



Water Label – The Journey

 #WATEFCON 2018

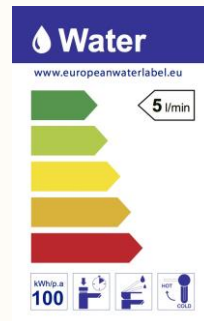
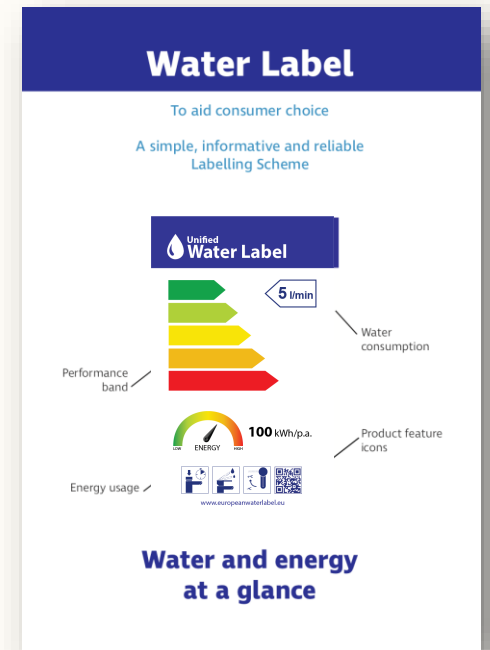
Water Efficiency Conference
5-7 September 2018
University of Aveiro, Portugal

wat**f**
Water Efficiency Network

#WATEFCON 2018

Best of All

- The Scheme has evolved over 12 years
- Governments have influenced development
 - CEIR and FECS played a key role at EU level
 - Extensive marketing material to aid visibility of the label in the market place
 - National Agents in Spain, Italy and Turkey to court additional support
 - European initiative



One Industry – One Label

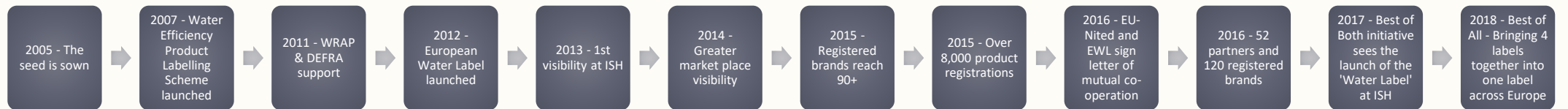
- The label has evolved from humble beginnings to one that embraces 13 differing product categories supported by 3 major European umbrella bodies and 10 National trade bodies
- 7 independent test houses across Europe provide 3rd part audit support
- 142 brands support a database of 11,000 registered products

Categories:

Bath, WC Suite, Cistern, Basin Tap, Shower Control, Shower Handset, Kitchen Tap, Urinal controller, Electric Shower, Replacement WC Flushing Device, Supply Line Flow Regulator, Independent WC Pan, Flush Free Urinal

- Visibility in over 6,000 outlets

The Journey





Working Together to Provide One Solution

- Government
- Industry
- Channels to Market
- Consumers

Open, Transparent and Neutral - One Platform



Open Participation

New Label

