



CEIR

May 2013

The European Association for the Taps and Valve Industry

CEIR Congress 2013

The CEIR Congress 2013 will take place in Ghent, Belgium on 24 and 25 May. The Congress will be held under the general heading of innovation and water efficiency. Vlerick Business School's Dr Meuleman will give the keynote speech. He is an excellent speaker so we hope that many of our members will be present and take part in the discussions.

Representatives of the chemical industry will then take the floor. Valves are widely used in chemical plants so delegates can prepare their questions on how suppliers can support users in the crucial production phases.

Then the focus will be on water efficiency. Mr Minotti from the European Commission and Mr Geurts, Member of the Presidency and Director General of FEST (European Federation of the Sanitary and Heating Wholesale Trade) will give their views on water efficiency labelling and on the market.

A panel discussion will follow and will include the views of a European Commission, a manufacturer, an international association and a retailer. Water efficiency and its related labelling are hot topics at the moment. Therefore we hope that this discussion will clarify positions about Ecodesign, voluntary schemes and what consumers understand from a label.

A dinner will close the first day. The second day is open to CEIR members and to members of international associations. The debates will be about the results and work of CEIR during the past year.

Chairpersons will report on the activities of their Committees. The financial results of the association will be presented and submitted to the General Assembly. Ms Higgins, PMI Executive Director and Mr. Cordell, VMA chairman have confirmed that they will share their American experience. A partner programme has also been organised to explore the attractive city of Ghent.

Prices

Delegate congress fee	: 490 Euro
Partner congress fee	: 295 Euro

Sandton Grand Hotel Reylof

Single room	: 166 euro per night B&B
Double room	: 181 euro per night B&B

To be kept up-to-date with developments, please check regularly <http://tapsandvalvesindustrycongress2013.wordpress.com/>

CEIR at ISH 2013

CEIR had a stand at ISH 2013 in Frankfurt from 12 to 16 March 2013. ISH is the world's leading trade fair for the bathroom experience, building services, energy, air conditioning technology and renewable energies. It is the world's biggest exhibition for the combination of water and energy and covers all aspects of future-oriented building solutions.

This was the first time that CEIR had a booth at this fair. It was located in a prominent position so CEIR delegates were able to meet and discuss with many visitors.

As a result, CEIR was able to increase its visibility, having already redesigned its online image and reorganised its structure. It also developed its communication with the sanitary taps business by being present at ISH, where it voiced a strong message about its capacity to reinvent itself and be the sole representative of the industry.

CEIR promoted the Water Label on its stand as those companies supporting or about to support the Label were present at ISH. Some companies were also displaying the Water Label on their stands. CEIR demonstrated the benefits of joining the Water Label scheme to visitors, whether manufacturers or users.

12,000 copies of the "Water is life" magazine were printed and distributed at ISH. The magazine featured an article by the MEP and chairperson of the European Parliament Water Group Dr Richard Seeber. Representatives of the industry also had their say in the magazine which featured articles about water efficiency in different countries.

CEIR delegates at ISH met with CEIR members as well as representatives of international associations such as PMI (Plumbing Manufacturers International). They took this opportunity to promote CEIR and network with visitors from around the world.

The presence of CEIR at ISH was possible due to the financial and logistical support of its sponsors. We thank them once again for their help: BMA, Hansa, Hansgrohe, Ideal Standard, Kohler, KWC, Laufen, Neoperl, Roca, Pomsad and Profluid.

CEIR managed to negotiate a preferential tariff for the stand in exchange for promoting ISH on its website and to its members. We would like to thank the organisers for making this possible and hope that it is the start of a fruitful cooperation between ISH and CEIR.



WATER LABEL HITS SPRING EXHIBITIONS



The Water Label featured in two major exhibitions this Spring and was greeted with warmth and enthusiasm from visitors to the shows.

First came the massive ecobuild exhibition held in London during the first week of March. It was attended by over 45,000 visitors including many UK government officials, and proved to be a great showcase for The Water Label.



The exhibition, held over three days at the huge ExCeL exhibition halls, saw visitors from across the globe attending what the organisers described as the world's biggest event for sustainable design, construction and the built environment. Almost immediately after ecobuild came the huge ISH exhibition held over five days in Frankfurt.

Manning the Water Label stand were representatives from Profluid the French trade association, CEIR staff, CEIR President and Bathroom Manufacturers Association staff from the UK.

It proved a very busy five days and visitor numbers to ISH were reported to be up to 200,000. The Water Label stand was well located on the main route between halls 4 and 5. Thousands saw the stand and many stopped to talk; architects, specifiers, manufacturers and buyers all took information with them.

The stand, displaying the label with its bold blue graphics, encouraged visitors to stop by and collect the latest leaflets and the all-new "Water Is Life" brochure, specially created for the event. The brochure with its contributions from both government and industry leaders showed, without doubt, that the message about water and energy efficiency is hitting its mark and the work of the BMA and CEIR is beginning to pay dividends.

A large amount of people who are involved with the various 'green building codes', were particularly interested to find a 'kiss' scheme that aids compliance. KISS stands for keep it short and simple!

"This year's two Spring exhibitions were very successful and rewarding for us," enthused Yvonne Orgill, Chief Executive of the Bathroom Manufacturers Association. "We spoke to many top ranking people and leading industry professionals who really did want to know about The Water Label scheme and how they could use it to meet their requirements."



ENDS

A variety of digital images are available upon request. However, the BMA is a non-profit organisation and unable to pay for images to be reproduced. The aim of the information generated by the BMA is to educate, inform and improve the industry as a whole.

Further Information about the BMA

For further information: email info@bathroom-association.org.uk or telephone 01782 631619 or visit www.bathroom-association.org

CEIR ASSOCIATION

CEIR represents the common economic, technical and scientific interests of the European valves industry, in particular towards European and international authorities, and in economic and commercial circles.

CEIR gathers together a large number of European manufacturers in the field of valves and fittings. CEIR is the European reference body, cooperating with international institutions and bodies on technical matters, harmonised regulations and rules for efficient and environmentally-friendly taps and valves.

CEIR MEMBERS EXTRANET

CEIR has a new Extranet to optimise the work of the Committees and the exchange of information.

Members can access it from the CEIR homepage with the log-in and password received from the CEIR secretariat.

AFTER THE GREAT SUCCESS IN DUSSELDORF, VALVE WORLD WILL NOW BE PRESENT IN THE US

The 8th Biennial Valve World Conference & Exhibition was held in Düsseldorf, Germany from 27 to 29 November 2012. The trade fair covered valves and fittings as well as the relevant components and parts, actuators and positioners, pumps, compressors, engineering services and software. 15,700 m² of net floor space had been booked. 600 leading companies from 37 countries registered for this biggest international industry meeting on industrial valves and fittings. In comparison with the 2010 edition, that means an increase in exhibitors of almost 10% and an increase of net floor space of nearly 15%.



Most European companies came from Italy, the UK, Germany, Spain, France, the Netherlands and Turkey. There were also many exhibitors from the USA, Taiwan, India and China.

All leading companies from the valves and fittings industry presented their products in exhibition halls 3 and 4. The special feature of Valve World Expo is the intensive linkage between the exhibition, the conference and the resulting networking opportunities. The focus was clearly on enabling meetings between manufacturers and end users at the Düsseldorf Exhibition Centre.

10,600 people from 57 different countries visited the fair. 69% of them were international visitors and 61% were attending for the first time. 75% of them were executives; 25% were valves and fittings manufacturers (mostly valve manufacturers), 18% were valves and fittings users and another 18% came from the valves and fittings trade. The visitors were primarily interested in the valves segment (80%), followed by actuators and



positioners (40%), valve components and parts (40%), and pumps (18%). 95% of visitors gave Valve World Expo 2012 top marks.

At the same time as the trade fair, the Valve World Conference – organised by KCI Publishing/NL – was held at Congress Center South (CCD South) of the Exhibition Centre. The conference was a resounding success, as nearly 60 lectures and workshops attracted a total of 350 participants. This year, the focus of the workshops and specialist presentations was primarily on topics such as control valves, cast-iron parts, maintenance, repairs, inspections and tests as well as new trends and designs. 350 delegates from around the world travelled to Düsseldorf to attend this expert exchange at top level.

Valve World Americas Expo & Conference will be held in Houston, Texas, USA from 25 to 26 June 2013. After its debut in 2011, the inaugural event was a great success and earned rave reviews from the industry, featuring the latest technology from 93 international exhibitors and 1100 visitors. In 2013, the exhibit space moves to a central downtown Houston location at the George R. Brown Convention Center. The size of the exhibition is expected to be more than double compared to 2011 edition. The event will welcome exhibitors and visitors from around the world.



renaissance, all contributed to the industrial boom. Most firms were initially very small, founded, financed and managed with the savings and hard work of the entrepreneur's whole family. For this reason, despite the growth and evolution of the district, almost all the companies are still family-owned and managed, with a strong culture of self-making.

The third hall's displays and panels recount "the history of taps", which runs parallel to the social, cultural, technological and economic growth of mankind from the first rudimentary Neolithic sewage and draining systems, to the extraordinarily complex water supply technologies of the Ancient Greek and Roman civilizations; the cultural and technical deterioration in the West during the Dark Ages, while the Muslim countries, especially the Ottoman Empire, preserved and refined the Greek and Roman knowledge; the demonisation of water and bathing in the 17th and 18th centuries and, finally, the Industrial Revolution and the cultural and technological booms in recent decades. Bathing and hygiene have become available to the masses and are no longer a luxury, promoting better health standards and longer life expectancy in developed countries, while a large portion of the world's population still struggles with thirst and diseases due to lack of drinking water.



The final hall hosts the state-of-the-art contemporary production of the Museum's sponsors. Each sponsoring company is provided with a totem, where they can showcase promotional material and their flagship or most cutting-edge products. The totems are updated every six months. There are also interactive stations where visitors can consult the sponsors' catalogues and website, thus ensuring great prestige and visibility. The contemporary section also represents the essential link between the past and the future of this industry and of the world at large, for a Museum that wants to be always up-to-date and ready to respond to the upcoming evolutions and challenges of our rapidly-changing times.

ITALY: THE OPENING OF THE NEW "MUSEO DEL RUBINETTO DELLA SUA TECNOLOGIA"



After long and thorough renovation, the new and improved "Museo del Rubinetto e della sua tecnologia" (Museum of the Tap and its technology) was opened to the public on 22 September 2012 in San Maurizio d'Opaglio.

With twice the original exhibition area and multimedia stations and technologies, the visitors can enjoy an interactive experience in the three main thematic areas: "men and water", "the history of the local taps and valves' district" and "the history of taps". The fourth hall is dedicated to contemporary products.

The visitors are welcomed in the first hall, dedicated to "men and water", by a video-projection of an actor portraying a "peltraio" living at the beginning of the 20th century. The "peltraio" was an artisan who produced various everyday objects and accessories from ingots of pewter and other alloys. These craftsmen were able to do the moulding, casting, lathing and polishing all by themselves. The "peltraio" in the video narrates the status of the local economy at the time (most people worked in granite quarries) and explains how his traditional work is rapidly becoming obsolete, with the advent of industrial manufacturing, especially of taps and valves. In the same hall there are various historical artistic works depicting the act of bathing.

The second hall describes "the history of the local taps and valves' district": original tools, moulds and products dating back to the first half of the 20th century are on display. Various panels and interactive stations explain in detail how such a rural and poor area could make the transition from excavating stone to the mass production of taps and valves, exported throughout the world. Undoubtedly the knowledge of the "peltraio" artisans, the experience in the production of bells in the nearby Valsesia Valley, the abundance of scrap brass and metals from the decline of the armament industries following the end of the 2nd World War, not to mention a general climate of rebuilding and

APPLICABILITY OF RoHS2 DIRECTIVE

Directive 2011/65/EU on the restriction of the use of certain hazardous substances in electrical and electronic equipment was published in July 2011 and has been applicable since 3 January 2013, repealing the RoHS1 Directive (2002/95/EC). The scope of the new RoHS Directive will gradually be extended to all electrical and electronic equipment which is not covered by an exclusion, as stated in article 2. The final implementation date for newly covered equipment is 22 July 2019.

Consequently, CEIR considers that valves and their accessories (e.g. sanitary tapware and showerheads, building valves, industrial valves and actuators...), not being in the scope of the RoHS1 Directive, are not concerned by the obligations of the RoHS2 Directive as from 3 July 2013. In particular, these products need not carry CE Marking for RoHS nor be provided with the corresponding Declaration of Conformity. CEIR has published a Position Paper accordingly - see www.ceir.eu.

CEIR Position on Machinery Directive

In 2008 CEIR published guidelines on the applicability of the Machinery Directive 2006/42/EC to industrial valves. The position is very clear: industrial valves are not considered as machinery and therefore need not carry CE Marking for Directive 2006/42/EC. When they are specifically designed and manufactured to be incorporated into machinery, industrial valves may be considered as Partly Completed Machinery and therefore be provided with a declaration of incorporation. This position has been globally accepted and shared with stakeholders, particularly end-users. Since there have been several discussions in the field concerning this statement, CEIR wishes to underline it.

REACH

Since the publication of the REACH Regulation, CEIR has paid great attention to its implementation and possible consequences on valves and

taps manufacturers. The amount of information is difficult to handle but CEIR wishes to emphasise, again, the possible huge impact of decisions taken within the framework of REACH. The rhythm has clearly accelerated: as of April 2013, 136 substances were listed in the candidate list and the goal of ECHA is to increase this. The fate of the use of chromium trioxide for decorative and hard chroming is also uncertain as discussion continues concerning the possible authorisation. Consequently, CEIR warns its members and partners, especially in the whole supply chain: pay attention to REACH, it might concern you much more than you think!

MARKET SURVEILLANCE

On 13 February 2013 the European Commission published five documents including two proposals about market surveillance and consumer product safety. The proposals aim at benefiting consumers and protecting businesses from unfair competition. The current lack of market surveillance creates unfair trading conditions.

The proposal of new enforcement rules aims at helping national market surveillance authorities to cooperate much better to ensure a level playing field for businesses and safer products for consumers. To this end national authorities should also improve cooperation with their colleagues in other Member States, which will avoid duplication of work as test results can be exchanged.

The current General Safety Product Directive is replaced by the Consumer Product Safety Regulation. The legal form has been changed from a Directive into a Regulation as this ensures homogeneous application throughout Europe (directly applicable and enforceable).

It covers the general safety requirements, presumption of safety and aspects for assessing the safety of products. Article 7 states that Manufacturers and importers shall ensure that products bear an indication of the country of origin of the product.

The Regulation also explains the obligations of economic operators (manufacturers, authorised representatives, importers, distributors) and the exemption from certain obligations. For example, Manufacturers shall keep, for a period of ten years after the product has been placed on the market, the technical documentation and make it available to the market surveillance authorities, upon request.

In addition they (the manufacturers) shall ensure that their products bear a type, batch or serial number or other element allowing the identification of the product which is easily visible and legible for consumers.

Economic operators should be identified up and down the supply chain. Traceability is also important. "For certain products{...} the Commission may require economic operators who place and make available those products on the market to establish or adhere to a system of traceability."

Member States can also fine companies infringing the law. The penalties provided for must be effective, proportionate and dissuasive. Penalties shall have regard to the size of the undertakings and in particular to the situation of small and medium-sized enterprises.

The Market Surveillance of Products Regulation covers market surveillance not only for health and safety but also for environment, public security and other public interests.

It reduces the number of pieces of legislation containing market surveillance rules and eliminates overlaps in the current system: to the greatest extent possible the applicable rules are the same for all products (professional vs. consumers, harmonised vs. non harmonised).

The Regulation explains that Member States have a market surveillance obligation and that Market surveillance authorities shall be given the powers and entrusted with the resources and means necessary for the proper performance of their tasks.

It sets out the general obligations of market surveillance authorities. Economic operators also have responsibilities; on request, they must make available to market surveillance authorities any documentation and information that those authorities require for the purpose of carrying out their activities.

The Regulation also explains risk assessment and what needs to be done in the case of products posing a risk. It also covers control of products entering the Union and the exchange of information between Member States' authorities.

DOUBLE TOP FOR THE BMA



Over two consecutive nights at the end of March the Bathroom Manufacturers Association (BMA), under the leadership of its CEO Yvonne Orgill, has picked up two important business awards.

On Monday evening 25 March 2013 at the prestigious kbbReview Awards in London Yvonne collected the Special Achievement Award. This particular kbbReview Award is given to those individuals who have made an 'outstanding contribution to the kitchen and bathroom industry.'

The award specifically mentioned the development of the Water Label, a scheme that is now being rolled out across 27 European countries and was the cherry on the cake of a great evening that started on a high note with managing editor Andrew Davies opening remarks and continued at that level throughout the evening under the expert stewardship of UK comedian Ed Byrne.

Then on Tuesday evening 26 March 2013 at The Sentinel Business Awards at the Kings Hall in Stoke the BMA collected The Business Innovation Award, sponsored by the Business Innovation Centre. The Sentinel is a newspaper circulated in the north of England.

This, the 18th Sentinel Business Awards, proved to be the biggest in its history with around 130 submissions from a broad range of entrants. The award was presented to the BMA for its idea which has made a significant contribution to business and the judges were keen to hear about the intellectual processes which gave rise to its design and development.

"I'm absolutely delighted," said Yvonne Orgill on Tuesday night, "in fact, I can't quite believe it. Two days and two awards. We just wouldn't have got The Water Label to where it is now – in Europe – without a lot of hard work (and sleepless nights) by a small and dedicated team of individuals supported by the industry. It's just brilliant to see how it's all come together!"

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