



# CEIR

The European Association for the Taps and Valve Industry

## SAVE THE DATE: NEXT CEIR CONGRESS 2013 IN GHENT, BELGIUM

The next CEIR Annual Congress will take place on 24 and 25 May 2013 in Ghent, Belgium. Ghent is located 60 kilometres north of Brussels. The Congress will have a new format privileging efficiency and a good quality/cost ratio. Members are invited to save the date in their calendar. If you are interested in addressing the audience, please contact the CEIR Secretariat.



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## THE WATER LABEL FOR TAPS, SHOWER VALVES, SHOWER HEADS AND ACCESSORIES IS ONLINE!

You can register your products for all EU countries, Russia, Switzerland, Turkey and Israel.

The easy and straightforward procedure is described below.



In October 2012 the CEIR Board officially approved the Water Label Scheme that representatives from France, Spain, Italy, Switzerland, Germany, Sweden, Denmark and the UK, working together over the last few months, have set up. Following the goal to consolidate the plethora of existing labels into one scheme, they adapted the successful UK Water Efficient Product Labelling Scheme into an acceptable voluntary and robust European Scheme.

Companies can now register their products online. The Water Label initially applies to taps, shower heads and accessories, but will be extended to similar / other water using products e.g. in the bathroom/kitchen environments. The Scheme is applicable across the EU and in countries where CEIR has membership, making logistics for manufacturers selling across borders easier.

The Scheme is a self-certified tool that will aid in informing the consumer on water consumption and help with market transformation for bathroom products.

The Water Label clearly shows the volume of water that the tap, shower head or accessory will consume per minute if installed correctly and in accordance with manufacturer's instructions, and offers an actual performance band per product.

The Water Label sets out strict criteria that each registered product must apply, and manufacturers must declare compliance with national requirements where the product will be sold.

A European database, with a unique country search facility, will be supported by a plethora of consumer information aimed at raising awareness and will be found at <http://www.europeanwaterlabel.eu>.

## PED DIRECTIVE – UPDATE ON FUTURE DEVELOPMENTS

In the framework of the implementation of the Commission policy to evaluate legislation on a regular basis, the Pressure Equipment Directive 97/23/EC has been selected for exhaustive evaluation 10 years after its entry into force.

The European Commission has nominated an external consultant (CSES - Centre for Strategy & Evaluation Services) to conduct a study assessing to what extent the Directive has achieved its objective in terms of:

- guaranteeing free circulation of pressure equipment within the EU;
- ensuring a high degree of safety.

The duration of the study is 12 months and, with more than 90 stakeholder interviews and online surveys already completed, the final report should be released at the end of 2012. This independent evaluation will result in recommendations for better implementation of the directive in the future.

The study will collect data describing the economic structure of the pressure equipment market. The European Commission considers such information necessary for future policy development and impact assessments, particularly considering the wide product range covered by the Directive and the current poor coverage of this specific market by official statistical systems.

Although official results will be published soon, some preliminary findings in the form of an interim report are already available, showing that the entry into force of the PED created a more consistent regulatory framework for the free movement of goods compared to the multitude of national regulations. Moreover, the objectives of free circulation and a higher level of safety seem to be largely met but it is clear that there is scope for improvement in some areas.

As initially reported by the Commission, the main elements highlighted by interviews and online surveys are:

- Market surveillance is perceived to be too weak and should be reinforced;
- Conformity assessment procedures vary among the Member States, with different approaches by Notified Bodies;
- National in-service inspection regimes seem to influence the market;
- In the field of standardisation, the use of European harmonised standards is gradually increasing in comparison to other design codes;
- The PED Guidelines (the tool published by the Commission in order to ensure a coherent application of the Directive) are not always applied;
- On the competitiveness issue, the main concerns are the shift of production to lower cost regions and the lack of qualified workers and engineers in some sectors.

The final report of this important study should be available by the end of the year and the results will be examined by the European institutions as a basis for future decisions on the revision of the PED.

## EVERY DROP COUNTS: EU GREEN WEEK 2012, THE CEIR WAS PRESENT!



*Guy Van Doorslaer,  
Secretary General CEIR*

The CEIR Water Label was launched during Green Week, an event combining an exhibition and conferences organised by the European Commission. This year's edition was dedicated to water, and saw some 3000 participants (stakeholders, NGOs, government representatives and EU officials) gather for three days to search for solutions to key water problems. CEIR launched its Water Label during the event as information about the consumption of water is a first step to create awareness and to solve the water shortage issue. CEIR had a stand at the exhibition and distributed its Water Label leaflet. Currently the European Commission is working on the Blueprint to Safeguard Europe's Water Resources scheduled for publication in November this year. The Blueprint, which has the long-term objective of ensuring the availability of good quality water for sustainable and equitable water use, will form the new EU policy response to the challenges surrounding water as a resource.

## CEIR BECOMES AN ASSOCIATE MEMBER OF ORGALIME

During the General Assembly of Orgalime (the European Engineering Industries Association) on 27 June 2012 in Brussels, CEIR was accepted as an associate member. A presentation was made by the CEIR President Bulent Haciraifoglu. This covered CEIR achievements in terms of communication (new newsletter, new website, etc.), delivering results (European Water Label for taps and showerheads, Valve Terminology CD, Business Trends Survey, Chairmanship of Standardisation Groups etc.) and advocacy on behalf of the industry (4MS, ecolabel, ecodesign etc.). Associate membership of Orgalime will enable CEIR to access many Orgalime working groups and documents. The Orgalime network will be extended and Orgalime will benefit from the energy and input of CEIR members



*Bulent Haciraifoglu, CEIR President and  
Guy Van Doorslaer Secretary General at the  
June 2012 Annual Assembly of Orgalime.  
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## NEW BOARD MEMBER AND TWO NEW MEMBERS



The 2012 Annual Congress of CEIR was held on 3 – 5 May 2012 in Paris. The Tiara Chateau Hotel Mont Royal Chantilly hosted this most important event of the European valve industry, where all technical committees meet and decisions are taken about the future of the industry. PROFLUID, the French national association of taps and valves, organised this event. Participants were able to visit CETIM (Technical Centre of the Mechanical Industry) in Senlis and the CSTB (Technical and Scientific Centre of the Construction Industry) in Marne la Vallée. External speakers were invited to debate with participants on current issues affecting the industry: materials in contact with drinking water, environmental developments and the economic outlook. Copies of the presentations made are available to delegates from the Secretariat.

The General Assembly unanimously agreed to accept two new members: TMVA (member of BEAMA) – The Therostatic Mixing Valve Manufacturers' Association (UK) national and Bermad Israel – an industrial valve manufacturer.

In addition, the General Assembly unanimously approved the nomination of Mr Frédéric Ségault as a Board Member as Mr Jean-Claude Cennac had announced that he was retiring from the Board. Mr Cennac was offered the title of honorary CEIR President.



## CEIR REPRESENTATIVES ATTENDED VMA & VRC ANNUAL MEETING IN CALIFORNIA, USA



The 74<sup>th</sup> Annual Meeting of the American Valve Manufacturers Association (VMA) & the Valve Repair Council (VRC) was held in San Francisco on 20-

22 September 2012. This two-day event included four very interesting General Sessions: "Disconnect: How Organizations Alienated the Young and How to Bring Them Back", "Panel of VMA Members on Their Experiences with Young Employees", "2013 Economic Outlook & Beyond", and "Reshoring Initiative – Bringing Manufacturing Back Home". Our President Bulent Haciraifoglu made a presentation on "CEIR – the European Association for the Taps and Valves Industry".

## 2015: CHINA NO LONGER COMPETITIVE IN MANUFACTURING?

During the VMA & VRC Annual Meeting on 20-22 September 2012, "Reshoring Initiative" presented its mission and activities to US valve manufacturers.



"Reshoring Initiative" is an association to motivate and enable the return of manufacturing to the US. It helps manufacturers and suppliers recognise the Total Cost of Ownership (TCO) of both offshoring and reshoring. For this, it has developed a software called "Total Cost of Ownership Estimator" that is available free of charge from [www.reshorennow.org](http://www.reshorennow.org). It is a tool that enables aggregation of all cost and risk factors into one cost for simpler, more objective decision-making. Most companies make sourcing decisions based on price alone, resulting in a 20% to 30% miscalculation of actual offshoring costs. With the Total Cost of Ownership Estimator, users account for all relevant factors when determining their total cost of ownership including overheads, balance sheet, corporate strategy and other external and internal business costs.

The President and Founder of the Reshoring Initiative, Harry Moser, says that "When companies understand their total cost of ownership, they offshore less and reshore more". The presentation mentioned that if Chinese wage trends continue, around 1,000,000 manufacturing jobs will be created in the US. Furthermore, it is expected that the net labour costs for manufacturing in China and the US will converge by around 2015. According to the MIT Forum for Supply Chain Innovation 1Q12, "61% of large companies surveyed are considering bringing manufacturing back to US, "40% of contract manufacturers have done reshoring work this year (MFG.com 4/12) and 78% of US consumers view products made in America very favourably. This was 58% in 2010 (AAM June 28 – July 2, 012)".

**EU ECOLABEL FOR SANITARY TAPWARE AND SHOWERHEADS**



The European Commission is currently in the process of defining the relevant criteria for the attribution of the European Ecolabel for sanitary tapware and shower heads. As a reminder, the European Ecolabel is a voluntary label, attributed through third party approval, which aims at identifying the top 5% to 10% best products in a category, environmentally speaking.

During the preliminary study, life cycle analysis showed that the "use" phase has by far the strongest environmental impact, mainly due to the energy required to move the total volume of water and heat the portion of water that will be consumed through the tap.

As a consequence, the European Commission proposed to set maximum flow rates for taps and shower heads, to save water.

Additionally, a set of criteria has been proposed on substances and their fitness for contact with drinking water. CEIR contributed widely to the discussions, but the last proposal from the Commission does not seem workable. CEIR will stay involved in the process of the development of this European Ecolabel and will keep its members informed.

For more details, please contact the CEIR Technical Secretary : [cbochaton@profluid.org](mailto:cbochaton@profluid.org)

**CEIR MEMBERS COLLABORATE ON AN R&D PROGRAMME!**

Three valve manufacturer associations, all members of CEIR, have decided to collaborate to present an R&D project for funding from the European Union. France's PROFLUID, Italy's AVR and Turkey's POMSAD are currently working on a reply to the European call for "Research for the benefit of SME associations", part of the EU's FP7.



In addition to the three associations, several SMEs have volunteered to be part of the project, which will aim at a better detection of cavitation risk during the design phase of control valves. Improvement of reliability and safety, and reduction of time-to-market are the goals of the project.

The consortium will benefit from the expertise in the industrial valves field from three well-known technical centres : CETIM from France, the Von Karman Institute from Belgium and the Universidad de A Coruña from Spain.

Although not officially part of the project, CEIR will play a vital role in the dissemination of the results, to help European companies, and particularly SMEs, to improve their processes and avoid cavitation risk. The next step is the official candidature on 15 November.



**VALVE WORLD EXPO**

## Valve World Conference & Expo 2012

The leading education and networking event for flow control professionals!

Düsseldorf, Germany, 27 - 29 November 2012



**Be part of the Future of the Valve Industry!**

- Meet and greet
- Presenters from all over the world
- Dedicated workshops
- Share & upgrade your knowledge
- Showcase your products
- Excellent networking opportunities
- More than 550 exhibiting companies
- Valve World Expo Dinner & Party

**Valve World 2012 Conference**

The main conference topics will be:

- Control valves
- Fugitive emissions
- Packing & Sealing Technology
- Severe Service
- Safety & Integrity
- Maintenance and repair
- Global vs Local
- Casting Quality & Global Sourcing
- Inherent Safe and Reliable SIS Solenoid Valves
- Inspection & Testing
- Actuation
- Isolation Valves for Water Service
- Running to Control Valve Failure
- New trends
- Chairmen's Workshop/ Valve World listen to you

Special offer

Send your team - 3 delegates for the price of 2!

Info? Irina Gast: [i.gast@kci-world.com](mailto:i.gast@kci-world.com)

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