

THE WATER LABEL

INDUSTRY SCHEME

European Industry Scheme to improve the water consumption and performance of Taps Shower Heads and accessories through the setting-up of a Classification and a Label



Version March 2013

An initiative of CEIR - the European Association for the Taps and Valves Industry



Contents

1	INTRODUCTION.....	3
2	PRINCIPLES AND SCHEME.....	4
3	PRODUCTS AND DEFINITIONS.....	6
3.1	Tap (basin and kitchen).....	6
3.2	Showerhead.....	6
3.2.1	Shower Handsets.....	6
3.2.2	Shower Heads and Body Showers.....	6
3.3	Accessories.....	7
4	PARTIES.....	7
4.1	Definitions.....	7
4.2	Application.....	8
4.3	Termination.....	8
5	AUDITING.....	9
6	REPORTING AND MONITORING.....	9
7	STEERING COMMITTEE AND RESPONSIBILITIES.....	9
8	NON-COMPLIANCE, SANCTIONS AND PENALTIES.....	10
9	REVISION.....	11
10	DURATION.....	11
11	PUBLICITY.....	11
12	COPYRIGHT.....	11
13	DISCLAIMER.....	12
	Annex 1 – Signatories.....	13
	Annex 2 – Flow Rate Classification.....	14
	Annex 3 –Water Label.....	15
	Annex 4 – Application Form.....	16
	Annex 5 – Declaration on national requirements, standards and scheme compliance.....	17

1 INTRODUCTION

CEIR¹ is the European Association for the Taps and Valves Industry and represents the vast majority of European manufacturers of industrial, building and sanitary taps and valves in EU countries, Israel, Switzerland, Russia, Ukraine and Turkey. CEIR prioritises the quality and innovation of its products, as well as the harmonisation of technical, safety and environmental requirements on the EU market, including through standardisation.

Facts

Fresh water shortages and security of water supply have always been important concerns in certain parts of the world and in some parts of Europe. Because of climate change and increasing needs for environmental protection, natural resources preservation and efficient use, the availability of fresh water and patterns in water consumption should be a concern for all, and are set to be a priority of the European water policy over the coming years.

In terms of water efficiency and savings, the European Commission Environment Directorate General study on water efficient standards² (July 2009) estimated that showers and taps contribute to 33% and 10% of average household water use respectively. Replacing all standard residential water using equipment (taps, toilets, showers, baths, washing machines, dishwashers and outdoor products) with water efficient products would result in an overall decrease in yearly domestic water consumption of around 32% or 40.716 litres for an European Union (EU) household.

Context

Many initiatives have been developed in the past 10-15 years to address efficiency of water-using products at national and international levels. In the different EU Member States, legislation (Spain, Portugal...) or voluntary labels/initiatives (Austria, Germany, UK...) already exist, responding to local water supply specificities and needs.

In the EU, concerns on water efficiency of water-using products have recently been highlighted in the context of water scarcity and droughts and ecodesign approaches. The European Commission has developed Ecolabel and Green Public Procurement (GPP) criteria on taps and shower heads with the aim of awarding the label to the most efficient products.

The European sanitary tapware industry is constantly improving the performance of its products in terms of water consumption and comfort. It is doing so while strictly applying national and European essential health and safety requirements, responding to consumer growing demands for environmental preservation, and respecting minimum users' comfort.

¹ www.ceir.eu

² http://ec.europa.eu/environment/water/quantity/pdf/Water%20efficiency%20standards_Study2009.pdf

Taking the view that the EU consumer today lacks consistent information on the performance and water consumption of these basic products, CEIR members and companies are committed to develop a simple and harmonised water labelling Scheme – the European Water Label.

This Scheme is meant to apply initially to taps, shower heads and accessories, but can easily be extended to similar / other water using products e.g. in the bathroom/kitchen environments.

Objectives and Characteristics

- Inform European consumers on water consumption of taps, shower heads and accessories
- Promote the use of water efficient taps ,shower heads and accessories
- Develop a simple classification scheme applicable throughout the EU and Israel, Switzerland, Russia, Ukraine and Turkey countries
- Set common requirements applicable throughout the EU and Israel, Switzerland, Russia, Ukraine and Turkey markets while conforming to any legal national requirements
- Set a voluntary, cost-efficient and flexible tool which aims at monitoring and adapting to the market evolution of water-efficient products
- Open to all taps, shower heads and accessories manufacturers placing their products on the EU and Israel, Switzerland, Russia, Ukraine and Turkey markets

2 PRINCIPLES AND SCHEME

This Scheme sets the main principles which all signatories will have to follow while supplying taps, shower heads and accessories (as defined under point 3) on the EU and Israel, Switzerland, Russia, Ukraine and Turkey markets. The manufacturers and signatories of this Scheme recognise that:

- Water is an essential natural resource which must be preserved
- Water-efficient taps, shower heads and accessories can help mitigate water and energy consumption while guaranteeing safety and comfort
- Minimum harmonised products criteria should be set to guarantee fair and simple information of the user.

The manufacturers of taps, shower heads and accessories joining this Scheme are willing to

- Contribute to the various efforts to save water and energy, thereby protecting the environment and reducing costs for the users of taps and shower heads

- Promote the use of water efficient taps, shower heads and accessories in the EU and Israel, Switzerland, Russia, Ukraine and Turkey by informing the users about the water consumption of these products, and participate to the reduction of water waste
- Develop a voluntary, simple and common classification scheme to allow implementation in all EU and Israel, Switzerland, Russia, Ukraine and Turkey countries
- Invite all interested manufacturers of taps, shower heads and accessories placing their products on the EU and Israel, Switzerland, Russia, Ukraine and Turkey markets to join this Scheme
- Maximise the effectiveness of the labelling scheme by promoting it and monitor its implementation
- Cooperate with the competent European bodies and other interested parties to optimize information and promote the scheme widely in the EU and Israel, Switzerland, Russia, Ukraine and Turkey.

The signatories of this Scheme are expected to meet the requirements set hereunder.

The signatories commit themselves to:

- Label all taps, shower heads and accessories categories for which the signatory has applied and been granted labelling authorisation in accordance with application procedure set out under point 4, as soon as possible or within 6 months after this authorisation, and in full accordance with the requirements set hereunder. The label (see Annexe 3) can appear either on the product or on the packaging, but also on the marketing and/or technical literature, on the manufacturers' website or any combination.
- Fulfil and declare fulfilment of the national legal requirements where the product is marketed, as well as the European and/or national standards when applied (See Annexe 5)
- Meet the stated classifications for taps and shower heads referred to in Annex 2
- Raise awareness about the water and energy efficiency of these products assisted by the Water Label
- Cooperate with the Scheme and label operator for the products auditing system and the completion of the monitoring report on the progress of implementation of this Scheme and the Label, in accordance with the procedures set out under points 5 and 6.

This Scheme and label aim at simplicity and efficiency. It concentrates on the water consumption of taps, showers heads and accessories, bearing in mind that any savings of water will in turn lead to energy savings and a reduction in carbon dioxide emissions.

It aims at introducing a label which fully respects national legal requirements where the product is marketed, as well as the European and/or national standards when applied.

The use of water efficient products in the water distribution system should not prevail but be combined with water quality and hygiene requirements. Taps, showers heads and accessories users should always seek the advice and assistance of a local professional installer to ensure that the complete water system conforms to applicable regulations, and is installed for optimal performance in terms of comfort, water and energy efficiency.

The label put in place by the present Scheme does not differentiate between taps, shower heads and accessories used in the private or public sector. Introducing two different classification systems for products used by the private sector on the one side, and the public sector on the other side could create confusion for the end user.

3 PRODUCTS AND DEFINITIONS

This Scheme and label initially apply to taps, showerheads and accessories as defined below.

3.1 Tap (basin and kitchen)

The part at the end of a pipe which controls the flow of water. It can either be a cold only or a mixing device, manually or automatically operated.

3.2 Showerhead

A device used for ablutionary purposes which allows water to be emitted in the form of jets or water droplets (*EN 1112:2008*).

Showerheads can be classified as follows:

3.2.1 Shower Handsets

Shower handsets are moveable hand held shower outlets which are connected to the sanitary tap ware via a shower hose, complying with EN 1113. They can be hung directly on the tap ware or on the wall with the aid an appropriate support.

3.2.2 Shower Heads and Body Showers

Shower heads are fixed overhead shower outlets which direct water onto the user from above. Body showers are shower outlets fixed to a vertical wall and direct water laterally onto the user)

This Scheme does not apply to professional or safety products (e.g. professional kitchen taps or safety showers)

3.3 Accessories

A flow regulating device fitted as recommended in the supplied manufacturer's instructions, in either the outlet or inlet of the product, designed to produce a constant flow of water – independent from the supply pressure and limits the stated flow rate to those claimed below at 5 +0/-0.05 bar pressure.

Flow regulators can either be stand-alone flow regulators or combined tapware components, such as flow regulated aerators or flow regulating check valves

Listing on the Water Label will require verification of the claimed flow rate on the following basis:

Flow rate @ 5.0 +0/-0.05 bar = Claimed flow rate +0/-20% - rating according to table Annex 2.

Examples

- 6 litres per minute claimed flow rate = 6 +0 -1.2 (4.8 to 6) litres per minute
- 8 litres per minute claimed flow rate = 8 +0 -1.6 (6.4 to 8) litres per minute
- 10 litres per minute claimed flow rate = 10 +0 -2.0 (8.0 to 10) litres per minute

4 PARTIES AND APPLICATION

This Scheme and label was initially established by the UK industry and CEIR has been allowed to develop it into a European scheme together with the BMA.

It is now addressed to all manufacturers of taps, shower heads and accessories supplying their products on the EU and Israel, Switzerland, Russia, Ukraine and Turkey markets. It applies to all the signatories listed in Annexe I.

4.1 Definitions

Scheme and label operator: the Water Label Company Ltd established at
Innovation Centre 1 - Keele Science & Business Park
Newcastle-under-Lyme
ST5 5NB
United Kingdom

Manufacturers: companies legally established in any of the countries where the Scheme can operate.

CEIR: The European Taps and Valves Association, located at
Diamant Building, 80 Bd Reyers, 1030 Brussels, Belgium

CEIR national associations: all legally constituted trade associations of the valve manufacturers in Europe which are members within CEIR.

BMA: The Bathroom Manufacturers Association, located at

Innovation Centre 1 - Keele Science & Business Park
Newcastle-under-Lyme
ST5 5NB
United Kingdom

Steering Committee: Board of the Water Label Company

4.2 Application

Any manufacturer of taps, showerheads and accessories established or putting taps, shower heads and/or accessories on the EU and Israel, Switzerland, Russia, Ukraine and Turkey markets can submit an application. It will be sent to the Scheme and label operator using the application form and the declaration on standards and Scheme compliance (see Annexes 4 & 5).

Any changes to the technological characteristics of the product for which application is sought, and which may have an influence on the flow rate and change the classification of the product, should be notified in written form to the Scheme and label operator. Copies of certificates of compliance/test reports from 1/3 parties can be provided in support of declaration of compliance.

Registration of the product will last 5 years as long as the product remains available on the EU Israel, Switzerland, Russia, Ukraine and Turkey markets.

The manufacturer's registration to the scheme will be invoiced in accordance with the applicable conditions and fees.

The Scheme and label operator will inform the applicant in writing if the application has been successful and provide all the necessary information and guidance on the use of the label, or if the application has been rejected and the reasons for this decision.

4.3 Termination

The Scheme and label operator has the right to cancel or suspend the registration of a product carrying the Water Label following a decision taken by the Steering Committee. This may be justified e.g. if the criteria of the Scheme are not met, if the information provided is incorrect or misleading or if no notification of relevant product modification has been provided in due time (See point 6). The Scheme and label operator will give notice and reasons to the manufacturer in writing.

A signatory can terminate his registration to the Scheme at any time by submission by registered mail of a letter of termination to the Scheme and label operator.

There will be no refund of the fees already paid to the Scheme and label operator.

5 AUDITING

The Scheme auditing is organised and coordinated by the Scheme and label operator. Audits are performed regularly by selected test houses on products selected randomly.

The Scheme and label operator will arrange for 5% of the products (and accompanying literature, point of sale material and advertisements in relationship to the listed products) on the Scheme database to undergo an audit for compliance with the Scheme's requirements on an annual basis. The 5% will be selected, across the qualifying product ranges. The audit testing will be conducted by an independent and competent accredited (ISO 17025) test house.

Products registered to the Scheme, for which the manufacturer is able to prove and document that a third party flow-rate testing has already been carried out by an independent and competent accredited (ISO 17025) test house and attests the conformity of the product to the Scheme criteria, can be exempted from the audit.

In the event of failure to comply with the Scheme's requirements, the Scheme steering committee will launch actions aiming at restoring compliance. The signatory shall be liable for all the costs relating to the test and re-testing.

6 REPORTING AND MONITORING

The signatories agree to provide the Scheme and label operator, independent of the signatories but appointed by them, with the relevant information on progress made in implementing the present Scheme and label. This information will be provided on a yearly basis and will be gathered by the Scheme and label operator to form a report. To this end, the Scheme and label operator will submit a structured questionnaire/enquiry document. The means by which collection of information will be performed will be defined by the Steering Committee.

The Scheme and label operator will disclose the information provided by the manufacturers only in aggregated form, i.e. relating to the overall market but not to individual manufacturers. The Scheme and label operator will not disclose any confidential information on individual manufacturers to other manufacturers or third parties.

The results of the report will be published by the Scheme and label operator in order to report on the implementation of this Scheme and label, and assess the current situation on taps and showerheads on the market and, eventually, identify the problems in implementing this Scheme and propose solutions.

7 STEERING COMMITTEE AND RESPONSIBILITIES

A Steering Committee will be established within 6 months of the launch of this Scheme and label. It will have the responsibility to recommend to the Scheme and label operator handling all administrative matters as well as all complaints by signatories or third parties regarding this Scheme and the label.

The Steering Committee prepares changes to the Scheme criteria in keeping with necessary administrative adaptations and possible regulatory changes impacting the Scheme. The proposal is submitted to the Plenary meeting of the Water Label Company for approval.

The Steering Committee will take all necessary measures to enforce this Scheme and label, and supervise the compliance of the signatories. All participants will commit themselves to collaborate with the Steering Committee in resolving any problem connected with the implementation and fulfilment of this Scheme and label.

The Steering Committee will be composed of Scheme signatories and Scheme and label operator. The Steering Committee will have to discuss and agree its rules of procedure and dispute settlement. It will have to agree on the designation of its members, voting rights, chairmanship...

The Steering Committee's decisions are valid if two thirds of the members are present or represented. The mandate of each Steering Committee member is personal. A Steering Committee member can be replaced only by another Steering Committee member, who can accept a mandate to act and vote in his name. A Steering Committee member may represent no more than one other Steering Committee member.

All decisions, negotiations and discussions will be described in a report signed by the Steering Committee Chairperson. The European Commission will be invited to the Steering Committee as an observer.

8 NON-COMPLIANCE, SANCTIONS AND PENALTIES

Only products that have been granted acceptance to the Scheme and that conform to all its requirements may be listed in the Scheme database and may carry the Water Label.

Any inappropriate use of the Water Label either on the product, packaging or supporting marketing / technical material will result in the signatory being warned to conform to the use requirements or being withdrawn from the Scheme, and the use of the label from all marketing / technical material should be withdrawn with immediate effect.

This Scheme is a voluntary Scheme developed to raise awareness on the water performance of taps and shower heads, and to promote best practice for water efficiency within the bathroom and kitchen environment. In the event of a dispute between parties, the practice of 'good faith' for resolving the dispute under the Scheme will be used. All disputes will aim to be resolved informally.

In the event that the dispute cannot be resolved with informal practice, the parties involved must formally inform the Steering Committee explaining the dispute, actions already taken and a possible solution. The Steering Committee will undertake to resolve the dispute as quickly as possible.

In case of evidence of non-compliance, the Steering Committee will review the evidence and make recommendations.

If a signatory fails to meet the requirements of the present Scheme and label, the Steering Committee will address a warning. The signatory will have to take all necessary measures to redress the situation within 3 months.

If the signatory takes the necessary measures, but these measures are insufficient to comply with the requirements, the Steering Committee may decide to extend the deadline for compliance.

If the signatory fails to take the necessary measures within the set deadline, he will be deemed not to comply with this Scheme, and will be deleted from the list of signatories. In this case, the Scheme and label operator will publicly state that the signatory no longer participates in the Scheme. No refund of fees already paid could be claimed either in part or in full.

If a non-signatory or a former signatory uses the Water Label in a way which does not comply with this Scheme, the Steering Committee will take any reasonable step, including legal measures if available, to prevent any prejudice to this Scheme, label and its signatories.

9 REVISION

This Scheme and label based on the current state of the art. The signatories agree to review its objectives should the technological, economic and societal situation require so. In the event of a review, the signatories commit themselves not to lower the requirements of the current Scheme and label. Any changes and updating of this Scheme will be handled by a plenary meeting of all signatories. Any decision will be taken by a 2/3 majority of the signatories represented.

10 DURATION

The present Scheme and label will start on 01 January 2013 and will last for 5 years.

11 PUBLICITY

CEIR will ensure that the present Scheme is accessible on the internet and promoted at EU level. All CEIR national associations are encouraged to promote this scheme in the different Member States. All signatories should make reference to this Scheme on their websites, brochures, registered products documentations...

12 COPYRIGHT

The Water Label Company owns the full copyright and the exclusive use licence for the Water Label. The BMA will transfer to the Water Label Company copyright for the scheme. BMA currently has UK trade mark and certification on the label and scheme. The IP will be retained by the BMA until such time that it has to be transferred – the fee to be mutually agreed by BMA/CEIR board members.

13 DISCLAIMER

The Water Label is a voluntary scheme aimed at raising awareness and informing on the water consumption and performance of taps and shower heads in Europe. The Scheme and label operator cannot be held liable for any misuse or counterfeit use of the label under the Scheme. This Scheme does not endorse the quality of the products labelled or the quality control of the manufacturing process.

Annex 1 – Signatories

(March 2013)

AKW Ltd.	Sottini
Altecnic Ltd.	Thomas Dudley Ltd
Aqualisa Products Limited	Trevi Showers
Armitage Shanks	Triton Showers
Axor	Trojan Plastics Ltd.
Bathstore	Twyford Bathrooms
Bristan	Wirquin Ltd
Britton Bathrooms	
Burlington	
Cistermiser Limited	
Cleargreen Baths	
Clearwater Baths	
Crosswater Holdings Ltd.	
Croydex Limited	
Dart Valley Systems Ltd.	
Ecocamel Ltd	
Franke Sissons Ltd.	
Franz Kaldewei GmbH & Co. KG	
Geberit Sales Ltd	
Hansgrohe Ltd	
Heritage Bathrooms	
Ideal Standard	
Intatec Ltd	
Jacuzzi UK	
Jika	
Kohler Mira Ltd	
Laufen Ltd	
Lecico Plc	
Methven UK	
Neoperl GmbH	
Pegler Yorkshire	
Roca Ltd	
Roman Ltd	
Serel Keramik A S	
Shires	

Annex 2 – Flow Rate Classification

Rating	Measured at (bar)	Flow rate l/min	
		Basin Tap Kitchen Tap Hand / Overhead Showers Bath and Shower Taps and kits (Shower outlet only)	Label
Water saving	3 or max operating pressure if lower (to be stated)	≤6	Max 6
		≤8	Max 8
		≤10	Max 10
		≤13	Max 13
		>13	>13

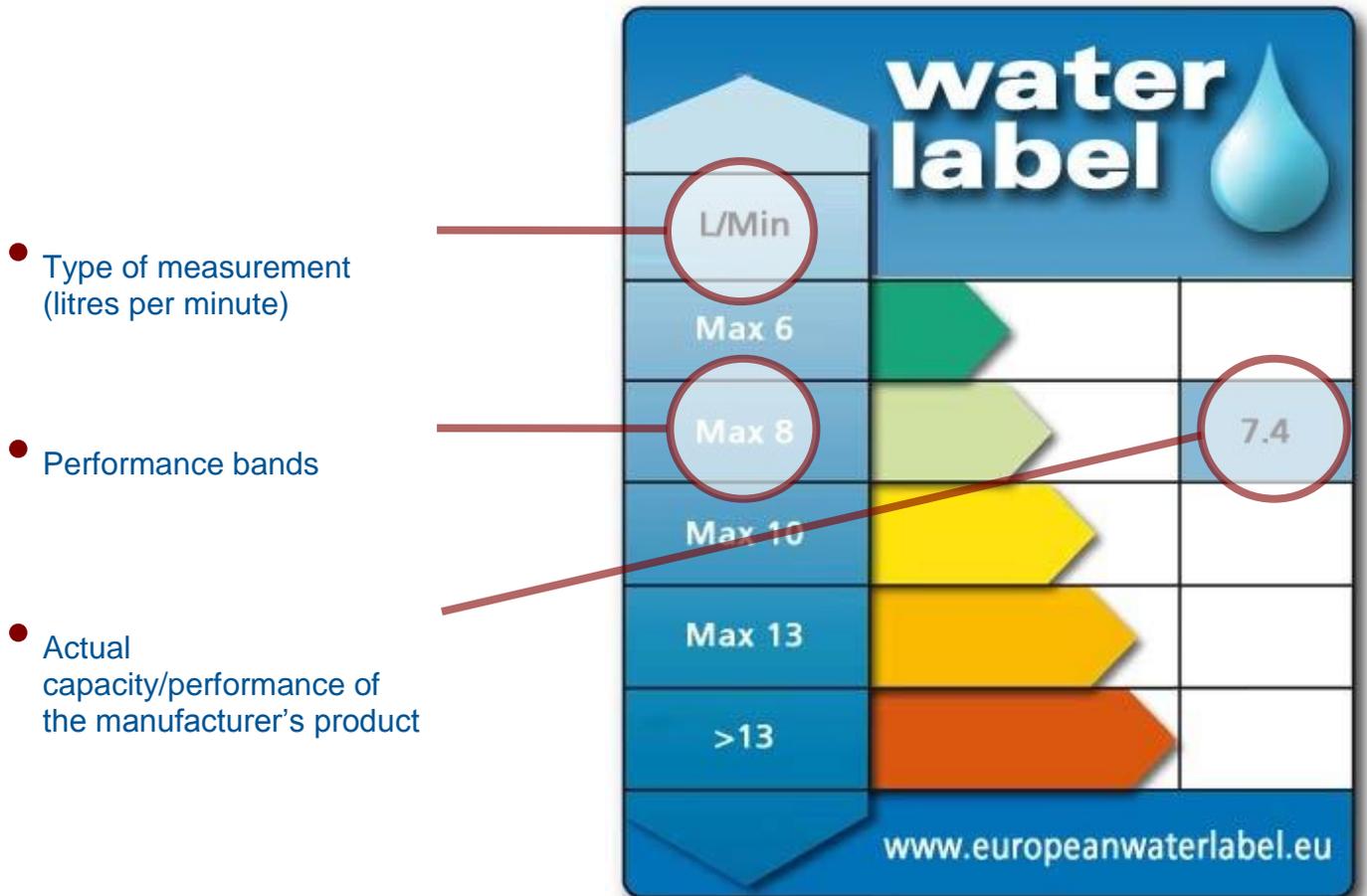
NOTE:

- Reference standards / products covered are the following: EN 200, EN 816, EN 817, EN 1111, EN 1286, EN 1287, EN 15091
- Flow rates are measured w/product as delivered.
- Flow rate to the basin/sink must be considered (e.g. sum of the flows in case of pair of pillar taps).
- Flow restriction shouldn't be made on both sides - either valve or showerhead
- Flow rate <6 class products shouldn't be used with combi-boilers
- Flow rate >13 is based on current EN standards
- Limitations applying for specific installations conditions such as minimum flow rates of boilers must be taken into consideration and may lead to restrictions in use

Annex 3 – Water Label

The modal label to be used for taps and shower heads is presented below. The label takes the form of a coloured scaled rate, identifying the product flow rate and its corresponding class. The colour scheme ranges from red (less efficient) to green (most efficient). The flow rates are given in ranges e.g. Maximum 6 litres.

MODAL TYPE – LABEL



The label includes the classification set out in annexe 2.

Annex 4 – Application Form

Scheme and Water Label – Application form

The Water Label Company
Innovation Centre 1,
Keele Science & Business Park, Newcastle Under Lyme, Staffs, ST5 5NB
Telephone: 0044(0)1782 631619 Fax: 0044(0)1782 630155
Email: info@europeanwaterlabel.eu Web: www.europeanwaterlabel.eu

Date of Application: _____

Are you a Manufacturer? (Please tick) Yes Other? (Please state) _____

Section 1: Company Details Are you a member of the CEIR? (Please tick) Yes No

1. FULL Company Name & Address: _____

Post Code: _____ Tel no: _____ Fax no: _____

Web address: _____

2. Registered Company Number in your country: _____

3. Full name of person authorised for process of registration:

Mr/Ms: _____

Telephone Number: _____ Email: _____

4. Company representative authorized to complete forms for:

- Basin Tap _____
- Kitchen Tap _____
- Hand / Overhead Showers _____
- Bath and Shower Taps and kits _____

Section 2: Company Statement (Company means the qualifying business as identified in Section 1)

I/We hereby apply to the European Water Label Scheme - The Water Label Company for registration.

I/We have read and understood the information contained in the rules and regulations of the Scheme issued by CEIR.

I/We certify that all statements made and information given in this registration are true to the best of our knowledge and belief.

Signature of authorised personnel (must be the same as section 3)

Print name and title of signatory: _____

Section 3: Declaration of Compliance:

Each company application for registration must be supported by a Declaration of Compliance which is signed by the authorised signatory of the registered company. The Declaration of Compliance states that all registered product(s) identified satisfies the criteria of the Scheme.

All documents submitted together with this registration are deemed to be the property of European Water Label Scheme. Payment and Declaration of Compliance must be received with Company Application for Registration.

Annex 5 – Declaration on national requirements, standards and scheme compliance

Scheme and Water Label – Declaration of Compliance

The Water Label Company
Innovation Centre 1,
Keele Science & Business Park, Newcastle Under Lyme, Staffs, ST5 5NB
Telephone: 0044(0)1782 631619 Fax: 0044(0)1782 630155
Email: info@europeanwaterlabel.eu Web: www.europeanwaterlabel.eu

This Declaration of Compliance confirms that all product subject of application(s) conforms with the requirements of the European Water Label Scheme.

Further, that product (s) submitted for approval complies with the national legal requirements where the product is marketed, as well as the European and/or national standards when applied.

Declaration

I/We hereby certify that all products subject to applications for listing under the Scheme satisfy the requirements of the Scheme and all the national legal requirements where the product is marketed, as well as the European and/or national standards when applied.

Full Company Name: _____

Signature of authorised personnel:

Printed name and title of signatory: _____/_____

Date: _____