

WATER FOR LIFE

Issue 4 | March 2019

LAUFEN ADVANCED CONTROL

With Digital Public Bathroom to more hygiene, faster response times, improved services, less water and energy consumption and cost savings. LAUFEN interconnects "smart" products in the sanitary sector and sends the data wirelessly to building management systems via a cloud solution.

LAUFEN

TWINTRONIC FAUCET
LAUFEN DIGITAL BATHROOM SOLUTIONS OFFERS VARIOUS ELECTRONIC FAUCETS



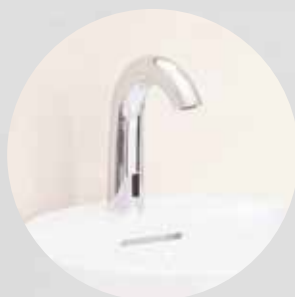
LAUFEN APP SMARTCONTROL

EASY SET-UP CONTROL VIA BLUETHOOOTH AND APP AVAILABLE FOR A VARIETY OF LAUFEN PRODUCTS

CLEANET RIVA SHOWER WC



CURVETRONIC FAUCET



SIPHONIC URINAL



PUBLIC IN-WALL SHOWERS





Welcome to our 4th issue of **Water for Life,** *Saving Water is in your Hands!*

Our biennial magazine brings you the latest information on the 'Best of All' journey and the merging of 4 labels into one, for water using bathroom products in Europe.

Water and energy efficiency means doing more and better, with less. It opens the possibility for manufacturers to use innovative design to deliver greater efficiency but use less water and energy.

Manufacturers have been working hard to expand their portfolio of water efficient products, with many products now delivering exactly what consumers demand. A win, win situation for all.

So why is labelling so important and why one label?

Labelling is just one element in the education process, it provides easy identification and good comparison with simplistic messaging, enabling a more informed choice for consumers and architects alike. It's also more than that, the European bathroom industry believes in the Label and the role it plays in educating the market. A plethora of labels with differing metrics exist, making comparisons difficult. So many labels cause confusion and unnecessary additional costs for Industry.

The 'Best of All' approach led by the industry has helped to simplify this important message, with the launch of the Unified Water Label during ISH 2019.

I thank Anqip, Swedish Energy, European Water Label and Swiss Energy for being so forward thinking and compromising during the development stage.

The Unified Water Label is now ready for the next important phase and moves forward to seek out a Voluntary Agreement.

I am grateful to all that have contributed on the journey and thank you for the part you have played in saving water.

A handwritten signature in black ink, appearing to read 'Carlos Velazquez'.

Carlos Velazquez
Chairman of the EBF | Corporate Marketing Director, ROCA Group



European Bathroom Forum

THE HIDDEN LIFE OF WATER



Everything has secrets, even water.

Life, growth, education, health, future..., these are just a few of the secrets in water's hidden life.

Our objective is to bring these secrets to light so they can form part of the lives of millions of people who, without water, can only dream of such things.

Help us spread this message using the hashtag **#thehiddenlifeofwater**. Between us, we can ensure that this problem affecting 2.1 billion people becomes visible.

wearewater.org
[#thehiddenlifeofwater](https://twitter.com/thehiddenlifeofwater)



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ROCA LOVES THE PLANET

we are water
Foundation

OUR GOAL, SUSTAINABLE DEVELOPMENT

Reducing economic poverty, guaranteeing the access to water and sanitation, decreasing infant mortality and ensuring the right to education are some of the increasingly pressing sustainable goals. The awareness of society to create a united front against climate change, environmental degradation, poverty and the management of water resources, appears as one of the greatest social challenges of the 21st century.

According to the WHO, the lack of water affects 4 out of 10 people; with the growth trend of the world population - 8.5 billion in 2030 and 9.7 billion in 2050 - and the influence of other factors such as climate change, this figure is expected to continue growing.

Roca is a pioneering brand in the development of solutions that contribute to the reduction of water and energy consumption in the everyday use of its products and it participates in the raising of awareness of the need to make a rational use of these resources. Water is the natural

element that defines Roca's work and the brand, aware of its importance, voluntarily establishes a unique commitment to it. The certification of many of its products, such as Water Label, is part of this historic vocation of searching for solutions and raising the awareness of users. Moreover, the drive behind the creation of the We Are

Water Foundation takes this goal even further: bringing the knowledge acquired by the brand to the most disadvantaged communities of the planet and actively contributing to alleviating one of the problems with the greatest repercussions today.

With over 49 projects in Ecuador, India, Brazil, Morocco, Colombia, Guinea Bissau and Nepal, among others, the We Are Water Foundation was invited by the United Nations to start new collaborative projects linked to the attainment of the Sustainable Development Goals and to continue highlighting the role of water in our lives, through awareness-raising campaigns. Following this path, the campaign **#thehiddenlifeofwater** is launched under the umbrella of water: because water is a necessary resource to lead a healthy life, to have access to education and to create wealth and development. Water means life and brings life, water means future.

SMALL STEPS CAN MAKE A DIFFERENCE

considerations that are now at the top of majority of environmental agendas across the globe, thus ensuring we conserve vital resource for future generations to come.

Many reports and strategies published by well-known institutions such as United Nations (UN), International Water Associations (IWA), World Health Organisation (WHO) and Governments are all stressing the importance of addressing the supply and demand across the globe to secure safe access to water and good sanitation.

The same core drivers; population growth, climate change, poor and old infrastructure, urbanisation and water scarcity are key

KEY FACTS:

- 40% of world population are in water scarce areas
- 1,000 children die each year due to preventable water and sanitation related disease
- 40 billion hours are spent by women collecting water in sub-Saharan Africa
- 2.4 Billion people worldwide have no access to basic sanitation like toilets
- 80% of wastewater from human activities is discharged into waterways without any pollution removal
- 663 million people are still without access to improved drinking water

Data source, UN Sustainable Development goal 6

So, what can we do and what is achievable?

Raising awareness and education are great starting points and key to influencing change. Consumers need to understand how much water is used by toilets, taps, showers and baths. Understanding water use and how much water you use will also make a difference on rising energy bills and reduce carbon emissions, the European Environment Agency states that over 15% of Europe's carbon emissions comes from the domestic sector.

Labelling had been identified by many as one of the education platforms to help reduce water waste. The Unified Water Label coupled with manufacturers water and energy efficiency messaging via their various marketing channels will help consumers to use water more wisely. The Label database of products aids selection of products for consumers, architects and specifiers.

Using water wisely and reducing energy and ultimately carbon emissions are small steps that will make a difference.



ACHIEVING A VOLUNTARY AGREEMENT

Achieving a Voluntary Agreement awarded by the European Commission entails strict criteria which is audited and verified by an Independent Inspector.

Following a stakeholder meeting held in Madrid on 25th October 2018 and a further meeting with representatives from the European Bathroom

Forum (EBF) on 14th December 2018, DG Env advised that when presenting the results of the review on taps and showers to the Ecodesign Consultation Forum, the Commission services would be open to the possibility to propose to commence negotiations on a voluntary agreement with the EBF.

In order to discuss the possibility of voluntary agreement with the Consultation Forum, DG Env requires a proposal from the EBF/Unified Water Label, in line with the Commission Recommendation (EU) 2016/2015 of 30 of November, that contains the following information:

- List of participating companies and proof of market coverage
- Relevant indicators to assess market coverage - objective, measurable and verifiable by an independent body
- Quantified objectives for water, energy saving and resource efficiency, staged in time if appropriate
- An entry level functionality requirement
- Commitment to include a functionality test, when the relevant standard will be approved, in the requirements for the water label
- The operational settings of a Steering Committee and information on structure and function
- The reference to the specific website that will provide information to the public on the voluntary agreement and the label
- The establishment of an Independent Inspector;
- Information on how compliance reporting and verification will be performed

In addition to the proposal for a voluntary agreement Industry should also provide a study why the voluntary approach will meet Ecodesign/water efficiency objectives more quickly, at less expense and provide added value in terms of environmental and energy savings than a mandatory agreement.

At a meeting of the European Bathroom Forum held 5 February 2019, manufacturers together with key Stakeholders fully committed to working towards the criteria outlined in DG Env communique.

Manufacturers have commenced signing Commitment Letters which support the path towards a Voluntary Agreement.

Have you signed?

Companies who have shown their commitment:

| | | |
|---------------------------|-------------------------------------|-------------------------|
| Thomas Dudley Ltd | Roca Sanitario S.A | Delabie SCS |
| Similor AG | Cerámicas Gala S.A | GPC Ltd |
| Siamp | Presto Ibérica Group | Croydex Ltd |
| Idral spA | Hansa Armaturen GmbH | Franke Water Systems AG |
| Bathroom Brands Group Ltd | Sanitana - Fábrica de Sanitários de | KWC |
| Geberit International AG | Anadia,S.A | |
| Hansgrohe SE | Laufen CZ | |

Schemes & Associations who have shown their commitment:

Associação Nacional para a Qualidade nas Instalações Prediais - ANQIP
Comite Europeen De L'Industrie De La Robinetterie - CEIR
Fédération Européenne des Fabricants de Céramiques Sanitaires - FECS
SERSA Ceramic Sanitaryware Manufacturers' Association of Turkey
Fachverband Sanitär-Keramische Industrie e.V.
European Water Label

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ISO HARMONISATION INITIATIVE

Standards Australia are leading on a new initiative that provides a platform allowing existing water labelling schemes across the Globe to collaborate in the development of an acceptable International Standard for bandings, test criteria and flow rates. The scope will concentrate on showers, taps, toilets, dishwashers and washing machines.

This initiative reflects the aims and objectives of the UN and World Bank for water efficiency.

15 countries across the globe are currently participating in this proposed 4 -year development with interest being received from others currently on a watching brief.

This initiative is in early stages with representatives from the Unified Water Label engaging within the discussion forums, the next meeting takes place in Switzerland in April.

This is a further example of credible Labelling that will drive forward the efficiency measure.



The fundamental basis of the Unified Water Label (UWL) and the whole ethos of the European Bathroom Forum has been collaboration between a number of separately evolved labelling schemes.

The challenge of bringing together the ideals and philosophy of these various schemes has led to a journey that has culminated into the latest UWL requirements document being published earlier this year.

The process has enabled users of differing schemes to gain an appreciation of the other schemes and their metrics. It is clear that some countries need to focus on water as the primary metric while other countries have focussed on energy as the primary metric.

UNIFIED WATER LABEL TECHNICAL WG

Technical Working Group meetings have tried to create a core set of test metrics that can satisfy the pressing issues in each country – the metrics for the UWL remain consistent with the new label now tailored to show a number of pertinent factors to try to satisfy all interests.

The process has roughly been a two year journey to try to cover all bases from existing schemes and of course taking into account the particular guidance from the commission to try to make sure that the metrics also cover fitness for purpose e.g. spray coverage for shower heads etc.

EUROPEAN BATHROOM FORUM BEST OF ALL APPROACH MARKETING & COMMUNICATIONS WG

Being one of three working groups created to identify harmonisation of existing labelling schemes and develop One Label image acceptable to all has been a challenging and rewarding journey. The Unified Water Label journey began back in 2016, followed by numerous meetings held with representatives from manufacturers, trade bodies and existing schemes. The idea of one label that is easy to understand by consumers and carries simplistic, accurate and credible message was the goal.

The three-year long journey has encountered many milestones and many lessons learnt from existing schemes. June 2018 we finally reached consensus in design and metrics to be displayed - water and energy that reflected the findings of the Technical Working Group. In addition to the water and energy metric, the label also offers the opportunity to provide additional technical feature that enhances the efficiency of the product.

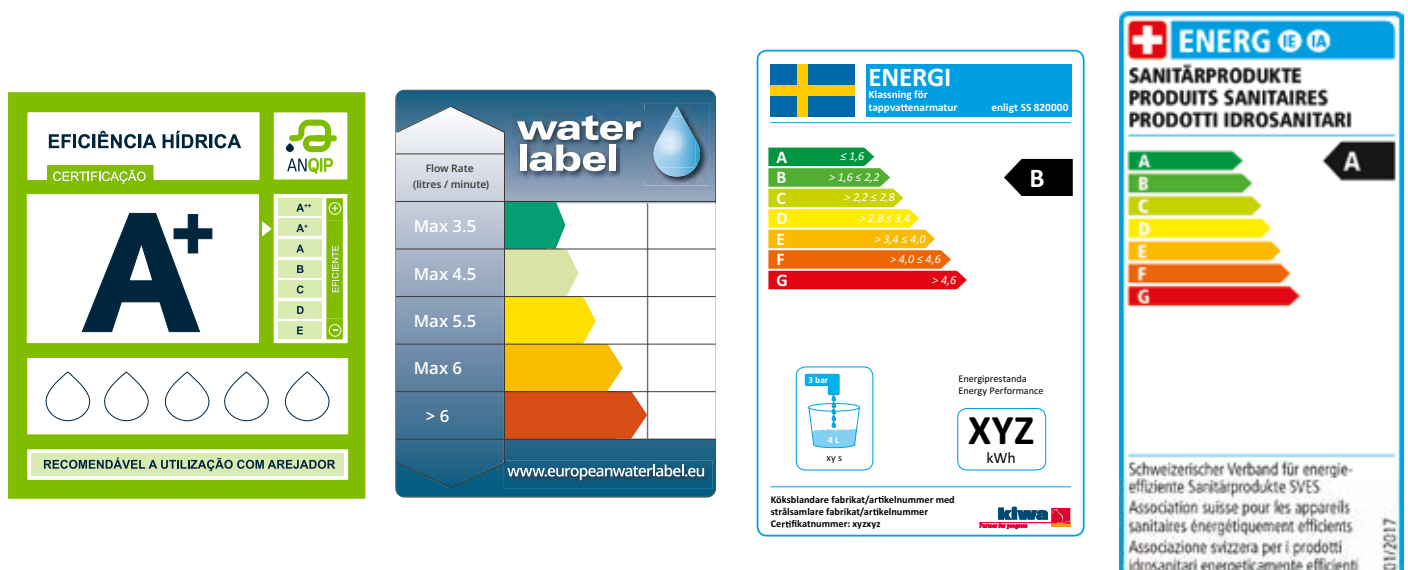
New marketing material has been developed to aid all in raising awareness, visibility and using the label correctly.

GOVERNANCE

The Best of All approach of one label, also had to address the Governance of One Labelling Scheme, that not only brought together the structure of the existing schemes, maintain the economic viability but also had to meet the strict criteria of a Voluntary Agreement – if one is to be awarded to the European Bathroom Industry.

Positive discussions are ongoing within this WG, with small steps taken to understand and address the formal formation of a new body that will administer and drive forward the Unified Water Label. News on progress will be notified to all Stakeholders.

Thank you, to all those that participated in the Working Group meetings and helped to develop the UWL into what it is today.





Unified Water Label



JADO

crosswater^x



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KOLO

Ramon Soler[®]



MAKE IT WONDERFUL **FRANKE**



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ASTRACAST[®]

KWC
Swiss Water Experience

simas[®]
ACQUA SPACE



Roca



gala



delchem

victoria ⊕ albert[®]

sanindusa[®]

ÉSTILO

cleargreen[®]
BATHS

CATALANO
THE ESSENCE OF CERAMICS



Mondella

BORMA



MAMOLI
MILANO 1932

HERITAGE
BATHROOMS

altecnic

thirty6



FECS

Xihe 西河卫浴



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Cerame-
unie The European Ceramic
Industry Association

waterwise

YourHome

energy
saving
trust



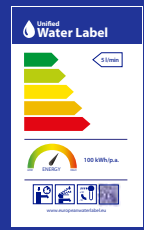
green
building
store



Kbsa
the UK kitchen bathroom bedroom
specialists association

BurdInternational

UK



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ARTEMA



Cistermiser OUR WORLD IS WATER



ROCA: INNOVATION, PRODUCTS AND PROCESSES IN FAVOUR OF SUSTAINABILITY

With the aim of having a positive impact on environmental sustainability, Roca is committed to responsible use of natural resources. Since its inception, Roca has implemented industrial processes that reduce waste and carbon dioxide emissions, being as well, a reference point in the design of products and solutions that use water and energy efficiently.

That purpose is palpable both in the development of iconic sustainability designs –such as the renowned W+W that reuses the water from the basin for the cistern flush– and in its contribution to improving the efficiency of small everyday actions. In many cases, without the user even being aware of it.

Roca's vast experience led to an early awareness of its responsibility towards a resource as essential and scarce as water. Hence, it played a pioneering role in the 1960s introducing the dual flush system in its tanks, a highly sustainable solution that has allowed consumers to significantly reduce the amount of water used in their WCs.

In addition to the continuous reduction of the capacity of cisterns throughout the years, today Roca remains committed to the saving of water with its Smart Toilets, an unbeatable solution in this regard. A bidet uses a flow of 9 litres per minute, while Roca's In-Wash® consumes below 1 litre per minute. And this is only as far as water usage is concerned, as its cleaning and drying functions also reduce the demand for toilet paper and wet towels.

Taps are another example of Roca's commitment to sustainability. With integrated flow limiters that save up to 65% of water, Roca faucets feature the Cold Start technology, which makes it possible to reserve the front opening to cold water, thus avoiding the waste of energy and reducing CO2 emissions. And not only that. Thermostatic models are equipped with the Quick Reaction® technology that reaches the desired temperature in only seconds, decreasing water waste.

Due to its commitment to the development of technologies that lessen the use of water and energy, today Roca is capable of offering a comprehensive catalogue of highly sustainable products certified by the Unified Water Label.

If today's reality already demands a commitment to sustainability, in the future this responsibility will be unavoidable. We move towards technologies and products that guarantee minimum energy expenditure combined with the best performance. In the words of Josep Congost, Design and Innovation Director at Roca, "Consumers will demand clean products that use little or no energy and provide experiences suited to their tastes and needs. We will therefore find efficient, connected and interactive bathroom spaces. In this scenario, companies will need to respond to these demands with innovation, having a responsible approach to environmental challenges. For Roca this is undoubtedly a fascinating prospect."



#Guardians

You always take into consideration the impact your daily actions have on the environment. So having the option, you will probably choose a faucet like Atlas, which avoids unnecessary water use and energy consumption thanks to the Cold Start technology. Just like many other of our highly sustainable solutions certified by the Unified Water Label.



Roca

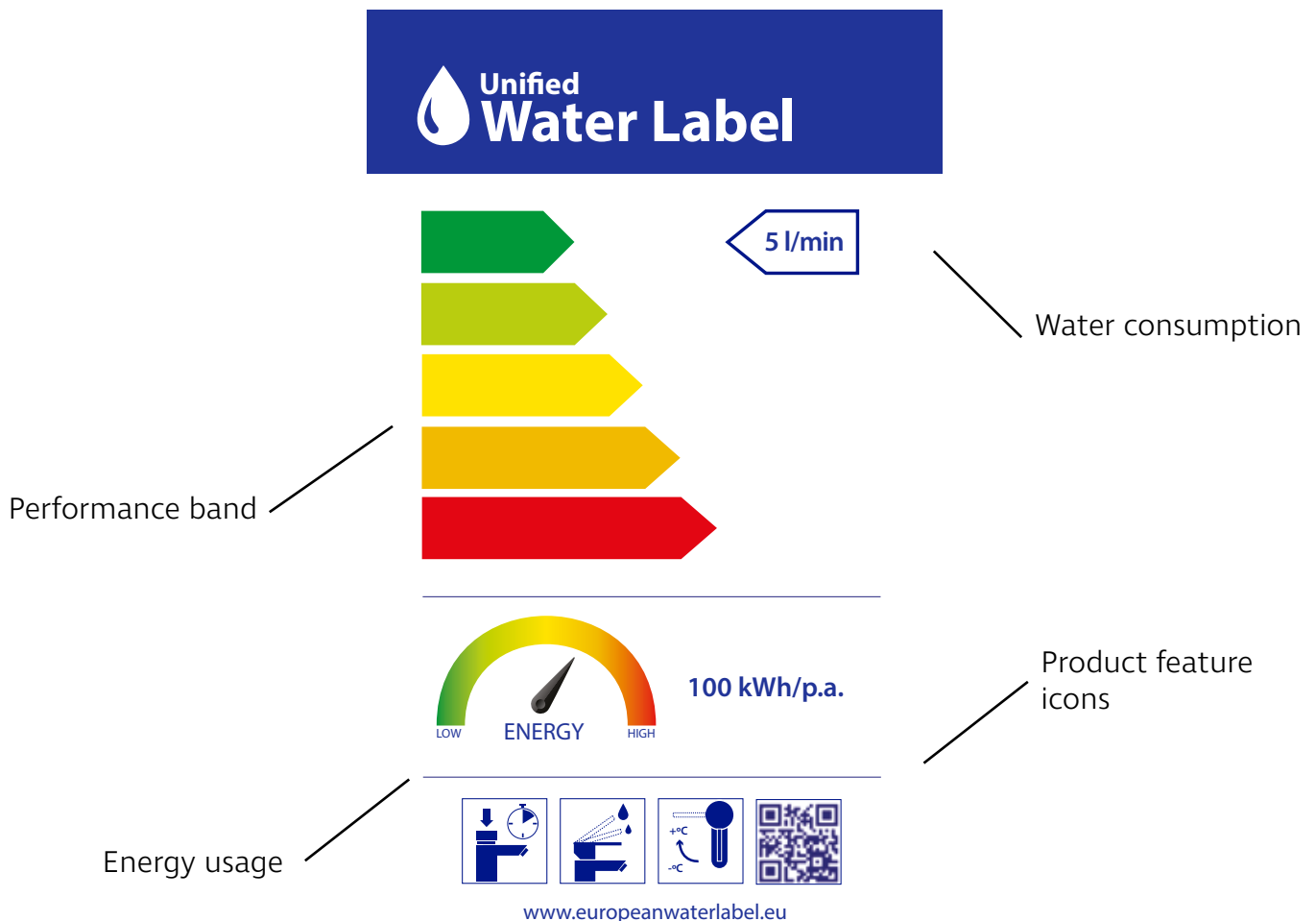
What shapes your life?

Find out in Hall 3.1 - Stand C69

Unified Water Label

To aid consumer choice

A simple, informative and reliable
Labelling Scheme



Water and energy at a glance

Your worldwide certifier for water related products



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OPPORTUNITY COMES KNOCKING FOR INDUSTRY

Are we as an Industry missing an opportunity? Recent consumer research¹ produced by Trend Monitor identified that with the growth of water metering across Europe and the increasing attention to the environment, consumers are demanding more efficient product and associated information.

The domestic sector accounts for 15% of all carbon emissions emitted, and 60% of water used in the home is used in the bathroom, with showers and toilets the main culprits. 25% of energy bills are associated to heating water. In one major European country consumers spend more than €2.6 billion on heating water for showers and use more than 840 billion litres of water each year. That same country also flushes away more than 740 billion litres of water down the toilet.²

Many European countries have a menu of policies and strategies in place, with the aim to drive down water and energy in the domestic and commercial sectors. Manufacturers continue to introduce well designed, efficient product into the marketplace that delivers the experience consumers demand.

Labelling is key to providing clear facts about the product, it also aids with product comparison on a like for like basis. A variety of efficiency labelling has been around in the market place for two or more decades, it's a proven fact that it has facilitated change in product design and influenced consumers choice. The European bathroom Industry is collectively driving forward with the Unified Water Label, bringing 4 existing schemes together under the same label.

The facts are clear, industry has the products, industry is using the Label, consumers are demanding greater efficiency information, governments are insisting change must happen.

Are we as an industry missing an opportunity – are you committed?

WHY JOIN THE UNIFIED LABEL?

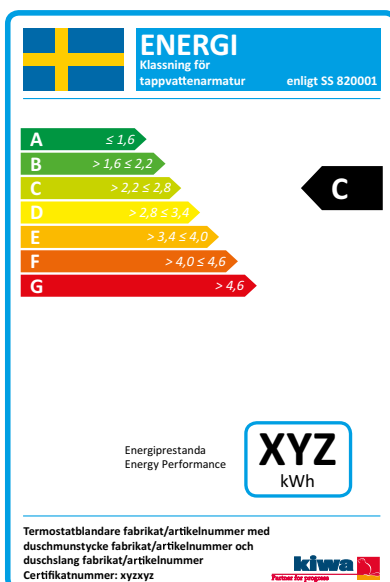
ANQIP (Portuguese Association for Quality in Building Installations) launched in 2007 one of the first world schemes for the labelling of water efficiency of products, which currently covers more than 1000 references.

Portugal, like many other countries in the Mediterranean basin, suffers from a growing and tragic water stress, mainly due to climate change, so that efficient water management in all sectors is of great importance, both in the present and the future of the country. The ANQIP labelling scheme of water efficiency of products therefore aims to raise consumer awareness of this problem and provide consumers with information to enable their contribution to its mitigation.

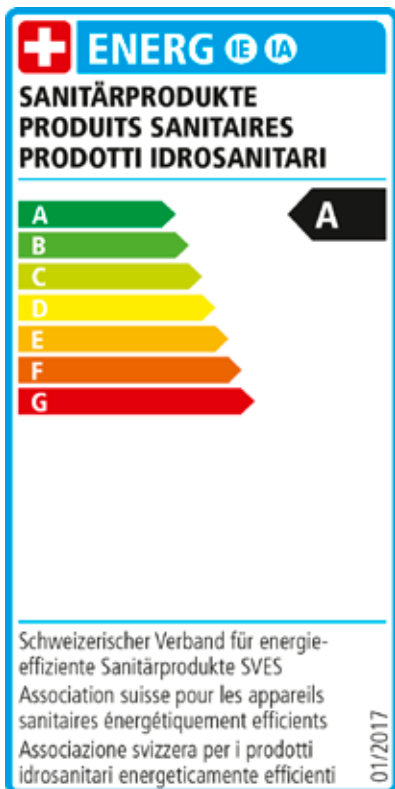


In contrast to energy efficiency, there is no European water efficiency label for products deriving from the European Commission's own initiative, a situation in Europe which has resulted in a proliferation of efficiency labels for water-using products, with a clear disadvantage for industries and citizens at the European level, due to the ineffectiveness of this proliferation. The European Commission's proposal to introduce mandatory energy labelling for taps and showers under the Energy Efficiency Directive does not provide a reasonable solution for the problem since, although there is a nexus between water and energy in products with hot water, this labelling would ignore the efficiency of products that use only cold water, not to mention, additionally, that it would also not take into account the significant energy savings associated with the reduction of flows in public networks of within the urban water cycle.

Therefore, given the opportunity to create a unified European label for water and energy efficiency covering all water-using products, ANQIP has decided to join and contribute to the success of this project by integrating its system into this new scheme, certain that such initiative will contribute to a better future for Europe, its industry and, more importantly, its citizens.



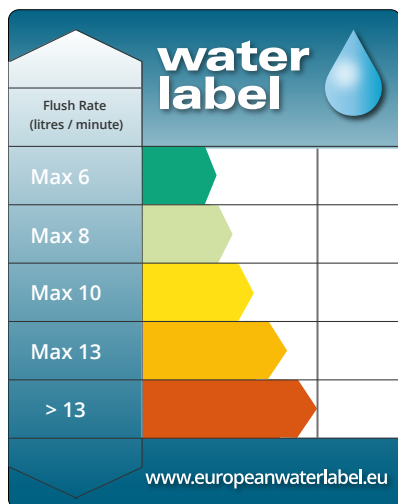
The Swedish Standards Institute support the move to a harmonised label scheme for Europe that provides common criteria and offers consumers a simplified, honest and accurate label to make their informed choice. Achieving a harmonised criteria and ensuring National regulation is respected as a challenge, but one that can be overcome with constructive steps already being taken on this journey.



The Swiss Energy Label is today proud to promote over 3000 references in its database. For over 10 years we have offered customers a clearer view on a more responsible way of consuming water and saving the energy needed to heat it up.

Our acknowledgement of the Unified Water Label has been decided thanks to the clever integration of our original ideas and issues. The actual proposal fits perfectly to the Swiss market and the expectations of our consumers.

Furthermore Swiss faucets and sanitaryware are not only local brands, but usually present on a European level. That is the reason why the Unified Water Label voluntary agreement today is the best way forward for us.



The European Water Label fully supports the collaboration with other existing European water labels for bathroom products, during the development of One Label for water using bathroom products.

The journey has been challenging with each party making compromise, culminating with a strong Scheme across a wide portfolio of water using bathroom products.

The benefit of Labelling has been clearly identified by numerous research projects across the globe. Educating all sectors of the market to sell, install and use products correctly will reduce water consumption per person with the incentive of lower energy bills.

Industry has a responsibility and manufacturers are demonstrating this with the commitment to the Unified Water Label.

Geberit is making a contribution to the UN 2030 Agenda for Sustainable Development, focussing on four of the 17 goals. As a driving force in the field of sanitary technology, Geberit provides solutions that ensure maximum possible efficiency in water usage and, thus, sustainable building in cities and communities worldwide. Thanks to constant investment in research and development, Geberit is driving innovation in the sanitary industry. As a sound employer with attractive working conditions, the company is a stabilising economic factor in many regions.

WATER CONSERVATION IS GEBERIT'S HERITAGE

Thanks to targeted investments in research and development, Geberit is a global leader in the sanitary area. Geberit has a comprehensive range of products that facilitate sustainable sanitary solutions, and that contribute to increased quality of life with low resource and energy consumption and with environmentally friendly materials.

Geberit's biggest environmental contribution lies in the conservation of water. Geberit's water footprint shows that nearly 100% of the water consumption is attributable to the use of products by customers. This is where Geberit's comprehensive and complementary product portfolio comes into its own. Water conservation is the result of a coordinated overall system.

Reducing the flush volume in the cistern while at the same time ensuring that the WC pan is optimally flushed out is just as important as correctly dimensioning the drainage system. When it comes to the drinking water supply, high hygiene standards have to be observed and stagnation has to be prevented by flushing the pipes, which leads to increased water consumption.

The cistern is the central element when it comes to water conservation. A model calculation shows that all dual-flush and flush-stop cisterns installed since 1998 have so far saved around 25,300 million cubic metres of water in comparison with traditional flushing systems. In 2017 alone, the water saved amounted to 2,650 million cubic metres. This equates to more than half of the annual consumption of all German households.

For many years, Geberit has been supporting the development of standards initiated by the sanitary industry aimed at helping products that use resources and water as sparingly as possible to be a success on the market. In 2017, Geberit made a significant contribution to the launch of a new European Water Label for sanitary products.

This finally lead to the Unified Water Label which is support by Geberit.



GEBERIT ONE

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INSTALLED**

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geberit.de/one

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