



UWLA
Unified Water Label Association

AGM - 2025

Roca Barcelona Gallery



Joan Güell, 211-213. 08028
Barcelona.

Hybrid meeting



Meeting Etiquette.



Mute Microphones.



Recorded Meeting.



Cameras Turned Off.




Please sign meeting record sheet.




No planned fire alarms.

Introduction and Welcome.



 **Carlos Velazquez - (out-going) UWLA President**
Welcome and Closing Remarks



 **Markus Gantenbien - (Incoming) UWLA President**
Welcome and Acceptance Remarks

Competition Law Statement.



- **All members**, are reminded of the **UWLA Competition Law Statement**, available at www.uwla.eu. This statement outlines the boundaries for discussion and decision-making to ensure compliance with the Competition Act.
- **All delegates** must ensure discussions remain within **legal boundaries**. If any participant believes these are being crossed, they should immediately **notify** the President or Managing Director. In such cases, the discussion will be **halted** and **recorded** in the meeting minutes.

Agenda Items.



🔹 24th of November 2025 (Day 1)

- UWLA Board Meeting - 11:30 - 13:00 CET
- Lunch 13:00 - 14:00 CET

🔹 AGM Agenda - 14:00 - 16:00 CET

- Welcome by the UWLA President(s)
- Competition Statement
- Approval of the meeting agenda
- Board of Directors and Committee Chairs
- Financial Presentation
- Marketing Activities Presentation
- Save Water, Save Money Update (Tim Robertson)
- Advocacy Activities Presentation
- Technical Activities Overview
- Agreement of Priorities and Aims for 2026
- Closing Remarks from the President, AGM Close

🔹 Open Forum Discussion - 16:00 - 17:00 CET

🔹 Evening Meal (Fragments Cafe) - 19:00 CET

🔹 25th Of November 2025 (Day 2)

🔹 Marketing and Advocacy Committee - 10:00 - 12:00 CET (different venue)

🔹 Lunch - 12:00 - 13:00 CET

🔹 Technical Committee - 13:00 - 15:00 CET

🔹 Departure 15:00 CET

Agenda Approval.

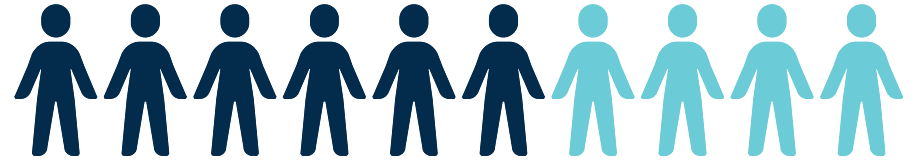


 Approval of the Agenda Items.

 Note any matters not covered by Agenda items.



Elected Board.





- Markus Gantenbien - (Geberit) UWLA President
- Fiona Felix - (Hansgrohe) Marketing & Advocacy chair
- Timo Kopka - (Laufen) Technical chair
- Anne-Claire Bruant - FECS
- Carla Rodgriues - ANQUIP
- Professor Armando Silva - ANQUIP
- Henk Gieskens - Lyrical Communications
- Tom Roberts - International Code Council
- Lee Cartwright - UWLA Managing Director (appointed)





Board Changes.



Resignations

-  Carlos Velazquez - Roca, CEIR & UWLA President
-  Tom Reynolds - Bathroom Association

Appointments

-  Markus Gantenbien - (Geberit) UWLA President
-  Pau Abello - Roca
-  Daphne Doody-Green - Bathroom Association
-  Vice President Role - Vacancy

Board election and re-election due next year 2nd year of the 2 year term



Financial Presentation.

Income.



Account	2026	2025	2024	2023	2022	2021
4000 - Water Label (UK Manufacturers) Income	60,738.00	60,784.56	95,882.32	81,244.32	74,923.43	67,941.67
4001 - Water Label (UK Retail) Income	9,812.00	9,525.00	10,049.98	0	218.75	0
4002 - Water Label (European Manufacturers) Income	87,873.00	96,521.20	113,990.57	70,842.64	68,421.39	60,870.23
4003 - Water Label (European Retailers) Income	12,619.23	11,971.08	6,748.81	9,045.68	8,401.57	5,676.14
4004 - Water Label (Companies Outside Europe) Income	28,294.86	28,293.27	26,888.01	26,645.92	31,456.45	31,900.01
4010 - Water Label (UK) Audit Fee	8,118.00	5,930.00	632.52	12,449.00	13,002.50	0
4011 - Water Label (Retail) Audit Fee	2,340.00	0	3,129.97	0	0	0
4012 - Water Label (Europe) Audit Fee	11,738.41	8,346.61	2,134.74	18,455.97	14,688.56	0
4013 - Water Label (European Retailers) Audit Fee	1,508.75	1,119.96	0	860.51	776.97	0
4014 - Water Label (Companies Outside Europe) Audit Fee	9,450.44	7,507.67	1,151.34	5,273.14	6,745.23	0
4015 - Support Income	4,504.61	4,462.48	3,854.44	2,737.87	4,784.56	0
4016 - Water For Life Magazine Income	0	0	0	1,480.90	250	0
4020 - Misc Income	0	0	0	0	0	11,300.00
	236,997.30	234,461.83	264,462.70	229,035.95	223,669.41	177,688.05

Cost of Sales.



	2026	2025	2024	2023	2022	2021
6100 - Sales Commissions	5,998.00	4,898.39	1,174.37	2,000.45	3,062.31	3,439.80
6201 - Marketing	18,000	5,504.17	23,880.26	24,290.60	31,621.08	26,875.84
6202 - Web Enhancements & Hosting	5,100	4,900.03	6,037.43	2,923.92	8,385.32	1,965.97
6203 - Exhibitions & Events	8,000	20,933.52	9,733.21	24,591.95	12,907.53	15,145.00
6204 - Lobbying Activity	1000	0	975	4,515.89	1,000.00	0
6208 - Water for Life Magazine Expenditure	0	0	0	2,334.00	0	0
6400 - Product Testing	0	0	0	1,076.87	0	0
6410 - Audit Costs	10,500	21,215.04	20,461.13	21,570.32	16,357.33	0
6420 - Technical support	18,000	12,000	19,200.00	17,154.13	300	0
Meeting/Travel costs						
6500 - Home Meetings	0	0	0	188.61	157.21	0
6510 - Meetings expenses	1,800	574.29	6,232.57	6,787.39	3,943.99	1,339.65
6550 - Mileage	1,200	1,200	0	35	0	0
Total Meeting/Travel costs	3,000.00	1,774.29	6,232.57	7,011.00	4,101.20	1,339.65
	69,598.00	71,225.44	87,693.97	107,469.13	77,734.77	48,766.26

Administrative Cost.



	2026	2025	2024	2023	2022	2021
497 - Bank Revaluations	209.36	209.36	4,878.85	4,156.89	346.69	3,846.61
498 - Unrealised Currency Gains	(1488.41)	(1488.41)	456.03	660.67	(810.12)	263.59
499 - Realised Currency Gains	(896.31)	(896.31)	1,547.82	45.24	(274.70)	1,041.12
Salaries/Pension etc	108,568.00	127,565.48	108,607.42	106,994.77	110,776.55	116,220.28
7012 - Life Insurance	0	1,442.68	571.48	1,006.14	882.57	667.01
7100 - Brussels Office	873.35	875.28	783.13	831.28	667.66	710.53
Office Costs	5,642.16	5,299.94	6,535.13	5,845.55	5,326.19	4,562.76
Printing, Posting, Stationery	300	234.1	442.21	462.43	364.92	363.22
7203 - Computer Lease/Maintenance	1,824.60	514.62	3,234.10	2,279.47	1,744.20	375.32
7300 - Telephones	270	223.33	0	0	112.93	383.95
7301 - Broadband	540	593.39	0	0	0	0
7400 - Postage/Carriage	10	9.16	2.5	28.47	16.12	1.99
7410 - Office Insurance	710	690.84	714.79	444.98	654.28	626.73
7450 - Sundries	150	150	110.36	777.88	743.72	284.94
7480 - Depreciation	280	280	60.99	487.34	487.34	426.52
7490 - Subscription	2,177.97	1,954.64	3,646.09	4,544.60	877.63	0
7600 - Legal Fees	1,747.00	6,387.00	0	0	1,576.67	0
7601 - Audit and Accountancy Fees	13,900.00	19,203.55	30,580.07	22,646.77	6,417.90	4,005.00
8100 - Bad Debt Write Off	0	21,663.15	0	(852.00)	1,245.87	4,613.24
	132,325.56	185,382.95	163,078.81	147,969.10	134,522.61	139,717.31

Secretariat Restructure .



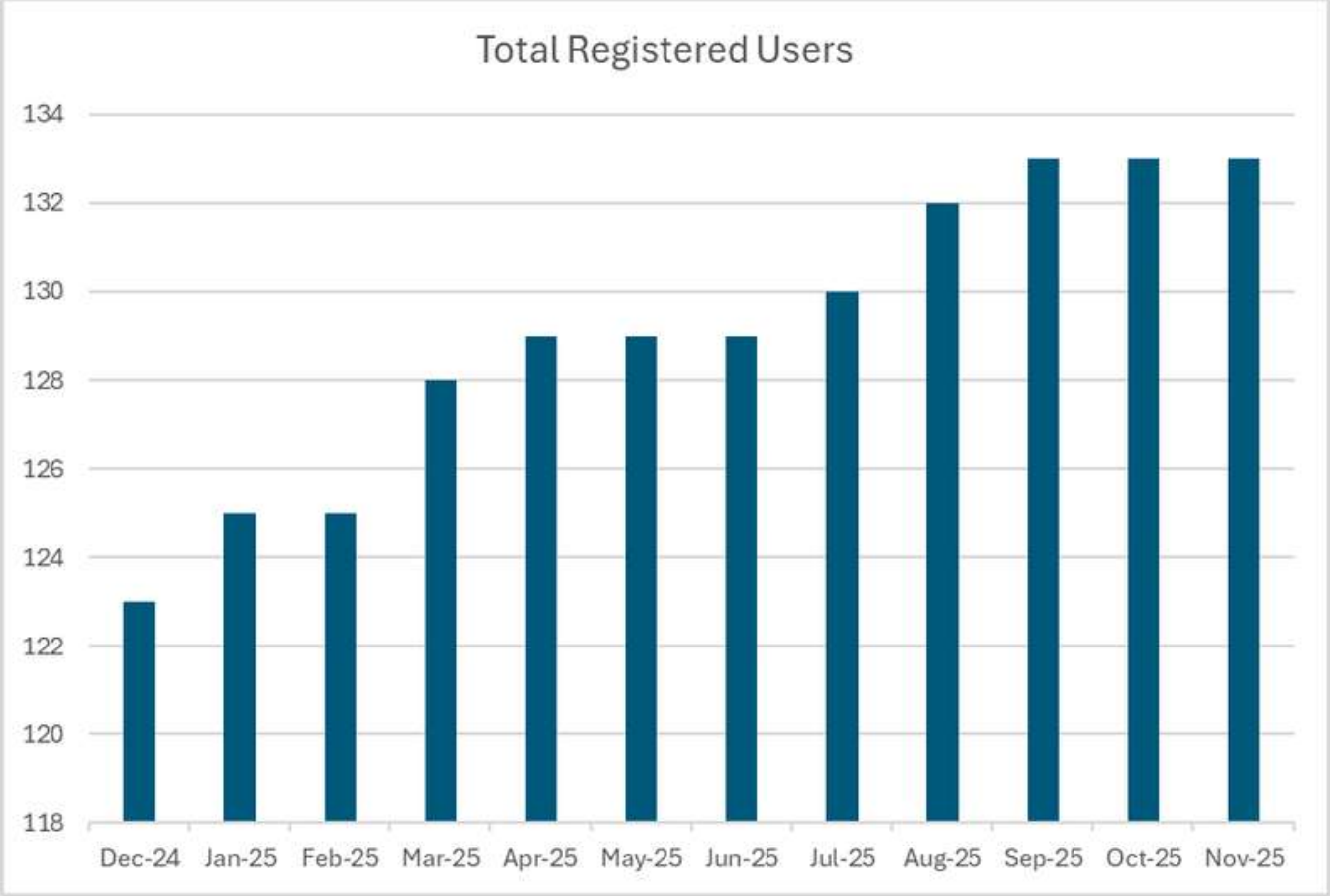
- 🔴 **Landscape** – is still Challenging
- 🟢 **Recovery underway** – but challenges remain
- 🔴 **Tough decisions** – two secretariat positions removed
- 🟢 **Adaptation needed** – responding to market conditions
- 🟢 **Responsibilities redistributed** – internally and outsourced
- 🟢 **Increased flexibility** – respond quickly as needed

Financial Overview.

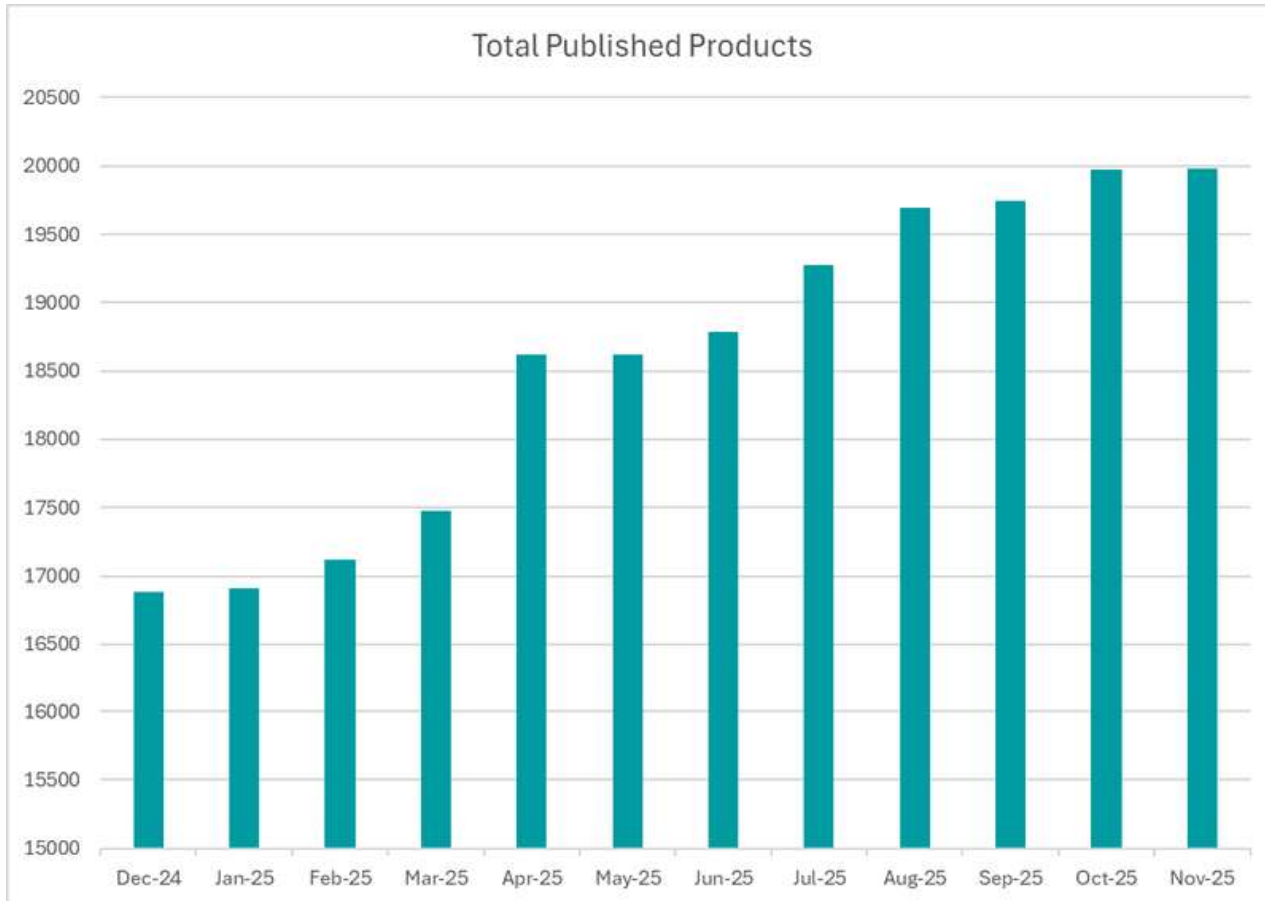


- **2021** - Operating loss - (£10,795.52)
- **2022** - Operating Profit + £11,412.03
- **2023** - Operating loss - (£22,810.23)
- **2024** - Operating Profit + £9,931.42
- **2025** - Projected Operating loss - (£22,146.60)
- **2026** - Projected Operating Profit + £35,073.74
- **2026** - Projected Cash Reserve + **£664.88**

Association Statistics.



Association Statistics.



Activities 2025.



🔹 March

UWLA exhibited at **ISH**
Launches consultation on proposed label design
Yvonne Orgill officially retires as MD of the UWLA
Repair, Recycle, Reuse, Spares and Durability WG is formed

🔹 April

Explorative meeting with NKBA regarding the UWL replacing WS
UWLA president announces his intention to step down
UWLA moves premises

🔹 May

UWLA presentation to **FEC's**
UWLA attends **CEIR** Conference
UWLA holds discussion with Thames Water regarding MWELS
Follow-up Repair, Recycle, Reuse, Spares and Durability WG
Draft proposal for the above is produced

🔹 June

UWLA exhibited at the **InstallerShow**
UWLA Online **Open Forum** held
UWLA mention in EC **Water Resilience Strategy**

🔹 July

UWLA & BA hold discussion with **Welsh Water** to assist with water use study.

🔹 August

UWLA meets with **DEFRA/EA** to discuss MWEL's introduction
New label design consultation ends
Draft report published on findings

🔹 September

UWLA attends the BA insights meeting.
UWLA **Marketing WG** was formed
UWLA write to the newly appointed head of DEFRA
UWLA engages with the EC to arrange a VA discussion date

🔹 October

UWLA, BA and **AMDEA** meet to discuss a united response to MWEL's
UWLA provides CEIR update
Follow-up Marketing WG meeting arranged
UWLA write to the newly appointed Secretary of State for Business and Trade

🔹 November

ENV.B.4 & ENER.B.3 & UWLA meeting arranged
UWLA attend the Elemental Show
UWLA write to Chancellor Of the Exchequer follow press conference
UWLA start Association restructure
UWLA AGM meeting to be held in Barcelona

🔹 December

UWLA provides FECS update
UWLA attend the European **Water Resilience Forum**
UWLA meet with representatives of the **EC** to discuss VA



Marketing Activity Further Details.

P.R. Events.



🔹 March

ISH - Frankfurt

🔹 May

FEC's - On-line

CEIR - Brussels

🔹 June

InstallerShow - Birmingham

UWLA Open Forum - On-line

🔹 September

BA Insights - Birmingham

🔹 October

CEIR - On - line

🔹 November

Elemental Show - London

UWLA AGM - Barcelona

🔹 December

FEC's - On-line

Water Resilience Forum - Brussels

Marketing Activities.

💧 **Press Releases and Newsletter.**

Several interim articles have been generated internal, with limited marketing experience.

💧 **Social Media Activity.**

LinkedIn activity has been increased, but no activity on other social media pages.

💧 **Printed Press Articles.**

Numerous articles have been printed in industry press

💧 **A need to appoint Professional Marketing Partner.**

Experienced marketing company required to professionally promote the label

💧 **Marketing Brief Required for the above.**

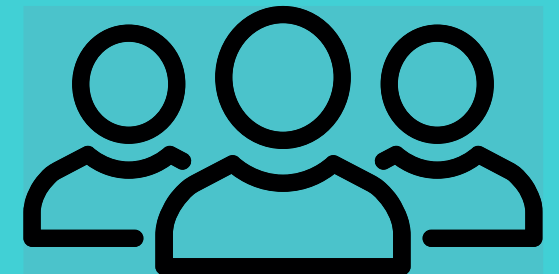
Direction to be provided by the Marketing Working Group.



Marketing Working Group.



- **WG formed** in September; second meeting held in October
- Included marketing **reps from the membership**
- **Covered** audience, current approach, and agreed aims
- Discussed need to set **clear objectives**
- Noted **challenges**: limited budget, no PR partner, MWELS intro, and IP issues
- Meetings prioritised the **label redesign**
- **Creative brief** produced and approved
- Awaiting **design** proposals



Label Design Progress.

💧 New label design consultancy.

The results from both the public and industry consultation have been received.

Draft report has been produced and will be published on the UWLA web-site, this year

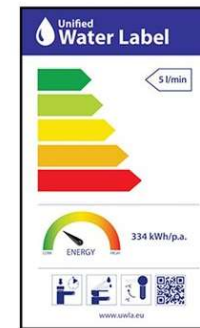
Creative Brief has produced and passed to a design agency who are currently working on a revised design. Under direction of the **marketing WG**

💧 Mood board.

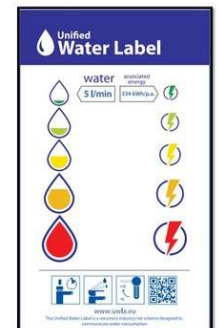
Mood board has been created, as a discussion point

💧 Revised design Proposal.

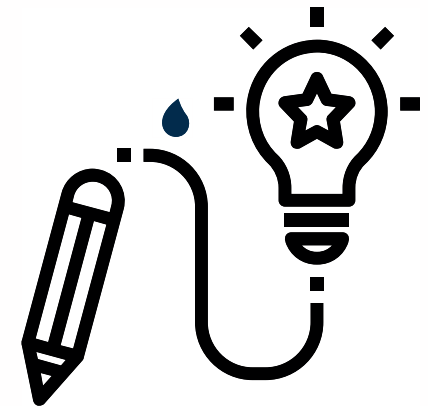
Early next year to be circulated to the membership opposed to presenting at the Open Forum



OLD



NEW





Label Design Mood Board Presentation

Current



What is Unified Water Label?
 What does it mean to a user?
 Flash not obvious energy reference
 Cascading size of symbols. Why?
 Lines and with, means not much to user.
 Diagrams at base - too small/complicated.

Key information - level green/good?
 Usually the red full droplet and energy flash are most dominant items...

Icon exploration
fully optimized



What does this actually mean to a user?
Or ref to lines of water?



Simplification
What a user needs to know.



Reference to UWLA logo
UWLA



Copy to fit on darker version of colour for readability



What makes sense to a user?

what does user
 know efficiency
 their using



Should the labelling be authenticated?

Mandatory Water Efficiency Label will be introduced

Do we have Water Efficiency Label? Water Efficiency Association?

For simplicity no reference on web product, but when you click for more info have info about UWLA if required.



Label with QR code for more info





■ GEBERIT



Collaborative Working

Collaboration With Geberit.



NEW

Geberit Sigma Unterputzspülkasten 12 cm, 6 / 3 Liter

Abwässerung [Produkt](#) [Artikel](#) [Technische Daten](#) [Verwendungszwecke](#) [Eigenschaften](#) [Lieferumfang](#) [Dokumente](#) [Filme](#) [Ersatzteile](#)



Meine Liste (0)

Zur Liste hinzufügen



↓ Produktliteratur herunterladen (PDF)

📧 Ihre Frage zum Produkt

↓ Produktdaten herunterladen (XML)

🔍 Produkt testen

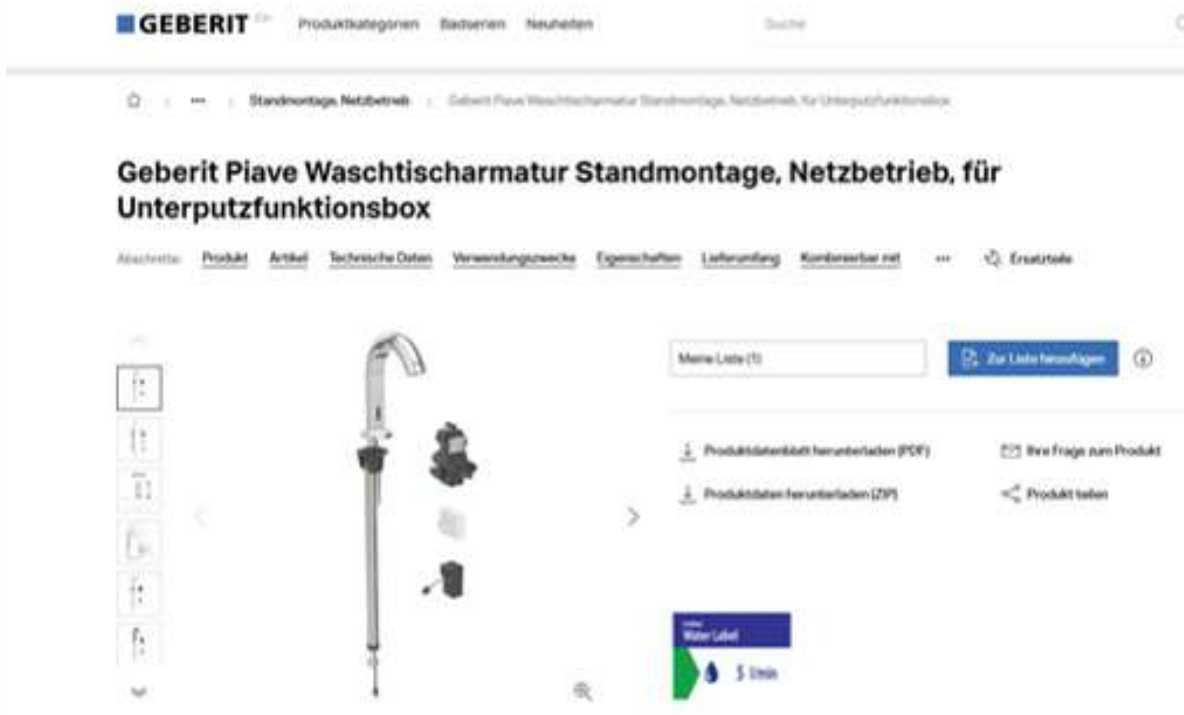


Collaboration With Geberit.



A screenshot of the Geberit website's product page for a toilet. The page features a navigation bar with the Geberit logo and links for "Produktkategorien", "Badserien", and "Neuheiten". A search bar is located on the right. The breadcrumb trail shows the path: "Tiefspül-WCs" > "Geberit ONE Set Wand-WC Tiefspüler, geschlossenes Keramikdesign, TurboFlush, mit WC-Sitz". The main heading reads "Geberit ONE Set Wand-WC Tiefspüler, geschlossenes Keramikdesign, TurboFlush, mit WC-Sitz". Below the heading is a navigation menu with tabs for "Abstrichte", "Produkt", "Artikel", "Technische Daten", "Werbebotschaft", "Eigenschaften", "Lieferumfang", "Dokumente", "Filme", and "Ersatzteile". The central image shows a white toilet with a vertical toolbar on the left for zooming and viewing different views. To the right of the image is a "Meine Liste (0)" section with a "Zur Liste hinzufügen" button. Below this are three download links: "Produktdatenblatt herunterladen (PDF)", "Produktfotos herunterladen (ZIP)", and "BIM-Daten herunterladen (Revit RFA)". Further right are links for "Ihre Frage zum Produkt" and "Produkt teilen". At the bottom right, there is a "Water Label" badge indicating a water consumption of "3.38 l/min".

Collaboration With Geberit.



Geberit Ambition.

To add the reduced label to all products featured on their online catalogue.

UWLA Collaboration.

UWLA has been working with Geberit to help with images etc.

Case Study Opportunity.

Produce a case study on completion explaining the process.



Save Water Save Money Presentation.



Legislation and Advocacy Update.

Introduction of UK MWELS.

💧 Engagement Activity

UWLA meeting with DEFRA and EA responsible for the introduction of the proposed new scheme in August.

💧 Sighted Reasons

- Lack of awareness of the current water labels, and it not being visible at the POS.
- The success of the Australian WELS label in demonstrating water savings.

💧 Scheme Details

- Intended launch - Sometime 2026
- No real detail - Talk of a tiered system
- Concerns are being raised from other sectors



EU Commission.



💧 Initial Meeting held with ENV.B.4 & ENER.B.3.

To further explore the opportunity for the UWLA to enter into a **voluntary agreement** with the European Commission under **Article 21 of ESPR**, which sets out self-regulatory measures

💧 Current Label Design is a Concern.

The current label design needs to **change as matter of urgency**

💧 Clarity of requirement for Digital Product Passports .

Question raised to the EC after the meeting to provide guidance on the requirement. Awaiting feedback.



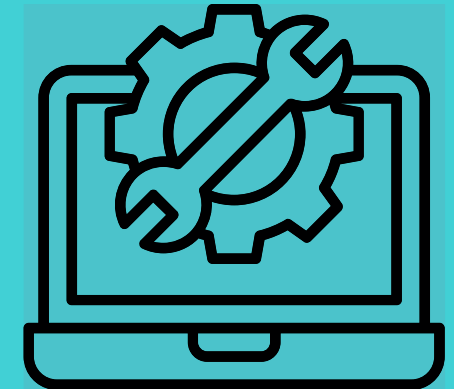


Technical Activity.

Technical Update.



- **EN: 18021 2025 Update,**
UWLA technical criteria definitions and terminologies aligned
- **Spray Seat Criteria.**
On hold - pending further development of the performance standard
- **Repair, Recycle, Reuse, Spares & Durability.**
Draft proposal created, **on-hold** - pending on-going discussions with the EU
- **Electric Showers.**
A **new** technical criteria is currently under development
- **Urinal Control.**
Performance/flushing criteria is currently being considered
- **2025 Audits.**
To be completed by the end of the year.



Audits Update.



- 💧 To be completed by the **end of the year**
- 💧 **543** Products were selected for audit - **437** products in 2024
- 💧 During the process some products identified had been discontinued
- 💧 **64** Brands were selected for audit - **44** brands in 2024
- 💧 Greater focus on identifying **'Primary'** products
- 💧 Label visibility is **poor**
- 💧 Response is **improving** year-on-year

- 💧 **Please ensure contact information is up-to-date.**



Key Priorities.



- Association sustainability
- Finalisation of the new label design
 - Increase market visibility
- Continue the work with UWLA marketing Working Group
 - Appointment a marketing agency
- Continue on-going discussions with DEFRA and EA relating MWELS introduction
- Continue communication channels with EU commission
 - Preparation of Voluntary Agreement Proposal .

**Presidents Report &
close of meeting .**

Dates of General Forum Meetings 2026.



- End of June/ Beginning of July - **Open Forum**
- End of November/Beginning of December - **AGM**
- **Full Calendar** of Meeting Dates will be published January Next Year
- Locations to be agreed.

The End.



- Thank you for your time.
- Any Questions.