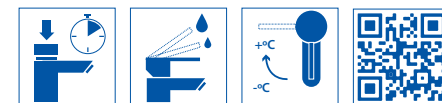
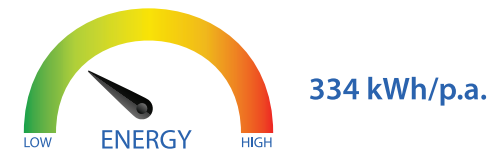


Unified Water Label

LABEL GUIDELINES

Unified Water Label



www.uwla.eu

This Guide explains how the Unified Water Label should be displayed when being used on all printed and electronic media and any other applications.

The Guide also offers examples of how registered brands are using the label.

The Label is available in various formats and sizes to suit different applications and product categories.

It is a condition of use that the mark shall not be used without indicating that it is a certification mark.

Full Label

The full label shows how the product stands against similar products with differing flow, volume or capacity levels.

The Label can be embedded into other graphics, but no adjustments can be made to the shape or format – with the exception of inserting the actual flow, volume or capacity figures.

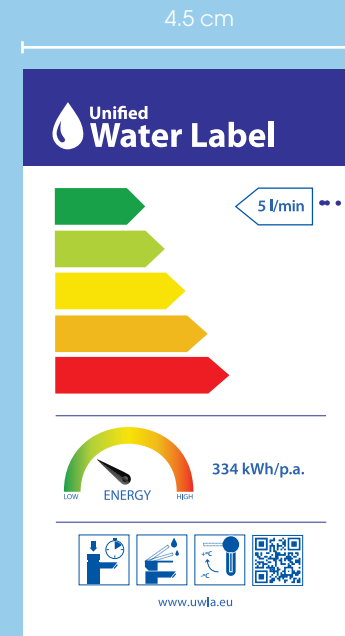
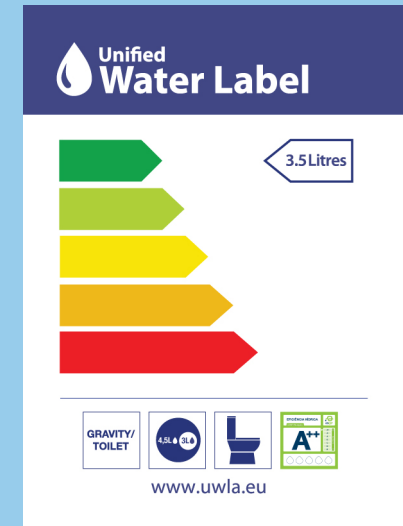
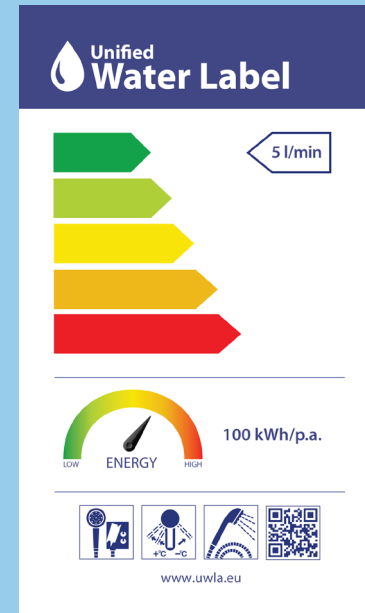
Flow or volume figures should always be to 1 decimal place, with the exception of WCs which must be to 2 decimal places, with baths requiring no decimal points.

When a specific rating is to be shown, a blue panel in Pantone Reflex Blue C can be added to the right side of the chart with the appropriate flow rate, volume or capacity for that product overlaid in Myriad Pro Semibold text and a font size to match the text in the scale on the left of the Label.

The Labels provided are left blank for this purpose but can be used as is, as a general example of the full chart.

Amends in local language are acceptable within the energy icon section.

Above or below the label the registered brand name can be included.



The label must not be displayed any smaller than 45mm in width and must remain in proportion.

Pantone Reflex Blue C,
font Myriad Pro Semibold

The examples above are suitable for: Taps and Showers, WCs, Cisterns and Baths.

Flexibility of the Label

The full label can be adapted to allow flexibility for companies to add their own branding and local language to the label. The graphic opposite demonstrates the elements that can be changed (surrounded by dotted box) and which elements are mandatory.

The flexible optional elements are:

The energy icon

This can be adapted to suit the specific products energy use.

The Technical Icons/QR Code/Logo

There can either be 3 technical icons and either a QR code or your logo.

Banner above the Label - This can be used to have a statement, company name or website address.

The Mandatory elements are:

The Unified Water Label Banner

The UWLA website address

The Banding

Label Information

Must not be translated

box for statement, company name or web link

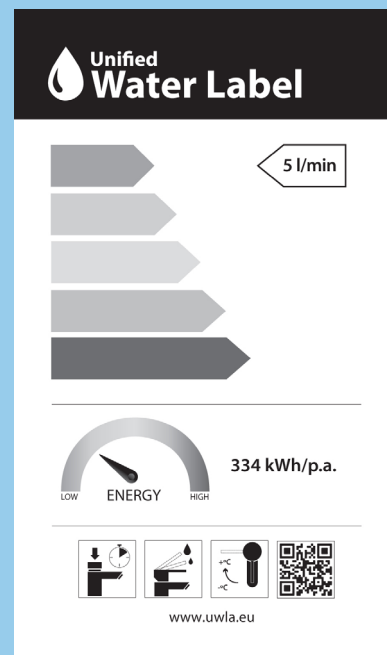
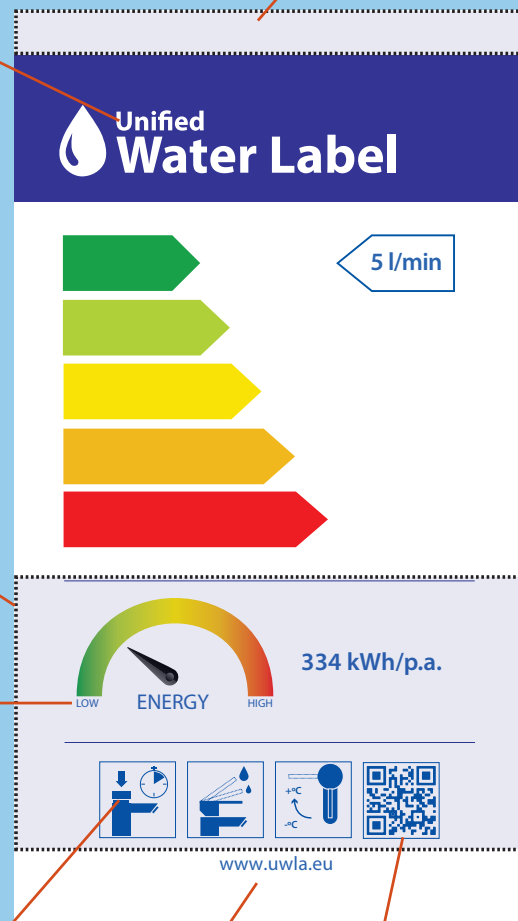
Dashed box represents the optional elements of the label

Can be translated to local language

Optional technical icons

Must be on the label either below technical and energy icons or if these optional elements are not used below the grades

Can be a QR code to the product, company website or be replaced with a company logo

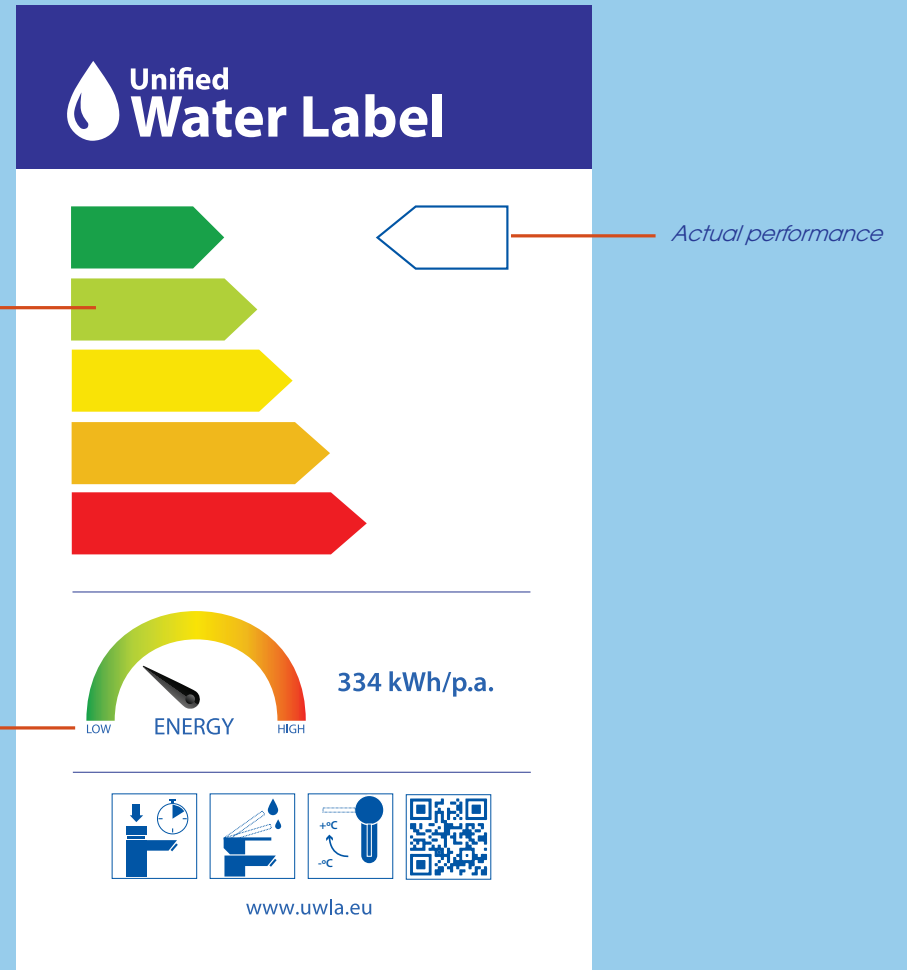


The label can be used in a monochrome version

Simple & Honest, Straightforward, Informative & Reliable

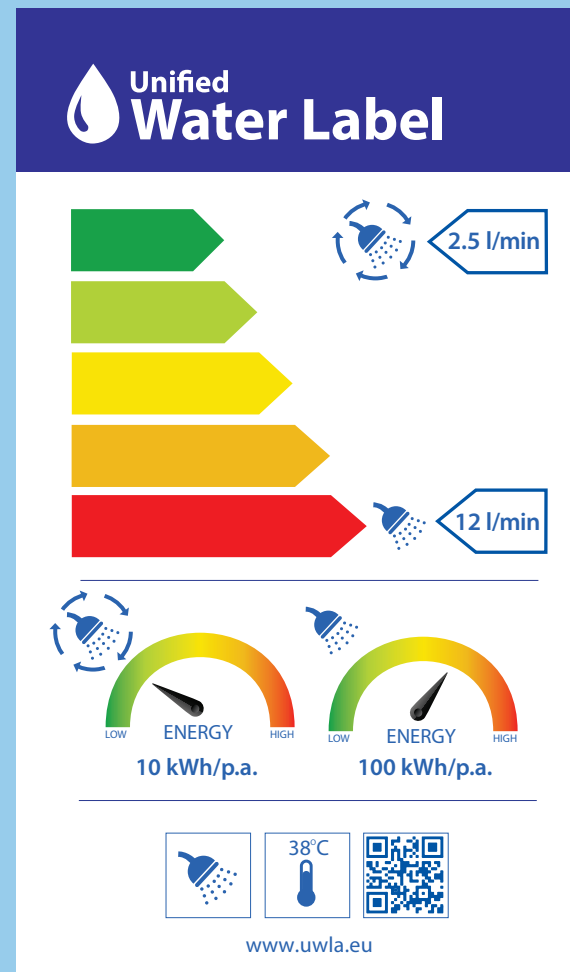
Discover how the Unified Water Label helps you choose the best bathroom and kitchen products to suit your lifestyle and your budget.

Water consumption at a glance



The recirculating shower label

This label shows two measurements, one for the conventional shower and then the reduce water/energy when switched to the recirculating mode – thereby saving water and energy.



Anqip Registered Companies

Anqip registered companies register their products on the UWLA website, ensuring that they also confirm that they are registered on the ANQIP scheme.

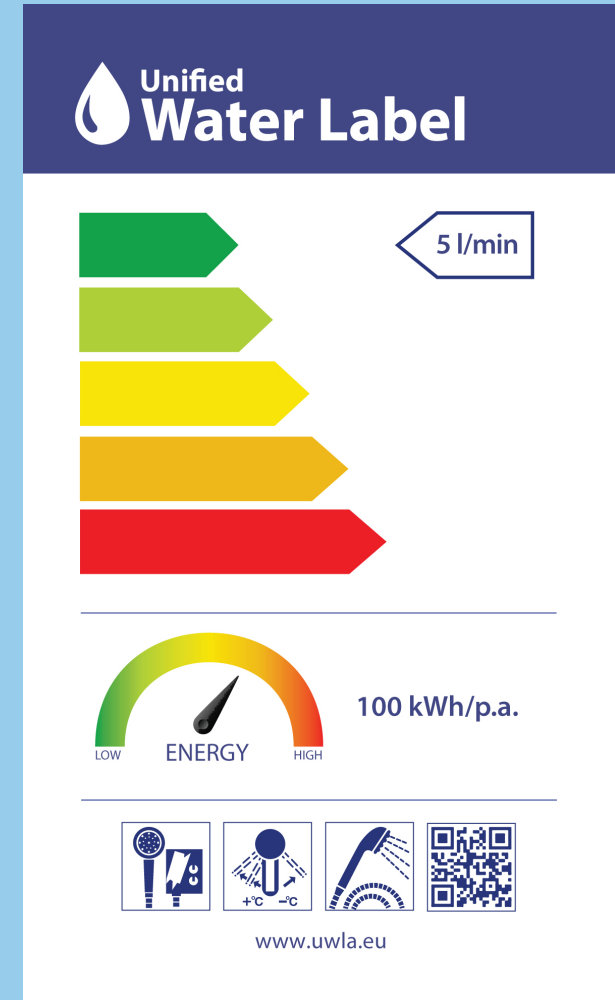
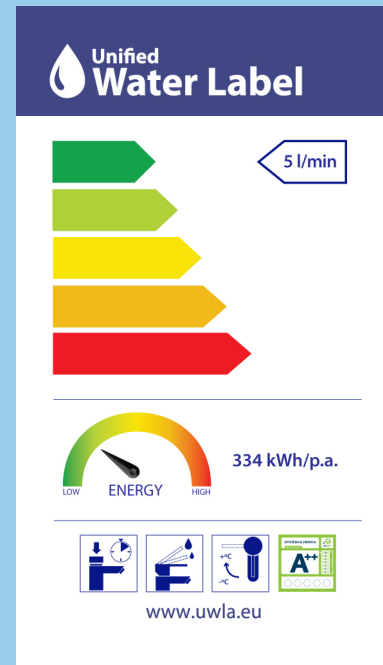
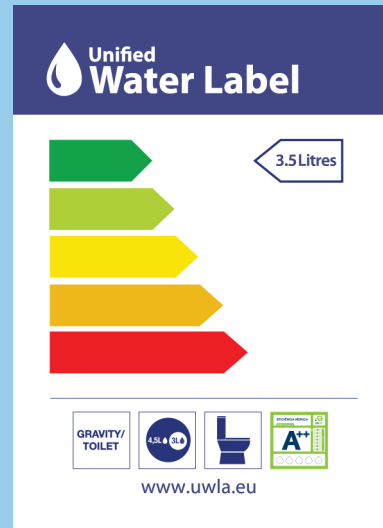
Companies should complete the company application and the Declaration of Conformity, ensuring the country section is also completed; if products are sold in countries outside of Portugal then a cost will be applied.

When the application is approved by UWLA a registration number is issued which gives access to the scheme dashboard and access to:

- Upload forms
- Label graphics
- All relevant guides providing guidance

Label Information

All Unified Water Labels for products on the ANQIP scheme should use the option with the ANQIP icon on bottom row- as illustrated here.



Images show examples of the label for WC, tap and shower products.

Where to use the Label

Mandatory, voluntary and recommended use of the label.

Mandatory Visibility

Company websites



Product literature - electronic, paper, both

Voluntary

Packaging and support material



Optional customisation options

Recommended

Additional support material



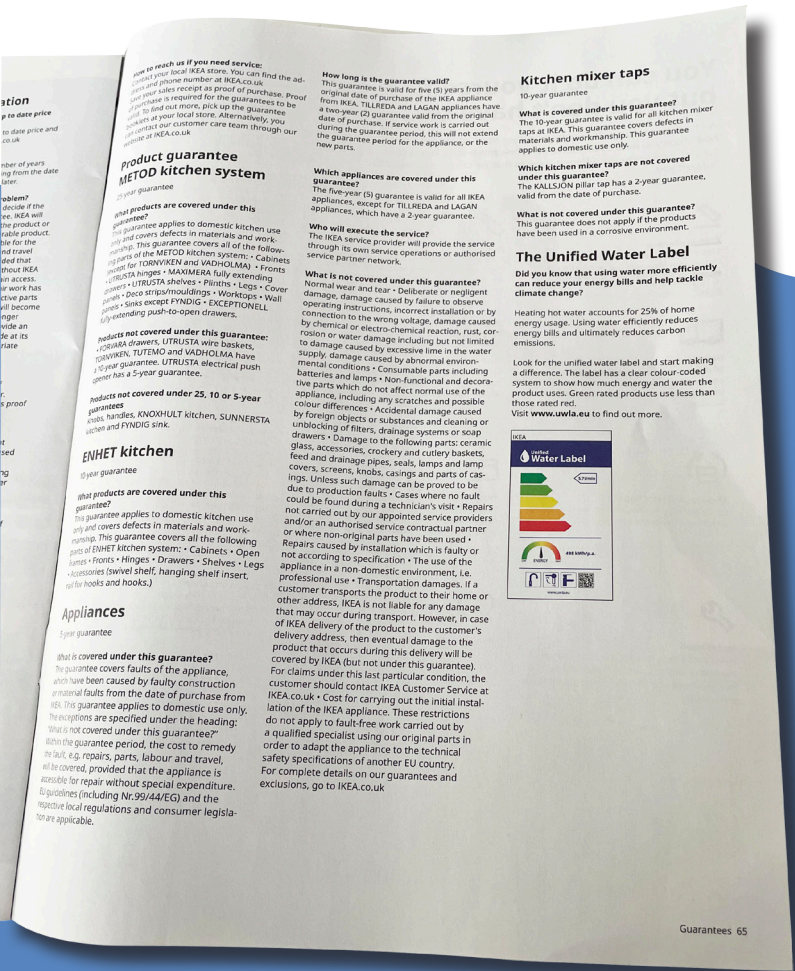
Retail/DIY Channels on packaging and support material



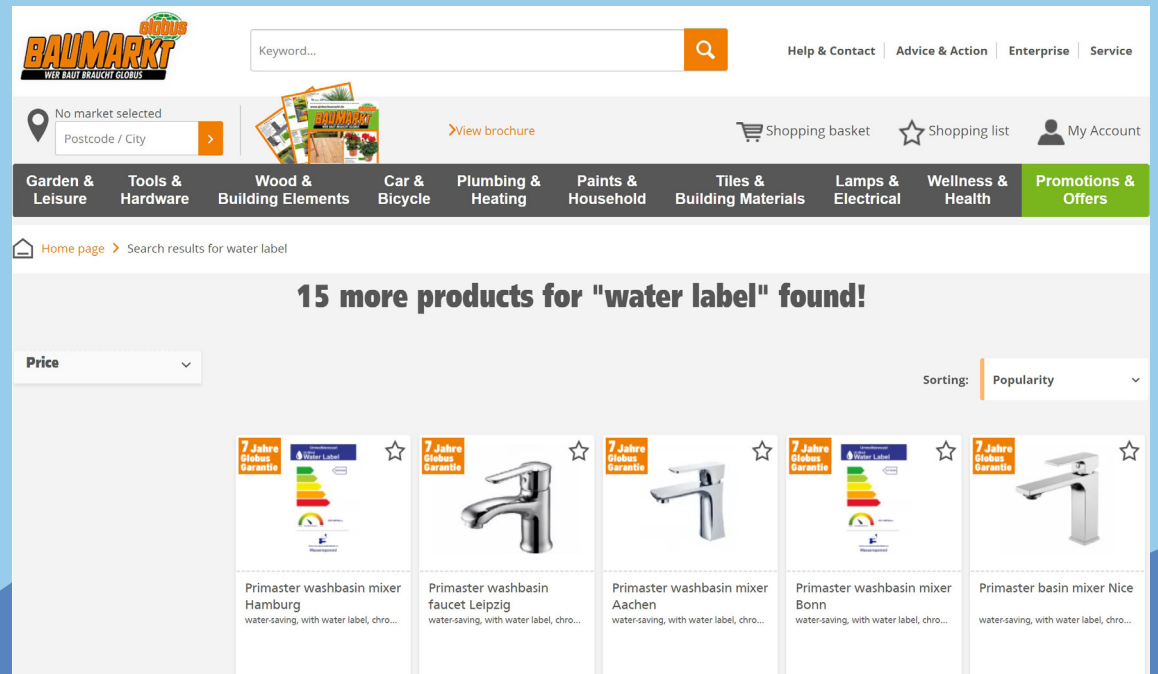
Trade Fairs

Examples of where the Full Label has been used correctly

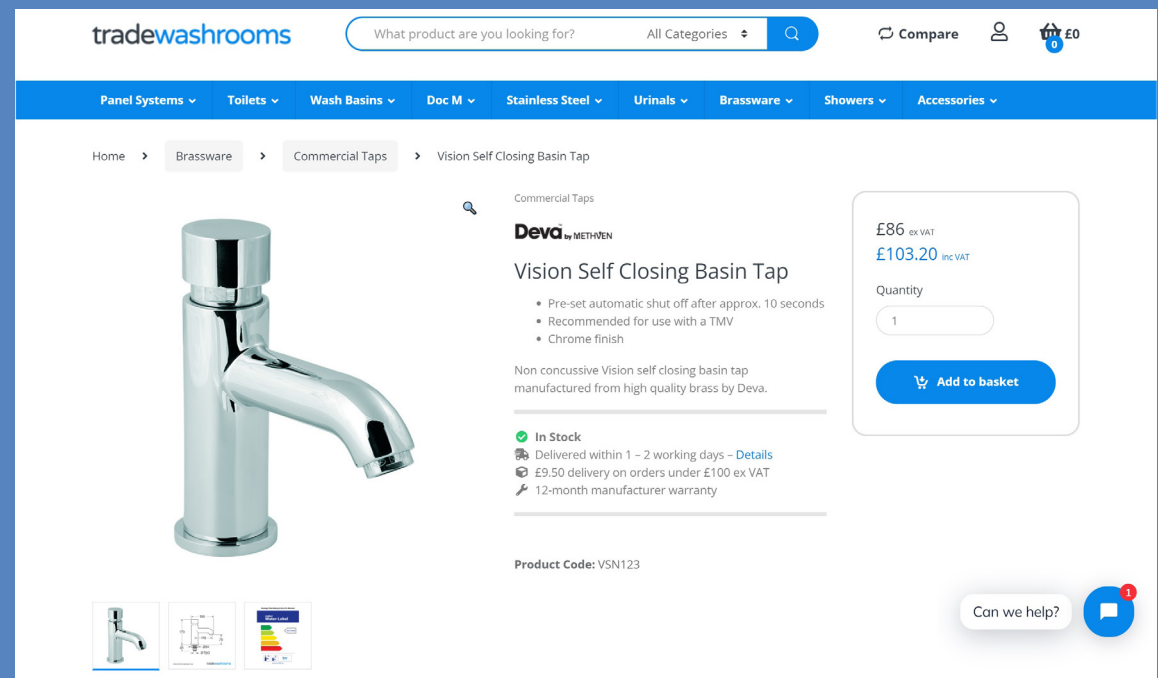
The following are examples of how registered brands are currently using the Unified Water Label within online product catalogues, websites in showrooms and packaging.



Example of the Label in member's brochure



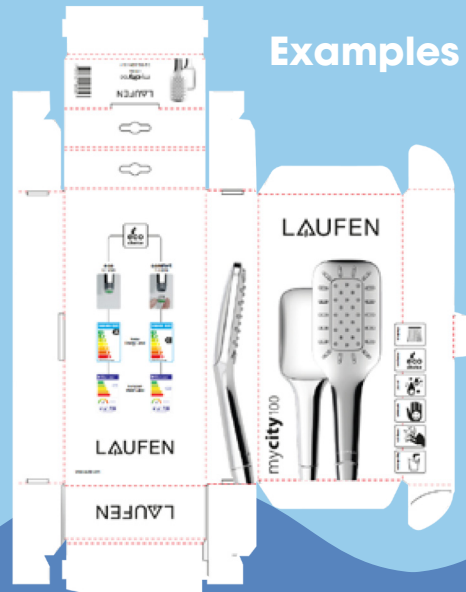
Examples of the Label on member's websites



Examples of where the Full Label has been used correctly

The following are examples of how registered brands are currently using the Unified Water Label within online product catalogues, websites in showrooms and packaging.

Examples of product packaging



Examples of showroom labels



The Labels provided are left blank and can be used as is, as a general example of the full chart.

Additional Information

This Label has the inclusion of energy and technical icons. Registered brands are encouraged to include the agreed energy icon plus highlight via inclusion of technical icons thereby offering additional information to make an informed choice and will become a mandatory element of the scheme.

The energy icon can be added to the base of the Unified Water Label to depict to the consumer the expected annual energy use. Local language translation for the energy icon is accepted.

It is required that all basin taps, kitchen taps, showers (handsets and mixer controls) and baths shall carry the energy icon.

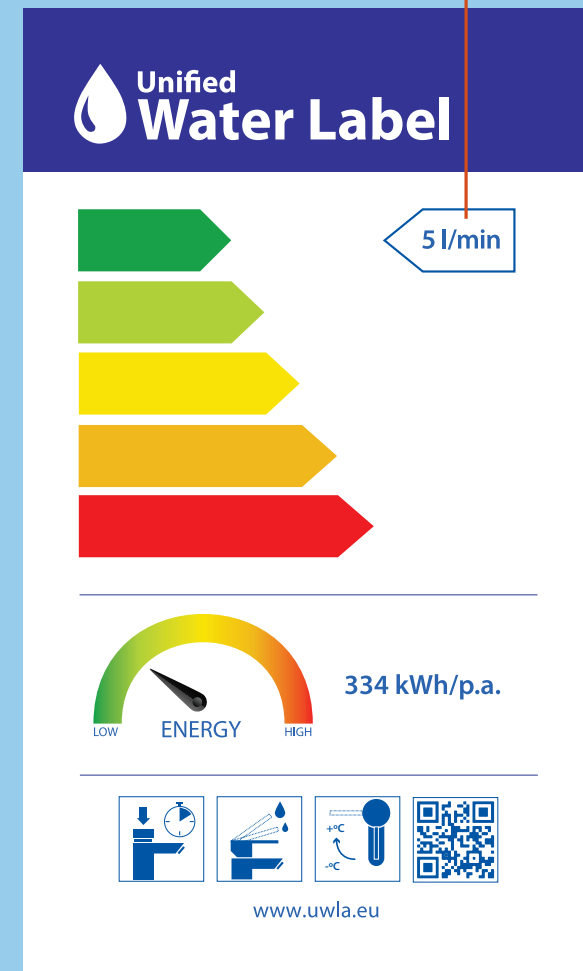
The energy icon shall in all cases be placed under the main water rating and to the far left of the space provided for all technical icons (for the applicable categories).

The electronic database will automatically add in the associated energy rating using the agreed methodology and the advised flow rate of the product.

Only THREE Technical icons can be included on any one Label alongside the Energy icon. The technical icon selection must align with the company's declaration of conformity.

When a specific figure is to be shown, a blue panel in Pantone Reflex Blue C can be added to the right side of the chart with the appropriate flow rate, volume for that product overlaid in Myriad Pro Semibold text and a font size to match the text in the scale on the left of the label.

*Pantone Reflex Blue C,
font Myriad Pro Semibold*







Sanitaryware, Urinal and Bath Technical Icons

WC TECHNICAL ICONS


Description	Associated Icon
Standard cistern and bowl arrangement with a wash down toilet bowl – old trap arrangements.	GRAVITY/ TOILET
Single flush standard cistern and bowl arrangement with a wash down toilet bowl – all trap arrangements.	SINGLE FLUSH
Assisted flush standard cistern and bowl arrangement with a wash down toilet bowl – all trap arrangements.	ASSISTED TOILET
Dual flush standard cistern and bowl arrangement with a wash down toilet bowl – all trap arrangements. Full and reduced flush volumes will be stated in the label.	
Standard cistern and toilet bowl combination – all trap arrangements.	
Standard toilet bowl sold on its own – all trap arrangements.	
Standard toilet cistern sold on its own – all trap arrangements.	
Interruptible flush.	

Sanitaryware, Urinal and Bath Technical Icons

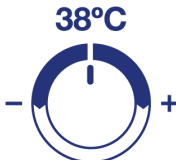


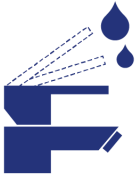

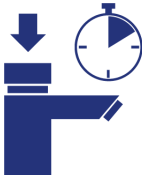
URINALS TECHNICAL ICONS

Description	Associated Icon
A pressure flushing valve kit with no extra parts needed, supplied to meet requirements. Directly connected to a supply of distributing pipe which is designed to flush and urinal manually.	
An electronic automatically operated flushing Sensor valve serving urinals.	
Urinal Bowl independent or solid with cistern.	
Urinal Bowl independent or solid with cistern.	



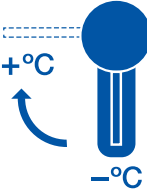


BATHS TECHNICAL ICONS

Description	Associated Icon
Baths freestanding or standard design.	

Taps and Showers Technical Icons

Technology		Associated Icon	Applicable to
Thermostatic	Must meet the requirements set in chapter 12.8 of taps and showers technical criteria.		Taps and Shower systems that meet EN 1111 and/or EN 1287
Shower Set	Including Handsets and Spray Handset.		Bath/Shower Taps and Shower Systems
Boost	The boost function is a water and energy saving feature. It allows for a temporary increase in flow rate that enables the user to more easily undertake a specific action. The boost function must auto ring return after flow control is turned off. Must meet the requirements set in chapter 12.1 of taps and showers technical criteria.		Shower/Taps
Water Break	Additional force action required – can be in the same plane as normal opening function. Does not need to be auto return as this is assured by closing the flow. Must meet the requirements set in chapter 12.10 of taps and showers technical criteria.		Taps and Shower Systems
Single Lever Mixer Taps	Standard dual flow mixer taps.		Single Lever Taps
Timed Flow	The time flow function is a water and energy saving feature for taps that have a variable or fixed concussive timed flow. Must meet the requirements set in chapter 12.9 of taps and showers technical criteria.		Tap and Shower Systems

Taps and Showers Technical Icons

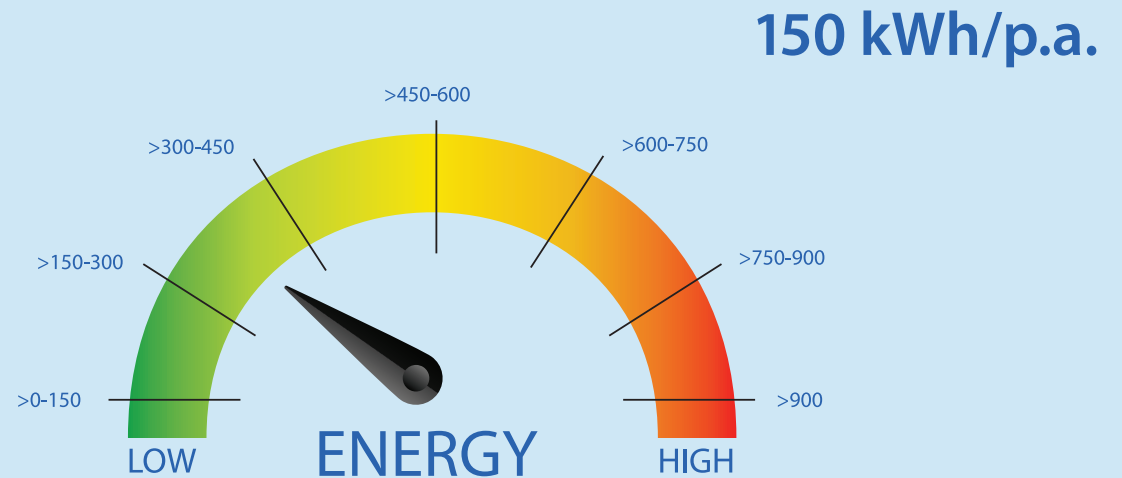
Shower Hand set	Handheld shower with hose.		Shower Hand set
Sensor Function	<p>- If proximity or motion sensing- Auto off after removal of hands. Must meet the requirements set in chapter 12.4 of taps and showers technical criteria.</p>		Taps and Shower Systems
Cold Start	<p>Use of a specific coldstart function can reduce the unintended use of hot water (that could be wasteful).</p> <p>Must meet the requirements set in chapter 12.2 of taps and showers technical criteria.</p>		<p>Taps:</p> <ul style="list-style-type: none"> - Single Lever - Combination Taps - Pillar Taps
Extendable Spout	Kitchen taps that use an extendable spout.		Kitchen Taps
Kitchen Tap	Conventional kitchen mixer taps.		Kitchen Taps

Using the Energy Dial

The methodology for energy can be calculated as specified in the Unified Water Label criteria and is specified in kWh/p.a.

The electronic database will automatically add in the associated energy rating using the agreed methodology and the advised flow rate of the product. The energy icon will be displayed with the label on the product database. The figure will be placed as indicated in the icon to the left of the dial.

This same figure should be compared and categorised in the table to indicate the position of the needle, then aligned as per the illustration e.g. 150 to 300 kWh/p.a. align needle to the 30 degree indicator in the illustration.



kWh/p.a. (min)	kWh/p.a. (max)	Degree
0	150	0
150	300	30
300	450	60
450	600	90
600	750	120
750	900	150
>900		180

Additional Information

This Label has the inclusion of energy and technical icons. Registered brands are encouraged to include the agreed energy icon plus highlight via inclusion of technical icons thereby offering additional information to make an informed choice.

The energy icon can be added to the base of the Unified Water Label to depict to the consumer the expected annual energy cost of using the product. It is required that all basin taps, kitchen taps, showers (handsets and mixer controls) and baths shall carry the energy icon.

The energy icon shall in all cases be placed under the main water rating and to the far left of the space provided for all technical icons (for the applicable categories).

Only THREE Technical icons can be included on any one Label under the Energy icon.

When a specific figure is to be shown, a blue panel in Pantone Reflex Blue C can be added to the right side of the chart with the appropriate flow rate, volume for that product overlaid in Myriad Pro Semibold text and a font size to match the text in the scale on the left of the label.

It is appreciated that space in printed matter is at a premium and therefore a 'family' of Labels has been created.

If using this size of label a full explanation of the Unified Water Label must be included in the document being published, a copy of the explanation document is included in this download pack.

A. Reduced Size Label

The reduced label shows only the maximum water use value and colour arrow for the specific product listed. This format of the label is to be used when space is restricted.

B. One-line Label

The one-line label shows the product water efficiency value in its simplest form and should only be used when space in a document is restricted.

This version of the label requires you to add in the product numeric value in black (see example opposite).

C. Extra Small One-line Label

This version of the Unified Water Label should only be used in printed catalogues/brochures and then only where space in a document is severely limited.

It should never appear on its own and must be accompanied by the description detailed opposite on the relevant page.

This version of the label requires you to add in the product numeric value in black (see example opposite).

A.



The label must not be displayed any smaller than 20mm deep and must remain in proportion.

B.

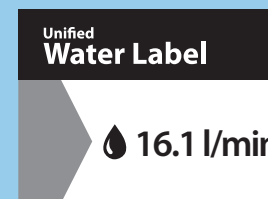


The label must not be displayed any smaller than 7mm deep and must remain in proportion.

C.



The label must not be displayed any smaller than 5mm deep and must remain in proportion.



The label can be used in a monochrome version.


Description to be included on a page when using the Extra Small One-line Label

The Unified Water Label for ***** (product category) Water is a precious commodity and we must use it wisely. You can now tell by looking for the European Water Label how much water a product uses in normal domestic conditions. For example a green arrow shows that a product uses the least amount of water as opposed to an arrow flag indicating that the product uses more water. You can find a complete explanation of the Unified Water Label and how it works for other products as well, at the front of this brochure.


Examples of where these Labels have been used correctly

Example of a printed product brochure (Extra Small-One Line Label)

Satinjet®




3 Tahi Handset
SJT123
Two function handset offering two types of spray
Satinjet body shower or massage.



4 Tahi Over Head Wall-Mounted Shower
SJT 007
Satinjet fixed head for all-over coverage.

5 Tahi Shower Kit
SJT 006SH
Two function handset offering two types of spray
Satinjet body shower or massage.
Smooth style hose for easy cleaning.



United Water Label 11 l/min

United Water Label 9 l/min

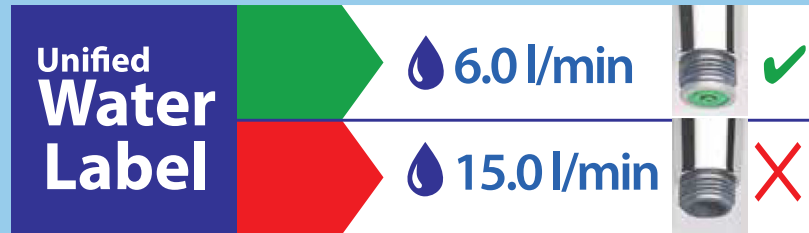
For icon key, water label details and water pressure please see pages 78, 79 and 80.

Supply Line Flow Regulators

If a Shower Handset is supplied with a supply line flow regulator and the product complies with the scheme regulations a further Label may be used (see example opposite).

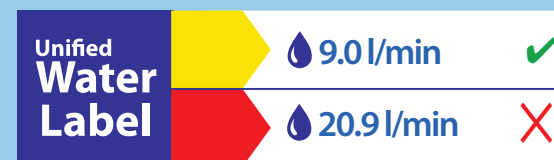
This Label requires 2 numeric values to be printed after the green and red arrows detailing the flow rates with and without the flow regulator fitted, to 1 decimal place, the text should match the colours of the arrows and the font must be in Arial.

A complete description of the Unified Water Label must be included in the document using this type of Label.



Example of where this Label has been used correctly

The screenshot shows the Roca website's 'THE WATER LABEL' section. The page header includes the Roca logo and navigation links: HOME / ABOUT ROCA / SUSTAINABILITY. The main content area is titled 'THE WATER LABEL' and contains the following text: 'Many of our products are registered with the Water Label scheme.' and 'Many of our products are registered with the Water Label scheme, meaning they have been independently verified as being water efficient. Throughout our main brochure 'Everything In Bathrooms' you will see the Water Label logo next to a product which is registered on the scheme.' Below this, it states: 'The water label was developed by the Bathroom Manufacturers Association and is now run by the Water Label Company. As a voluntary labeling scheme this allows consumers to identify and compare water saving taps, showers, WCs and baths.' At the bottom, it provides the website: 'For more information on the scheme please visit: www.europeanwaterlabel.eu'. On the right side of the page, there is a graphic of the Unified Water Label logo, a bar chart with five colored bars (green, light green, yellow, orange, red), and an energy consumption meter showing '334 kWh/p.a.' and 'ENERGY'.



Shower Handset Neck Leaflet

This Label is designed to be used with Shower Handsets and Taps - where a flow regulator is included, loose in the product box or packaging.

It is intended to show the difference in the appliances water flow with and without the use of the regulator. Values to this effect can be printed in the corresponding part of the chart using black, Arial text. The size of the leaflet must not be altered or any other part of the artwork amended without prior permission.

A high resolution PDF file of this artwork is included for registered brands in the relevant downloadable pack which is available from the your registered area.



Labels provided in the download pack are in the following formats:

*JPG: Hi resolution, 300dpi, CMYK
(this format is suitable for most applications)*

EPS - 300dpi, CMYK

PDF: Hi resolution, print quality, CMYK

Efficient

The 'Efficient Product' blue Label can only be used with the following categories:

- Electric Showers
- Urinal Controllers
- Replacement Flushing Devices
- Greywater Systems

All other categories must use the correct full or family of Labels and follow the relevant instructions.

There are 2 versions of the Efficient Product label, a large one containing the words EFFICIENT PRODUCT and a smaller version for use where space is severely limited.

Large



35mm

The label must not be displayed any smaller than 35mm deep and must remain in proportion.

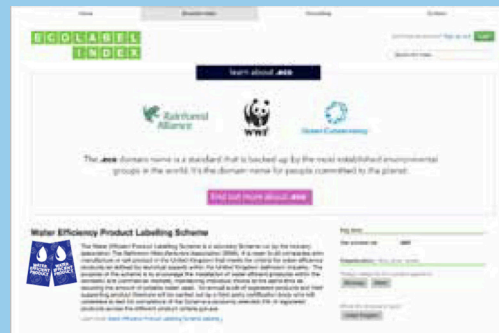
Small



10mm

The label must not be displayed any smaller than 10mm wide and must remain in proportion.

Examples of where this Label has been used correctly



Using the Label

Whilst the complete suite of labels are available, you will only gain access to those areas for which your company registration has been granted and products listed. Further advice and information on this can be obtained from the Unified Water Label Administrator (vikki.hollins@uwla.eu). The Unified Water Label remains the property of the Unified Water Label Association (UWLA) at all times and permission to reproduce the Label in any other format than those provided must be gained from the company prior to use.

Colour Reference Chart for text in the One-line Label and the arrow on the Extra Small One-line Label

Colour	Pantone	C (%)	M (%)	Y (%)	K (%)
Green	361 C	76	0	91	0
Sage	382 C	30	0	94	0
Yellow	Yellow C	0	0	100	0
Orange	7409 C	0	38	94	0
Red	032 C	0	91	87	0

Examples of exhibition use





Unified Water Label

LABEL GUIDELINES

UK Office
UWLA
Innovation Centre 6,
Innovation Way,
Keele University Science & Innovation Park,
Keele,
Newcastle,
Staffs.
ST5 5NT

Belgium Office
Rue Belliard 12/1040,
Brussels,
Belgium