

UNIFIED WATER LABEL GROWTH JOURNEY

The Unified Water Label was developed by the UK bathroom industry in 2007 called the Water Efficient Product Labelling Scheme and labelled only the most efficient products. Manufacturers were the drivers to enhance the scheme enabling all water using bathroom products to be labelled.

In 2009 manufacturers came together in Brussels and agreed to further enhance the UK scheme to meet the needs of Europe, under the guidance of CEIR and FECS, the two European Associations representing the European bathroom industry. This led to the scheme becoming known as the European Water Label.

Further discussions with other labelling schemes in Europe under the banner 'best of all' approach for the Unified Water Label in 2019.

The chart below depicts the growth from 1st development to present day. Total products registered are constantly changing as products are added or removed from the scheme.

	Product Registrations	Company Registrations		
2008	800	18		
2009	1069	22		
2010	1288	23		
2011	1904	29		
2012	2343	39		
2013	3600	50		
2014	7350	73		
2015	8300	89		
2016	9750	120		
2017	10900	132		
2018	11000	143		
2019	11864	149		
2022	14041	155		
2023	16402	160		
2024	20242	161+		
2025	20091	156		
Products removed	8,065			
Brands removed		17		
Cleaning of scheme annually to ensure its fresh and only contains products available in the market are visible on the database, brand numbers change due to restructuring of companies				

Chart A

Chart B depicts which graded band and % of database that registered products represent.

- 88% of basin taps currently fall within the most efficient bands, this is driving change to align the graded bands to reflect market movement.
- 41% of showers and associated products move to delivering less than 10 l/p/m
- 56% of kitchen taps deliver less than 10 l/p/m

Figures in this chart are 2025	TOTAL Products	Green	Light Green	Yellow	Orange	Red	Percentage in Green Band	Percentage in Green Band	Percentage in Green Band	Percentage in Green Band	Percentage in Green Band
Aerator	10	10					100%	0%	0%	0%	0%
Basin Taps	7927	6940	575	104	256	53	88%	7%	1%	3%	1%
Baths	570	170	90	88	96	126	30%	16%	15%	17%	22%
Cisterns	970	164	751	49	6		17%	77%	5%	1%	0%
Electric Showers	500	500					100%	0%	0%	0%	0%
Independent WCPans	1318	777	532	9			59%	40%	1%	0%	0%
Kitchen Taps	1587	447	443	298	362	37	28%	28%	19%	23%	2%
Replacement WC Flushing Device	108	108					100%	0%	0%	0%	0%
Shower Control	466	38	80	73	42	233	8%	17%	16%	9%	50%
Shower Handset	1842	293	435	276	388	504	16%	24%	15%	21%	27%
Shower Outlet	1436	99	58	214	252	813	7%	4%	15%	18%	57%
Shower Solution	1437	74	333	151	181	698	5%	23%	11%	13%	49%
Supply Line Flow Regulator	154	80	16	8	22	28	52%	10%	5%	14%	18%
Urinal Controllers	102	102					100%	0%	0%	0%	0%
WCSuites	1609	717	78	805	5	4	45%	5%	50%	0%	0%
Product totals	20036	10519	3391	2075	1610	2496					
Product Totals in %		53%	17%	10%	8%	12%					

Chart B

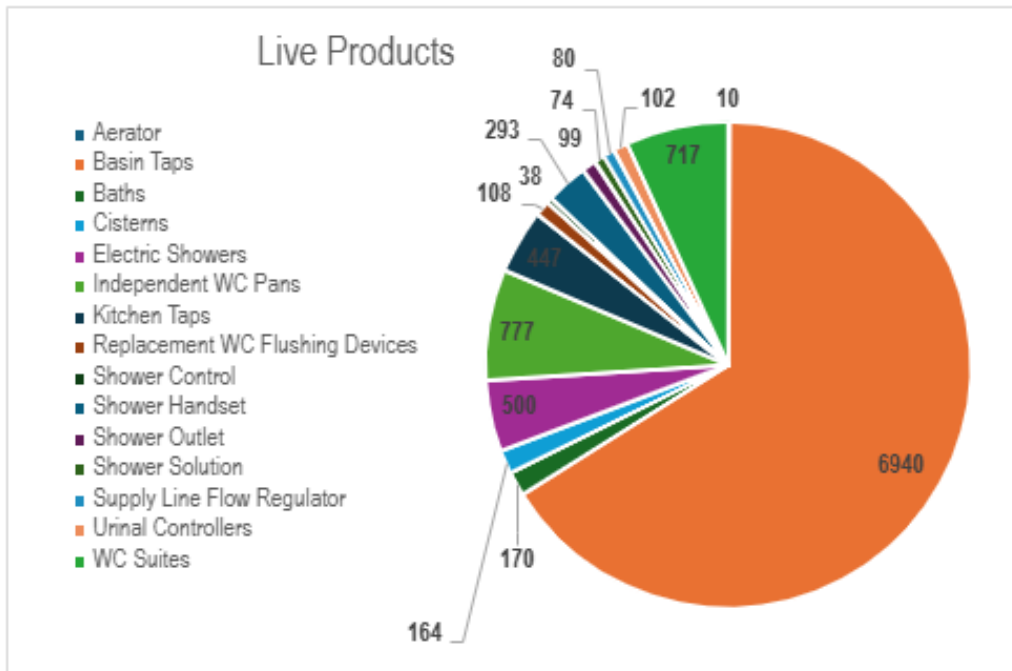


Chart C

Chart C depicts the database split across the various categories. Recirculating showers is not shown as no products are yet registered.