



UWLA
Unified Water Label Association

Open Forum Meeting
7th July - On-line



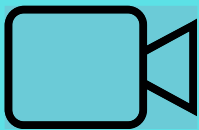
Meeting Etiquette.



Mute Microphones.



Recorded Meeting.



Desktop Camera's Turned Off.

Agenda Items.



💧 **Welcome and Opening Remarks**

Introduction and Welcome
Competition Law Statement.

💧 **Board of Directors Overview**

2024 Financial Statement
Association Statistics
Projected Accounts for 2025
Appointment of New Managing Director
UWLA President - Stepping Down.

💧 **Legislation and Advocacy Update**

Introduction of the UK MWELS (Mandatory
Water Efficiency Labelling Scheme)
EU Commission Water Resilience Strategy.

💧 **Marketing Activity**

Overview of Events Attended
New Label Design Consultation
Collaboration with Geberit
Website Statistics
Creation of Dedicated Marketing Working Group.

💧 **Technical Activity**

Update: Repair, Recycle, Reuse and Durability W.G
Progress on Shower Seat Working Group
Audit Progress

💧 **Any Other Business (AOB)**

💧 **Date of Next AGM - Proposed End of Nov 2025**

Agenda Approval.



 Approval of the Agenda Items.

 Note any matters not covered by Agenda items.



Introduction and Welcome.



💧 **Carlos Velazquez**
💧 **UWLA President**

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.



Board of Directors Overview.

2024 Financial statement.



Draft Financial Statements at 07 March 2025
THE WATER LABEL COMPANY LIMITED
STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 31 DECEMBER 2024

	Notes	2024 £	2023 £
Turnover		264,463	229,034
Administrative expenses		(251,371)	(258,228)
Operating profit/(loss)		13,092	(29,194)
Interest receivable and similar income		150	-
Profit/(loss) before taxation		13,242	(29,194)
Tax on profit/(loss)	4	(3,311)	6,384
Profit/(loss) for the financial year		9,931	(22,810)

💧 Surplus of £9,931

💧 Included incomes from Villeroy & Boch, Ideal Standards and Grohe UK,

💧 All of the above have since withdrawn from the Association.

Association Statistics.



- Total number of brands currently registered

- 39 - UK Brands
- 56 - EU Brands
- 9 - Retailers
- 18 - Manufacturers Other countries
- 22 - Supporters

- Number of products registered, broken down by category (e.g., taps, showers, WCs)

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
Combined Taps	9719	7586	1017	610	411	95	78%	10%	6%	4%	1%
Combined Showers	5454	461	884	852	748	2509	8%	16%	16%	14%	46%

Figures for 2025 (Updated 14/04/2025)

	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	8067	7078	575	246	109	59	88%	7%	3%	1%	1%
Baths	680	345	80	72	56	127	51%	12%	11%	8%	19%
Cisterns	937	230	679	6	22		25%	72%	1%	2%	0%
Electric Showers	500	500					100%	0%	0%	0%	0%
Independent WC Pans	1136	613	517	2	4		54%	46%	0%	0%	0%
Kitchen Taps	1652	508	442	364	302	36	31%	27%	22%	18%	2%
Replacement WC Flushing Devices	108	108					100%	0%	0%	0%	0%
Shower Control	800	42	97	73	126	462	5%	12%	9%	16%	58%
Shower Handset	1734	228	390	334	250	532	13%	22%	19%	14%	31%
Shower Outlet	1475	105	64	261	228	817	7%	4%	18%	15%	55%
Shower Solution	1445	86	333	184	144	698	6%	23%	13%	10%	48%
Supply Line Flow Regulator	154	80	16	22	8	28	52%	10%	14%	5%	18%
Urinal Controllers	131	108	3	20			82%	2%	15%	0%	0%
WC Suites	1088	509	546	5	24	4	47%	50%	0%	2%	0%
Product totals	19917	10550	3742	1589	1273	2763					
Product Totals in %		53%	19%	8%	6%	14%					

💧 Total products registered - down by 1017 on previous year

💧 Mainly due to the loss of brands

💧 Impact has been significantly reduced by attracting new brands to the Association.

Project Accounts 2025.



Update - May 2025

Budget	Forecast
2025	2025

INCOME

UK

Water Label Registration (Companies)	70,000	62,164
Water Label Registration (Retailers)	15,000	0
Audit fee	10,000	7,066
Sub Total	95,000	69,230

Europe

Water Label Registration (Companies)	115,000	93,749
Water Label Registration (Retailers)	15,000	20,065
Audit fee	22,000	20,124
Sub Total	152,000	133,938

Countries Outside the EU

Water Label Registration (Companies)	38,000	27,498
Audit fee	11,000	7,275
Sub Total	49,000	34,773

Supporters Income

Water for life/Web Advertising	4,500	4,500
BMA Consultancy		
Sub Total	4,500	4,500

TOTAL INCOME	300,500	242,441
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EXPENDITURE

Administration charge and support		0	0
Salaries pension etc		140,000	135,000
Technical Support		16,000	14,400
Office/Equipment/Stationery/Software licence		2,000	500
Computer maintenance, repairs, lease		4,200	1,136
Office rent/rates/insurance		6,500	4,860
Telephones		0	361
Postage		50	50
Accounts/Legal		30,000	21,000
Bank Charges & Interest		6,000	5,000
Depreciation		0	78
Brussels Office		900	900
Legal Entity		3,000	0
Sundries		1,000	1,000
Suspense account		0	0
Bad Debts		0	3,467
Sub Total		209,650	187,752

ACTIVITY

National Agent Commission		5,500	2,255
Meeting/Travel		7,500	574
Marketing		18,000	14,020
Web Enhancements/Hosting		7,000	5,086
Membership Organisations		5,000	4,000
Exhibitions/Events		18,000	17,844
Water For Life Magazine Costs		2,000	0
Lobbying Activity/BRG Report		3,000	1,000
Independent Inspector/Audit		23,000	21,200
Product Testing		0	190
Sub Total		89,000	66,169

TOTAL EXPENDITURE		298,650	253,921
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Difference		£ 1,850	-£ 11,479
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Income reduction due to lost brands

Administration expenditure reduced, cost saving on accounting function and office rent.

Efforts are being made to reduce the projected deficit to below 5K.

Appointment of New Managing Director.



💧 **Start date**

Commenced employment with UWLA on 10th March 2025

Officially took charge 01st April 2025.

💧 **Probation period of 3 months**

Completed on the 10th of May 2025.

💧 **Receipt of UWLA confidence**

Received during the last UWLA board meeting
24.06.2024

Approval of current direction and approach.

💧 **No other concerns raised.**

UWLA President - Stepping Down.



💧 **Stepping Down of Current President.**

Carlos Velazquez has expressed his intention to step-down, due to a role change within the Roca Group.

💧 **Article 9 of the Articles of Association.**

States that, if the elected President resigns before the term has expired, the 1st Vice President will assume the role of President.

💧 **Role of VP will be vacant.**

The move in roles means that the current position of VP will be vacant.



Legislation and Advocacy Update.

Introduction of UK MWELS.



💧 Engagement Activity

Various channels of communication have been used to discuss the proposal to introduce the MWEL Scheme. All communications have resulted in the same outcome, that the UK Government intends to press ahead with a mandatory efficiency labelling scheme.

💧 Sighted Reasons

Lack of public awareness of the current water labels, mainly at the POS.

The success of the Australian WELS label in demonstrating water savings.

💧 Scheme Details

No real detail - Talk of a tiered system

Intended launch - End of 2025

Rumored to be a delay, consultation process underway.



EU Commission.



💧 **EU Commission Water Resilience Strategy.**

Specific reference to the UWLA in the recently published strategy.

💧 **Need to learn from UK situation.**

A need to increase the public's awareness of the UWLA at POS

A need to demonstrate that the label visibility is increasing, working towards generating greater awareness.

💧 **Continue to work toward self-regulative measures.**

The ability to demonstrate that the Association is working towards this goal.





Marketing Activity.

Events attended.



FECS
*Sanitaryware
for Europe* ♥

- 💧 ISH Exhibition - March 2025
- 💧 CEIR and FECS Events - MAY 2025
- 💧 InstallerShow - June 2025

New Label Design Consultation.



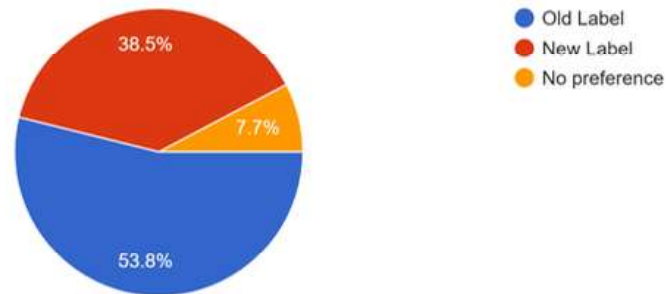
Public Response to Questionnaire.

29 Responses received

53.8 % prefer the old label design.

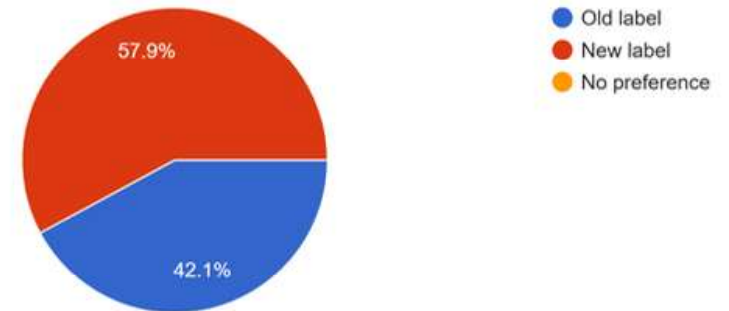
Which of the two labels (old vs. new) do you prefer?

26 responses



Which label (old vs. new) do you believe is more effective?

19 responses



Industry Response to Questionnaire.

19 Responses received

57.9 % Prefer the New Label Design.

Consultation has now concluded

Collaboration With Geberit.



Geberit Ambition.

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

UWLA Collaboration.

System manager has been working with Geberit to help with images etc.

Case Study Opportunity.

Produce a case study on completion explaining the process.

Website Statistics.



Google Analytics

2024 1st January – 1st June 2025

Active users – 11K

New users – 9.5K

Overall views

Page view – 79,147

User engagement - 57,281

Files downloaded - 977

4,688 visits from external links

11,014 visits direct to the website

117 visits via social media pages

Google search – 11k

European water label.eu – 5k

Bing – 868

The water calculator.org – 596

Baidu (Chinese search engine) 207

Installer show.com – 195

Linkedin – 166

Germany – 583

UK – 1.7K

USA – 1.3K

Italy – 811

China – 252

Spain – 266

France - 223

Find a product viewed - 14,949 times

Professional page – 1,259 times

Reports – 752 times

Energy calculator – 1,158 times

Consumer page – 526



Dedicated Marketing Working Group.



💧 Retirement of previous PR Consultant.

Previous consultant retired the same time as Yvonne.

💧 Press Releases and Newsletter.

In the interim these have been generated internal, with limited marketing experience.

💧 Social Media Activity.

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

💧 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.

UWLA NEWSLETTER - AVAILABLE NOW

It's packed with key updates and developments across the water efficiency landscape, including:

- ✓ A full rundown of UWLA's activities at ISH, where we championed the UWLA Road to Growth campaign and reinforced the value of water labelling across Europe.
- ✓ Details on how you can get involved in shaping the proposed label redesign – your input is vital.
- ✓ A recap of the successful kick-off meeting of the Repair, Recycle & Reuse working group, as we take meaningful steps toward a more circular economy.
- ✓ Important internal changes at the UWLA, including our new address and staff restructure to better serve our members and stakeholders.
- ✓ An update on the UK Government's position regarding the proposed mandatory water label – where things stand and what's next.
- ✓ And a look ahead to the InstallerSHOW in June, where we'll also be hosting the next UWLA Open Forum – don't miss it!

Read the full newsletter here: <https://uwla.eu/news/may-2025-newsletter/>

Let's keep the momentum going for sustainable water use across Europe.

#UWLA #WaterEfficiency #Sustainability #CircularEconomy #InstallerSHOW #PolicyUpdate #RoadToGrowth #Innovation



Technical Activity.

Repair, Recycle, Reuse and Durability.



💧 **Last W.G Meeting - 14.05.2025.**

Required to be self-regulatory.

20 members in attendance.

Initial ground work laid to establish a criteria.

Original scope to create calculator is under review.

💧 **Next Steps**

Statement to be drafted in-line with the comments from above meeting.

💧 **Future meetings.**

To be arranged.



Shower Seat W.G. Progress.



💧 W.G Meeting Progress

Numerous working group meetings held
Technical criteria is still being worked on
Progressing slowly.

💧 Future meetings.

To be arranged.



Audits Update.



- 💧 **543** Products were selected for audit
- 💧 During the process some products identified had been discontinued.
- 💧 **64** Brands were selected for audit
- 💧 **8** issued with pre-audit meeting invitations
- 💧 Covering **196** products
- 💧 Or **36%** of those selected
- 💧 Overall response has **significantly** improved
- 💧 Please ensure contact information is up-to-date.



Key Priorities.



- Association sustainability
- Finalisation of the new label design
- Increase market visibility
- Establish a UWLA marketing Working Group
 - i. Develop suitable strategy
 - ii. Appoint marketing partner
- Continue on-going discussions with DEFRA and EA relating MWELS introduction
 - Open communication channels with EU commission
- Continue with the Repair, Reuse, Recycle, Durability work.

Concluding Slide.



- Thank you for your time.
- Any Questions.
- Any other business.

- Next AGM to be arranged late November, Early December, location to be discussed.