



The Unified Water Label

Label Guidelines

This Guide explains how the Unified Water Label should be displayed when being used on printed and electronic media and any other applications.

The Guide also offers examples of how registered brands are using the label.

The Label is available in various formats and sizes to suit different applications and product categories.

Full Label

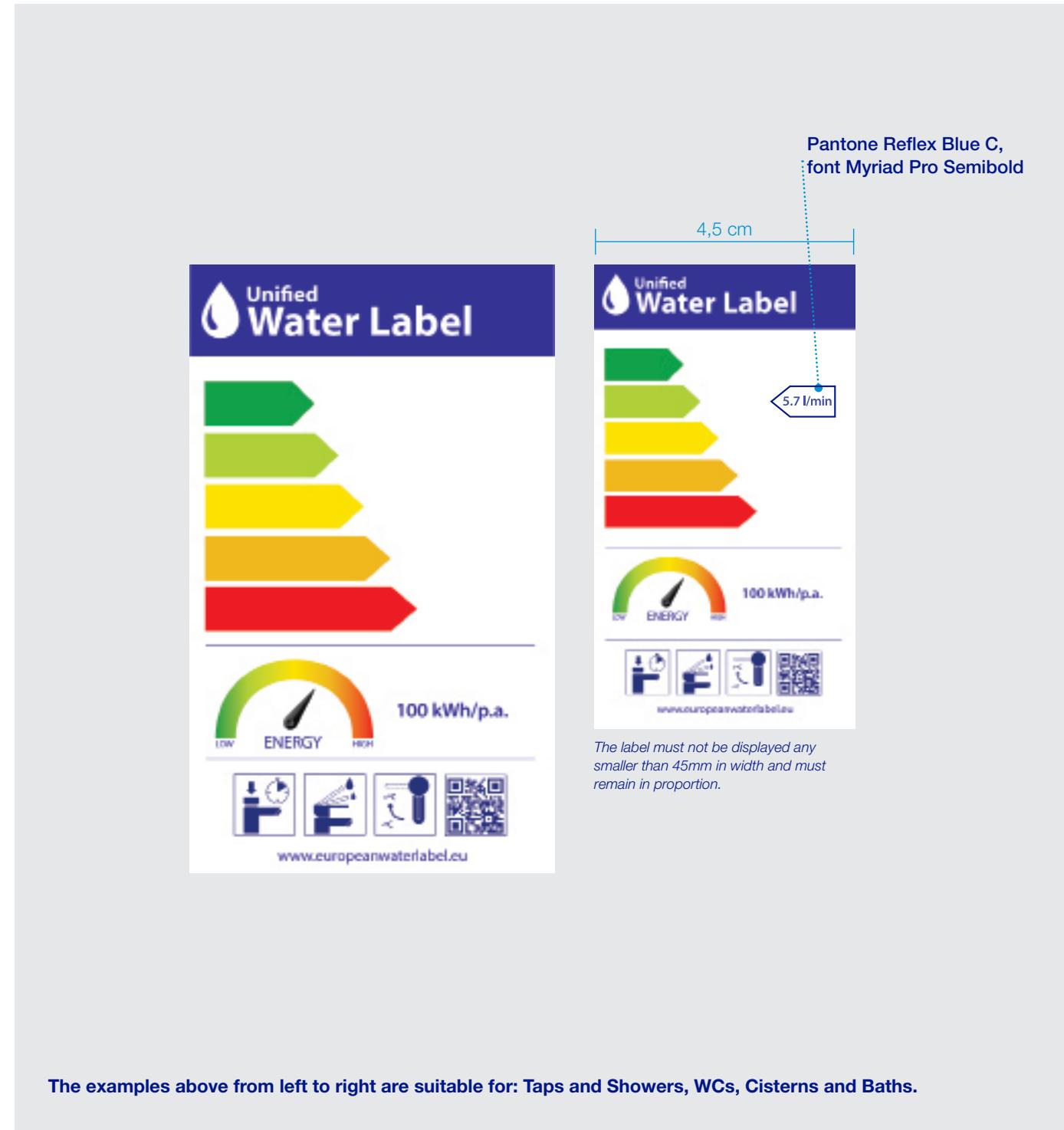
The full label shows how the product stands against similar products with differing flow, volume or capacity levels.

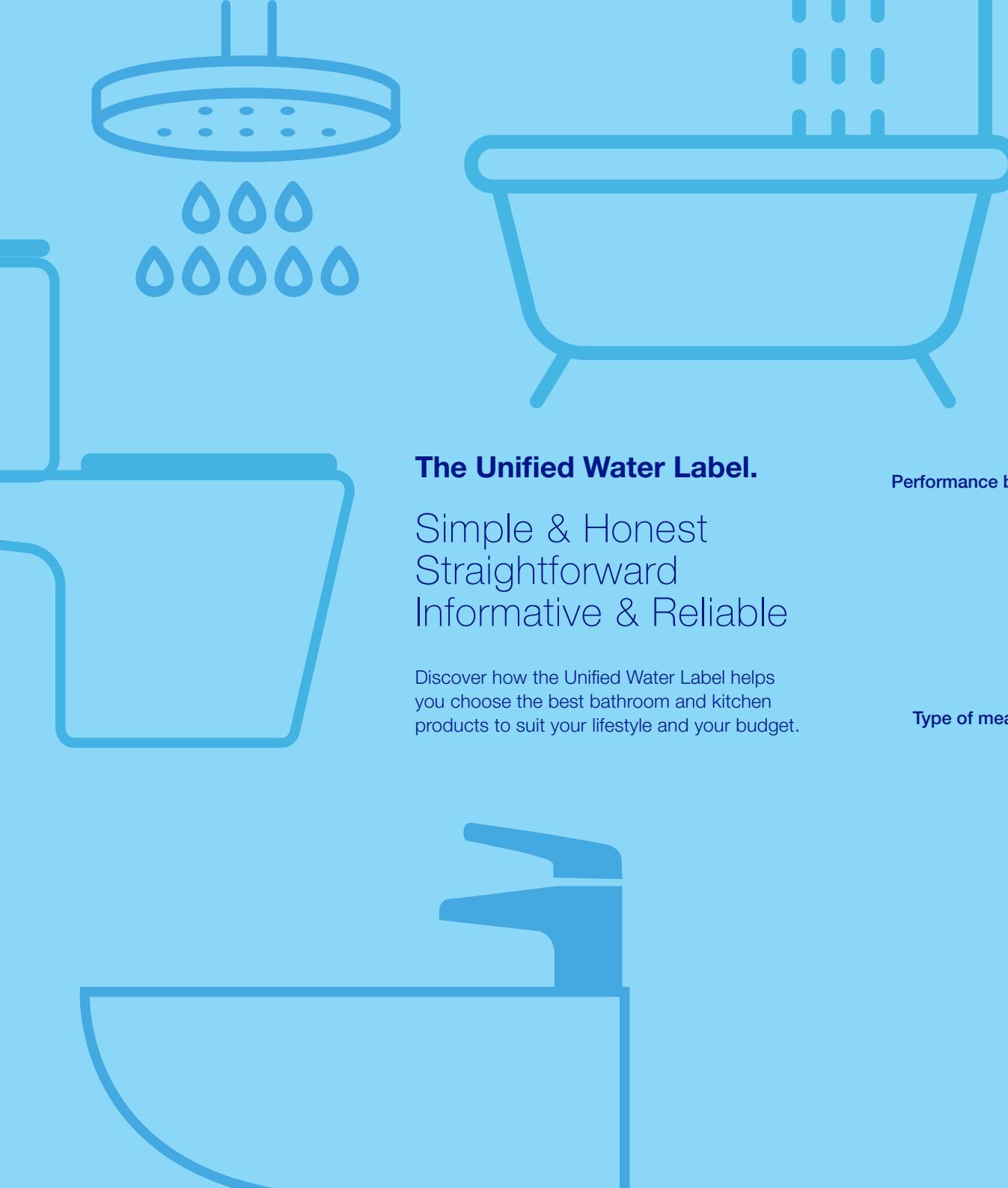
The Label can be embedded into other graphics, but no adjustments can be made to the shape or format – with the exception of inserting the actual flow, volume or capacity figures.

Flow or volume figures should always be to 1 decimal place with the exception of WCs which must be to 2 decimal places with baths requiring no decimal points.

When a specific rating is to be shown, a blue panel in **Pantone Reflex Blue C** can be added to the right side of the chart with the appropriate flow rate, volume or capacity for that product overlaid in **Myriad Pro Semibold** text and a font size to match the text in the scale on the left of the Label.

The Labels provided are left blank for this purpose but can be used as is, as a general example of the full chart.

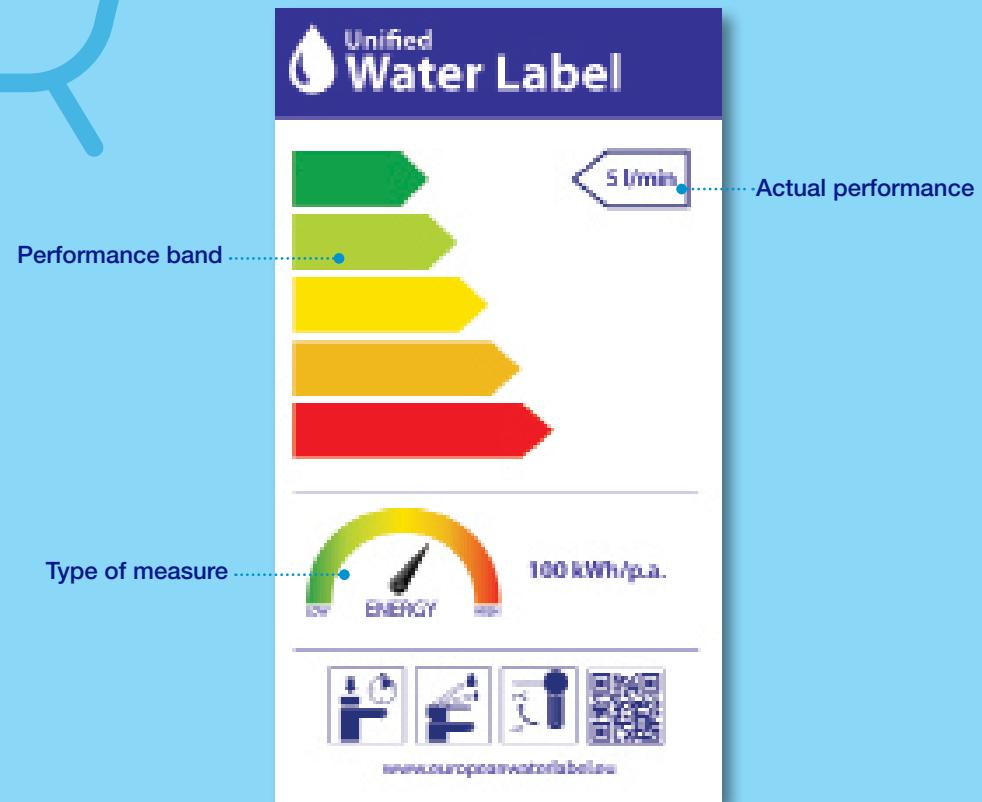




The Unified Water Label.

Simple & Honest
Straightforward
Informative & Reliable

Discover how the Unified Water Label helps you choose the best bathroom and kitchen products to suit your lifestyle and your budget.



Examples of where the Full Label has been used correctly

The following are examples of how registered brands are currently using the Unified Water Label within online product catalogues, websites and packaging.

Example of the Label on a member website

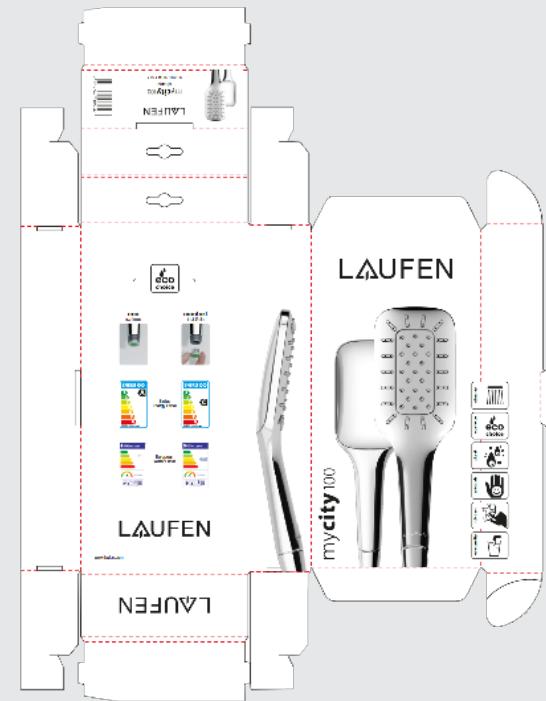
This screenshot shows a member website for salledebains.fr. At the top, there's a navigation bar with links like 'Actualités', 'Nos Produits', 'Accessibilité', 'Portes-serrures', and social media icons. Below the navigation, a horizontal menu includes 'Conseils de pose pour la Salle de bains', 'Normes Certifications', 'Réglementations de la Salle de bains', 'Mise à jour réglementation de la Salle de bains', 'Équipements de la Salle de bains', and 'Projet Rénovation de la Salle de bains'. The main content area features a large image of a bathtub. On the right side of the page, there's a detailed description of the Water Label, mentioning its purpose to promote water efficiency in bathrooms. It lists various products that can be labeled, such as showerheads, WC, cisterns, urinals, etc. Below this text is a visual representation of the Water Label itself, which is a vertical color-coded scale from green (best) to red (worst), with a central arrow pointing towards the green end. The label includes the text 'Water Label' at the top and 'Performance band' and 'Type of measure' at the bottom.

This screenshot shows the website for Southern Water. The header includes the Southern Water logo and navigation links for 'Home', 'Our services', 'Engineering & design', 'Properties', 'About us', 'Careers', and 'Contact'. The main content area features a large image of a bathtub. On the right side, there's a section about water efficiency, stating 'We've worked up with 200 suppliers, building on our award-winning leadership of bathroom fitting to introduce the Water Label' and linking to 'Water Label - About Us'. Below this text is another visual representation of the Water Label, similar to the one on the previous page, showing a vertical color scale with an arrow indicating performance. The label includes the text 'Water Label' at the top and 'Performance band' and 'Type of measure' at the bottom.

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Examples product packaging



Additional Information

This Label has the inclusion of energy and technical icons.

Registered brands are encouraged to include the agreed energy icon plus highlight via inclusion of technical icons thereby offering additional information to make an informed choice.

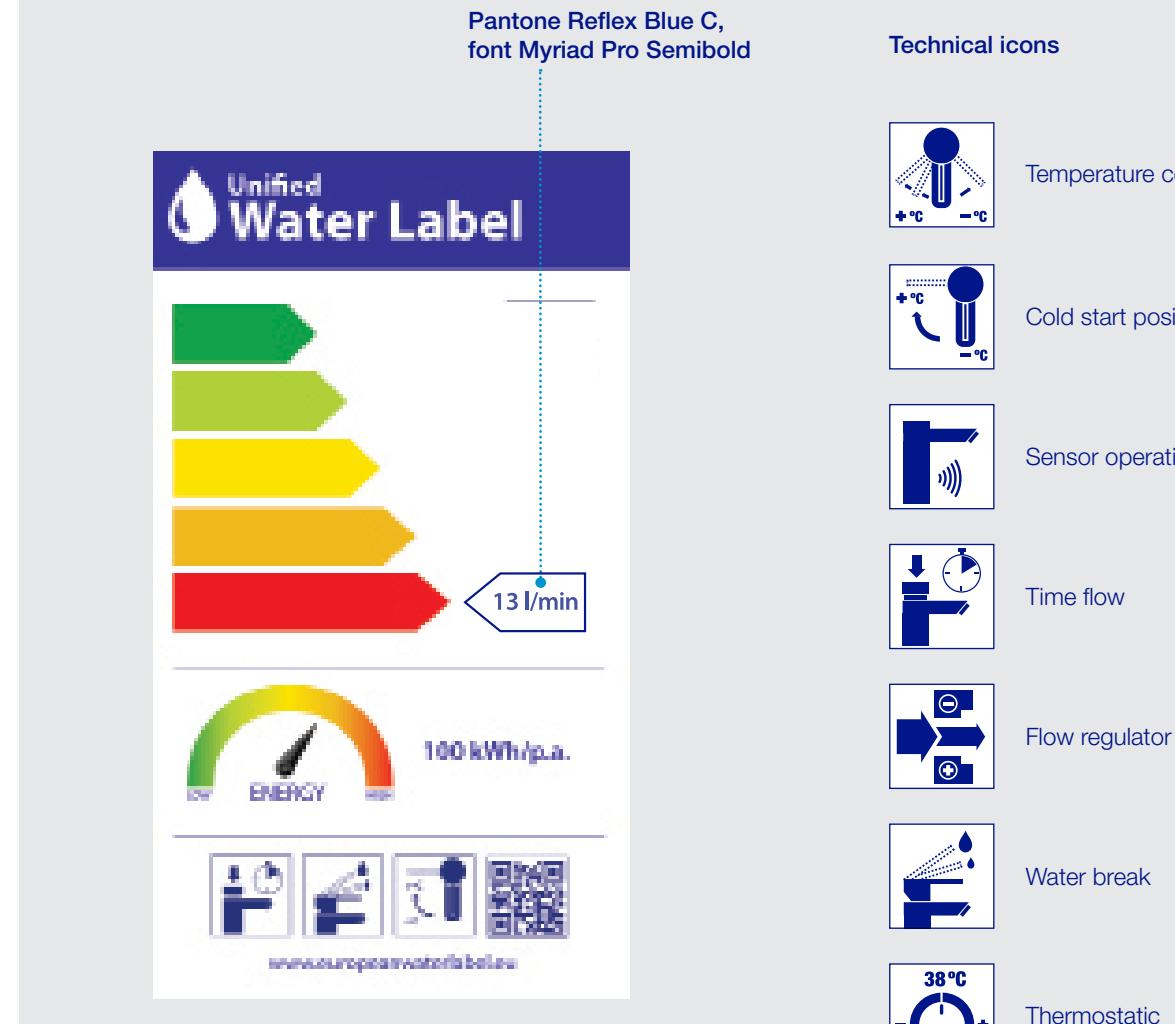
The energy icon can be added to the base of the Unified Water Label to depict to the consumer the expected annual energy cost of using the product. It is required that all basin taps, kitchen taps, showers (handsets and mixer controls) and baths shall carry the energy icon.

The energy icon shall in all cases be placed under the main water rating and to the far left of the space provided for all technical icons (for the applicable categories).

Only THREE Technical icons can be included on any one Label alongside the Energy icon.

When a specific figure is to be shown, a blue panel in Pantone **Reflex Blue C** can be added to the right side of the chart with the appropriate flow rate, volume for that product overlaid in **Myriad Pro Semibold** text and a font size to match the text in the scale on the left of the label.

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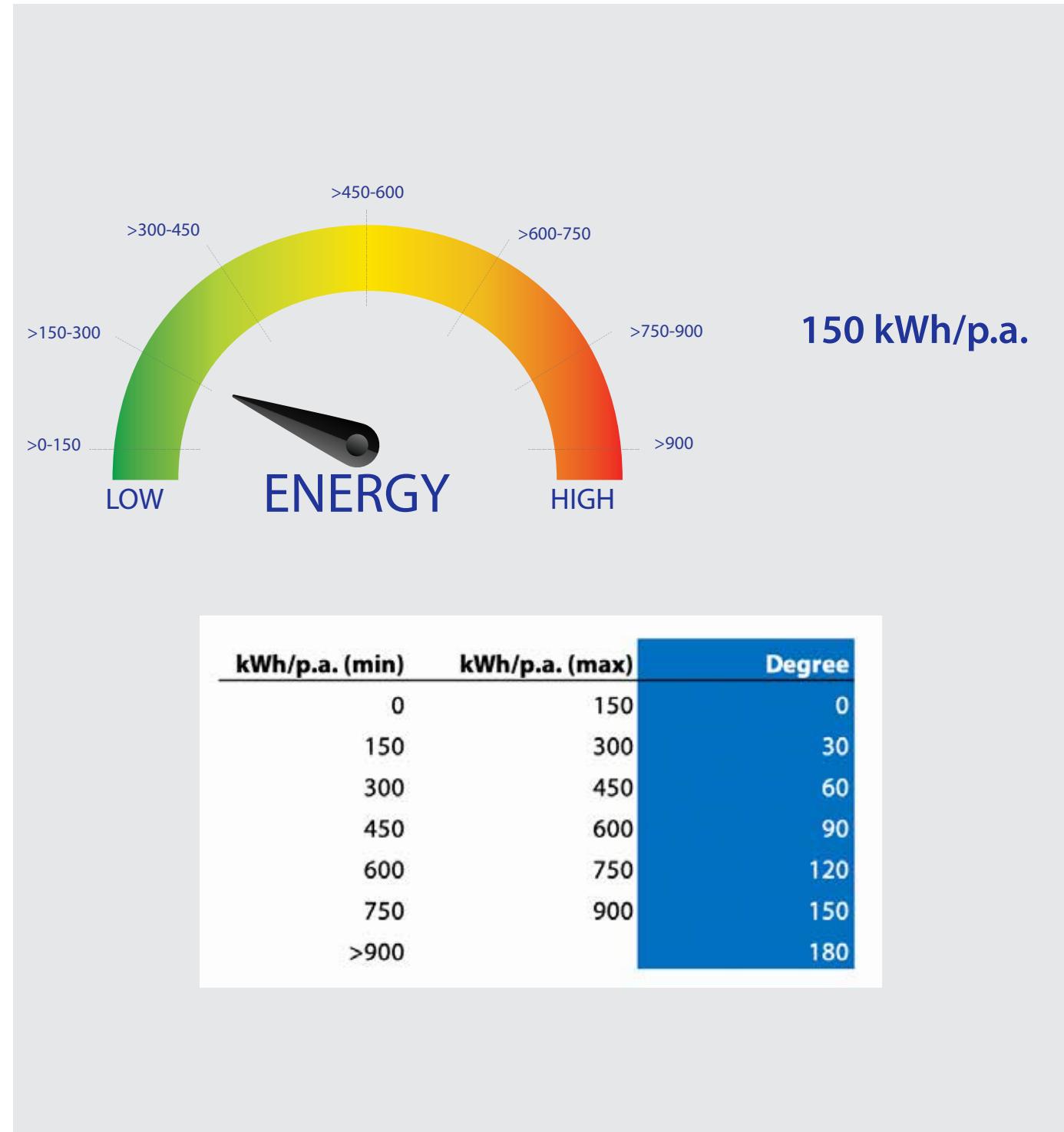
Using the Energy Dial

The methodology for energy can be calculated as specified in the Unified Water Label Criteria and is specified in kWh/p.a.

The figure will be placed as indicated in the icon to the left of the dial.

This same figure should be compared and categorised in the table to indicate the position of the needle, then aligned as per the illustration e.g. 150 to 300 kWh/p.a. align needle to the 30 degree indicator in the illustration.

Note the indication lines are for guidance only and must not appear on the label.



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Examples of where the energy icon has been added to the existing tap label



Examples of the label in use at a European Exhibition



It is appreciated that space in printed matter is a premium and therefore a ‘family’ of Labels have been created. If using this size of label a full explanation of the Unified Water Label must be included in the document being published, a copy of the explanation document is included in this download pack.

A. Reduced Size Label

The reduced label shows only the maximum water use value and colour arrow for the specific product listed. This format of the label is to be used **when space is restricted.**

B. One-line Label

The one-line label shows the product water efficiency value in its simplest form and **should only be used when space in a document is restricted.**

This version of the label requires you to add in the product numeric value in black (see example below).

C. Extra Small One-line Label

This version of the Unified Water Label should only be used in printed catalogues/brochures and then only where space in a document is severely limited.

It should never appear on its own and must be accompanied by the description detailed below on the relevant page.

This version of the label requires you to add in the product numeric value in black (see example below).

A.



The label must not be displayed any smaller than 20mm deep and must remain in proportion.

B.



The label must not be displayed any smaller than 7mm deep and must remain in proportion.

C.



The label must not be displayed any smaller than 5mm deep and must remain in proportion.

Description to be included on a page when using the Extra Small One-line Label

The Unified Water Label for ***** (product category) Water is a precious commodity and we must use it wisely. You can now tell by looking for the European Water Label how much water a product uses in normal domestic conditions. For example a green arrow shows that a product uses the least amount of water as opposed to an arrow flag indicating that the product uses more water. You can find a complete explanation of the Unified Water Label and how it works for other products as well, at the front of this brochure.

Examples of where these labels have been used correctly.

Example of a printed product brochure (Extra Small-One Line Label)

Satinjet®

3 Tahi Handset
SJT23
Two function handset offering two types of spray Satinjet body shower or massage.

4 Tahi Over Head Wall-Mounted Shower
SJT 007
Satinjet fixed head for all-over coverage.

5 Tahi Shower Kit
SJT 006SH
Two function handset offering two types of spray Satinjet body shower or massage.
Smooth style hose for easy cleaning

③ ④ ⑤

United Water Label 11 l/min
United Water Label 9 l/min

For icon key, water label details and water pressure please see pages 78, 79 and 80.

Supply Line Flow Regulators

If a Shower Handset is supplied with a supply line flow regulator and the product complies with the scheme regulations a further Label may be used (see example below).

This Label requires 2 numeric values to be printed after the green and red arrows detailing the flow rates with and without the flow regulator fitted, to 1 decimal place, the text should match the colours of the arrows and the font must be in Arial.

A complete description of the Unified Water Label must be included in the document using this type of Label.

The image displays the correct application of a Unified Water Label for a supply line flow regulator. At the top, a detailed description of the label is shown, followed by a screenshot of a product page from the Water Quality Information Scheme website. Below these are two examples of the label with flow rate values and corresponding checkmarks or X's.

Unified Water Label Description:

The label consists of a blue header with the text "Unified Water Label". Below this are two arrows: a green arrow pointing right labeled "6.0 l/min" and a red arrow pointing right labeled "15.0 l/min". To the right of each arrow is a small image of a shower handset. A green checkmark is positioned to the right of the green arrow, and a red X is positioned to the right of the red arrow.

Example of where this Label has been used correctly:

A screenshot of a product page from the Water Quality Information Scheme website. The page shows a product listing for a shower handset. The product details include "Model: 2000" and "Flow rate: 6.0 l/min". Below the product details is a "Water Label" section featuring the Unified Water Label with a green checkmark next to it.

Product Page Screenshot:

The screenshot shows a product page for a shower handset. The page includes a main image of the shower handset, a brief description, and a "Water Label" section. The "Water Label" section features the Unified Water Label with a green checkmark next to it.

Two Examples of the Label:

Two examples of the Unified Water Label are shown side-by-side. The first example shows a yellow arrow pointing right labeled "11.0 l/min" with a green checkmark to its right. The second example shows a yellow arrow pointing right labeled "9.0 l/min" and a red arrow pointing right labeled "20.9 l/min" with a green checkmark to the right of the yellow arrow and a red X to the right of the red arrow.

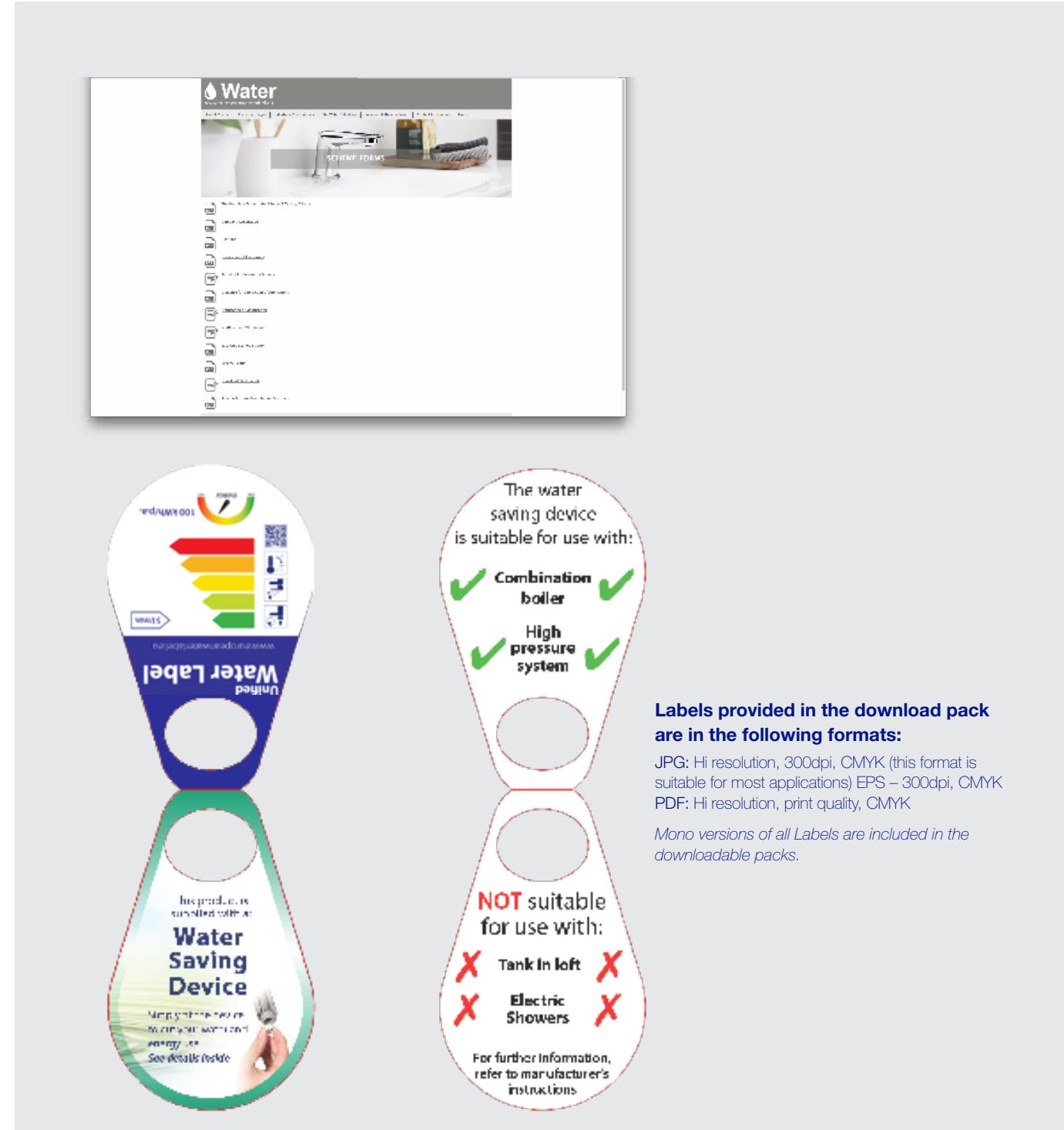
Shower Handset Neck Leaflet

This Label is designed to be used with Shower Handsets and Taps - where a flow regulator is included, loose in the product box or packaging.

It is intended to show the difference in the appliances water flow with and without the use of the regulator. Values to this effect can be printed in the corresponding part of the chart using black, Arial text. The size of the leaflet must not be altered or any other part of the artwork amended without prior permission.

A high resolution PDF file of this artwork is included in the relevant downloadable pack which is available from:

www.europeanwaterlabel.eu/schemeforms.asp



**Labels provided in the download pack
are in the following formats:**

JPG: Hi resolution, 300dpi, CMYK (this format is suitable for most applications) EPS – 300dpi, CMYK
PDF: Hi resolution, print quality, CMYK

Mono versions of all Labels are included in the downloadable packs.

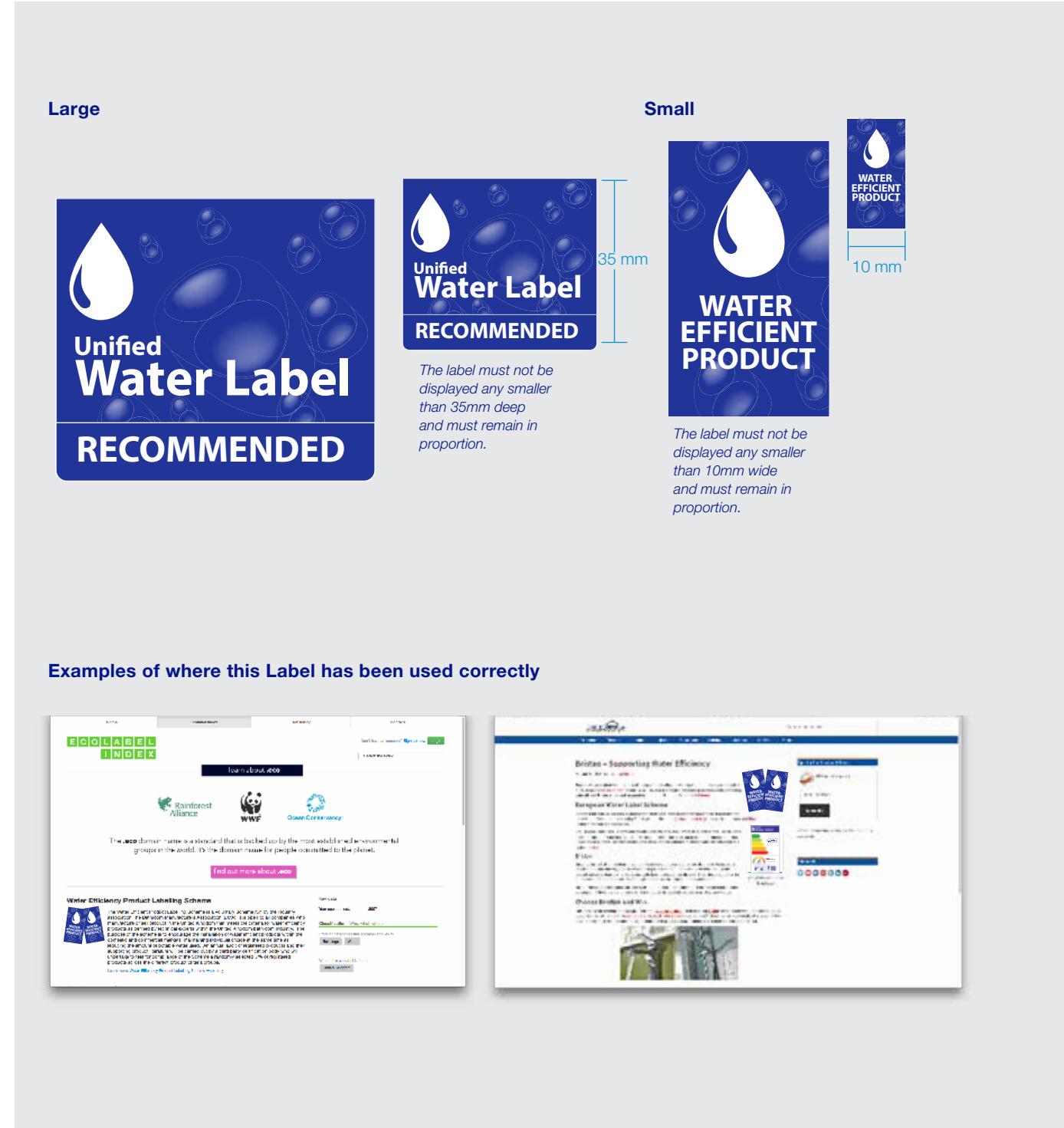
Recommended

The 'recommended' blue Label can only be used with the following categories:

- Electric Showers
- Urinal Controllers
- Replacement Flushing Devices
- Greywater Systems

All other categories must use the correct full or family of Labels and follow the relevant instructions

There are 2 versions of the Recommended label, a large one containing the word **RECOMMENDED** and a smaller version for use where space is severely limited.



Using the Label

Whilst the complete suite of labels are available, you will only gain access to those areas for which your company registration has been granted and products listed. Further advice and information on this can be obtained from the Unified Water Label Administrator (info@europeanwaterlabel.eu). The Unified Water Label remains the property of The Water Label Company at all times and permission to reproduce the Label in any other format than those provided must be gained from the company prior to use.

Colour Reference Chart for text in the One-line Label and the arrow on the Extra Small One-line Label

Colour	Pantone	C (%)	M (%)	Y (%)	K (%)
Green	361 C	76	0	91	0
Sage	382 C	30	0	94	0
Yellow	Yellow C	0	0	100	0
Orange	7409 C	0	38	94	0
Red	032 C	0	91	87	0

Examples of promotion materials.

The image displays two promotional brochures side-by-side. The left brochure is titled 'PRODUCT EVALUATION: EUROPEAN WATER SAVING INITIATIVES' and features the NSF-WRC logo. It includes a list of products applicable to the scheme (Shower heads, WC urinals, Flow Regulators, Washing Machines, Steam Cleaners, Bath, Taps, Pipes, Scrubbers and Driers, Water Management Software) and shows a 'Water Label' graphic with five levels of efficiency. The right brochure is titled 'SUPPORTING WATER EFFICIENCY' and features a 'Water Label' graphic with four levels of efficiency. Both brochures include images of various water fixtures like bathtubs, taps, and showerheads.

PRODUCT EVALUATION: EUROPEAN WATER SAVING INITIATIVES

NSF-WRC is capable of testing items to the EWL (European Water Label) and Water Technology List (WTL) along with the annual audit testing.

Products applicable to such schemes include:

- > Shower heads
- > WC urinals
- > Flow Regulators
- > Washing Machines
- > Steam Cleaners
- > Bath
- > Taps
- > Pipes
- > Scrubbers and Driers
- > Water Management Software

Water Label

SUPPORTING WATER EFFICIENCY

All brands we recognise the benefits of saving water with this label, we're proud to support the European Water Label Scheme.

Through the brochure you'll find the Water Label - how it's designed to work, how it's used and what it does. You can see if a product is more efficient than your own, if it has a key water efficiency feature or if it reduces water usage by over 50% over 10 years and creates for a lasting legacy through inspiring showering experiences.

Products that form part of the European Water Label Scheme include:

- Taps, basin and urinal aerators with variable flow including self-closing and combination tap, urinal flush, dual flush, bidet, bidet and urinal
- Shower heads, aerators, valves and filter, shower heads with built-in filter, shower heads with built-in filter
- Shower heads - including rainheads and accessories

The Water Label Explained

Water Label

Examples of exhibition use.





The Unified Water Label

Label Guidelines