

## OVERWHELMING SUPPORT FOR THE UNIFIED WATER LABEL AT ISH



One hundred and fifteen companies attended the event to hear the latest news on the UWL which was facilitated by Luca Conti from CEIR. Carlos Velazquez, chair of the EBF gave an overview on actions taken on the harmonisation of the 4 labels into one. ANQIP and Swiss Energy also gave presentations on why they joined and supported the initiative.

BMA CEO Yvonne Orgill was in attendance and was named as CEO for the UWL with immediate effect. Yvonne, who was previously a director of UWL said, "I am delighted to take on the CEO role with UWL. I will be working alongside Tom Reynolds CEO designate at BMA to ensure continuity at the BMA over the coming months.

“It was fantastic to see such support for the UWL at this event, especially from DG Environment. They gave their support and reinforced their intention to work with us towards the goal of a Voluntary Agreement.

“It is now important for the industry to progress the 80% target of units sold and demonstrate they are doing this. Our Independent Inspector from RSM Global was at the event, they will commence the task of justifying the current market share of the Scheme (in units) as the base to work from.

“ There are still some formal steps to be undertaken over the coming weeks and months but if these all proceed as planned we could see The UWL Voluntary Agreement launched in 2021.”

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**ENDS**

### **European Bathroom Forum**

The European Bathroom Forum is an independent platform that seeks to create a European labelling system for bathroom products. From its headquarters in Brussels, it represents the interests of more than 70 sector stakeholders including brands, manufacturers, distributors, test labs and consultants.

A variety of digital images are available upon request. However, the European Bathroom Forum (EBF) is a nonprofit organisation and unable to pay for images to be reproduced.

### **More on the Unified Water Label**

There are currently 12,500 products and 147 brands using the Unified Water Label, more information can be found on the website: [www.unifiedwaterlabel.eu](http://www.unifiedwaterlabel.eu)