



## Positioning statement

This positioning statement supports the UWLA Manifesto published in May 2024. The aim is to illustrate how the Unified Water Label has influenced the market and grown into a credible tool, accepted across the industry, and recognised by international standards such as ISO31600.

With legislation proposed in some countries, it is important to recognise that the KBB industry has been leading innovation and facilitating organic market transition to develop products that use less water and energy but still deliver the performance required by consumers.

The Unified Water Label is widely accepted and supported by manufacturers, retailers and installers of water using bathroom products. With one label across Europe, manufacturers that cross sell in different countries avoid duplication and increased costs that multiple labels may bring.

The Unified Water Label is a simple, credible, effective labelling scheme for water using bathroom products and kitchen taps. It is gaining visibility every day with over 160 brands currently supporting it. 28,000 products are registered, with a predicted 34,000 by the end of 2024.

Research by The European Energy Network has shown that consumers are looking for labels on water products to help them make more efficient choices. The research also identified that the UWL was liked by consumers as it was clear, concise and easy to understand.

## Analysis of products registered shows:

- 80% of basin taps registered are in the most efficient band
- 60% of kitchen taps deliver no more than 8 litres per minute
- 72% of showers deliver less than 10 litres per minute
- Over 90% of WCs are sold as dual flush

Research has also shown that products alone will not be enough to create the change in water use desired, education is vital to change attitudes and behaviour. Consumers must also be incentivised to replace existing products with the most efficient.

## The Unified Water Label is reaching out at all levels to influence, current initiatives include:

- Competitions and workshops in primary schools
- Curriculum content for further education colleges, targeting plumbing apprenticeships and trainees
- Showroom pack for KBB retailers
- Training video for installers
- Communication campaign across KBB industry

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