÖN pillar tap has a 2-year guarantee, valid from the date of purchase.

What is not covered under this guarantee?  
This guarantee does not apply if the products have been used in a corrosive environment.

## The Unified Water Label

Did you know that using water more efficiently can reduce your energy bills and help tackle climate change?

Heating hot water accounts for 25% of home energy usage. Using water efficiently reduces energy bills and ultimately reduces carbon emissions.

Look for the unified water label and start making a difference. The label has a clear colour-coded system to show how much energy and water the product uses. Green rated products use less than those rated red.  
Visit [www.uwla.eu](https://www.uwla.eu) to find out more.







NEWS

INTERIOR DESIGN

HOUSE DESIGN

KITCHENS

LIVING ROOMS

BATHROOMS

GARDENS

SHOPPING

MORE ▼


COUNTRY

Home > Bathrooms

## How to shop water-saving bathroom fittings – 5 expert eco tips

Clever choices can cut water and energy consumption without compromising on performance



 Sign up to our newsletter



### 1. CUT BACK ON WATER USAGE OVERALL

Water is a precious resource – climate change is making supply unpredictable, with increased frequency of drought across the US and Europe.

Yvonne Orgill, managing director at the [Unified Water Label](#), says: 'Heating hot water accounts for 25 per cent of home energy usage, so it makes sense to use water efficiently to help reduce energy bills.'

As well as using water carefully to minimize wastage, look for labelling that provides information about how much water and energy products consume, with the most efficient taps and showers delivering water at no more than 6ltr/min.





**UWLA**  
Unified Water Label Association

OCTOBER 2022

Participated in Future Build Efficiency Workshop – one of a series run by DEFRA on efficiency measures for retrofit



UWLA presents sustainability awards







**UWLA**  
Unified Water Label Association

**NOVEMBER 2022**

## SPECIFIER REVIEW



### Modern WC flushes could save four billion litres of water per year says UWLA on World Toilet Day

Water guzzling WC's, maybe as many as 300 million across Europe are wasting around 4 billion litres of water per year, says the UWLA on World Toilet Day.

UWLA MD Yvonne Orgill says, "World Toilet Day is held every year on 19 November and has been an annual United Nations Observance since 2013. Whilst World Toilet Day aims to raise awareness of the 3.6 billion people living without access to safely managed sanitation, it is a good time to highlight, that in the UK alone, we waste at least 35 million litres of water every year, and as much as 4 billion litres across Europe by using old and inefficient flush systems.

"We know from research undertaken in the UK into the merits of a bathroom scrappage scheme that updating homes with a modern WC could immediately make this huge saving in water usage.

"Toilet flushing accounts for 1/4 of water used in the home today, and with modern dual flush models using as little as 2.6 and 4 litres per flush, it is one of the easiest ways to **save water** in the home.

"Dual-flush cisterns let the user choose how much water to use when flushing the toilet, so with better education, there is potential to influence behaviour and save even more.

"These modern WC's are readily available, there are more than 3,000 WC's that carry the Unified Water Label listed on the UWLA website.

"We want to raise awareness on this World Toilet Day to encourage people to look at their old WC and consider replacing it. By using a lower volume of water to flush the toilet we can dramatically reduce annual water consumption, and contribute to the protection of this valuable natural resource."

**More information about the Unified Water Label can be found by visiting the website [www.uwla.eu](http://www.uwla.eu)**

Increased interest from  
Manufacturers across Europe





**UWLA**  
Unified Water Label Association

DECEMBER 2022



KBBFocus  
Awards & Celebration 2022

# Consultation response to UK Government



