

# The Unified Water Label

Label Guidelines

Issue 3 | January 2021

**This Guide explains how the Unified Water Label should be displayed when being used on all 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.

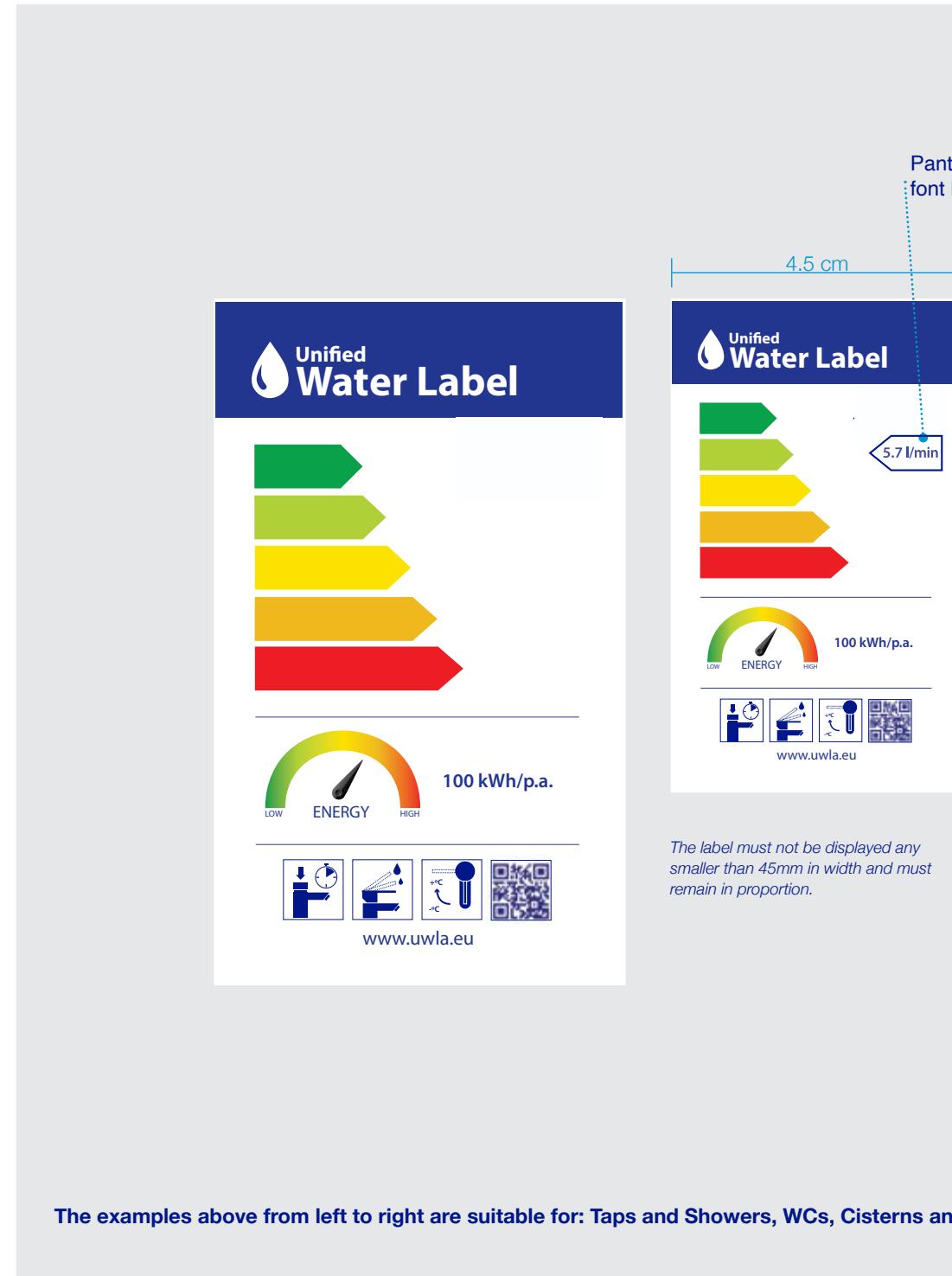
Flow or volume figures should always be to 1 decimal place with the exception of WCs which must be to 2 decimal places with baths requiring no decimal points.

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.

Amends in local language are acceptable within the energy icon section.

Above or below the label the registered brand name can be included.



## Flexibility of the Label

The full label can be adapted to allow flexibility for companies to add their own branding and local language to the label.

The graphic opposite demonstrates the elements can be changed (surrounded by dotted box) and which elements are mandatory.

### The flexible optional elements are:

The energy icon

This can be adapted to suit the specific products energy use.

The Technical Icons/QR Code/Logo

There can either be 3 technical icons and either a QR code or your logo. If you do not wish to have a QR code or logo you can include 4 technical icons.

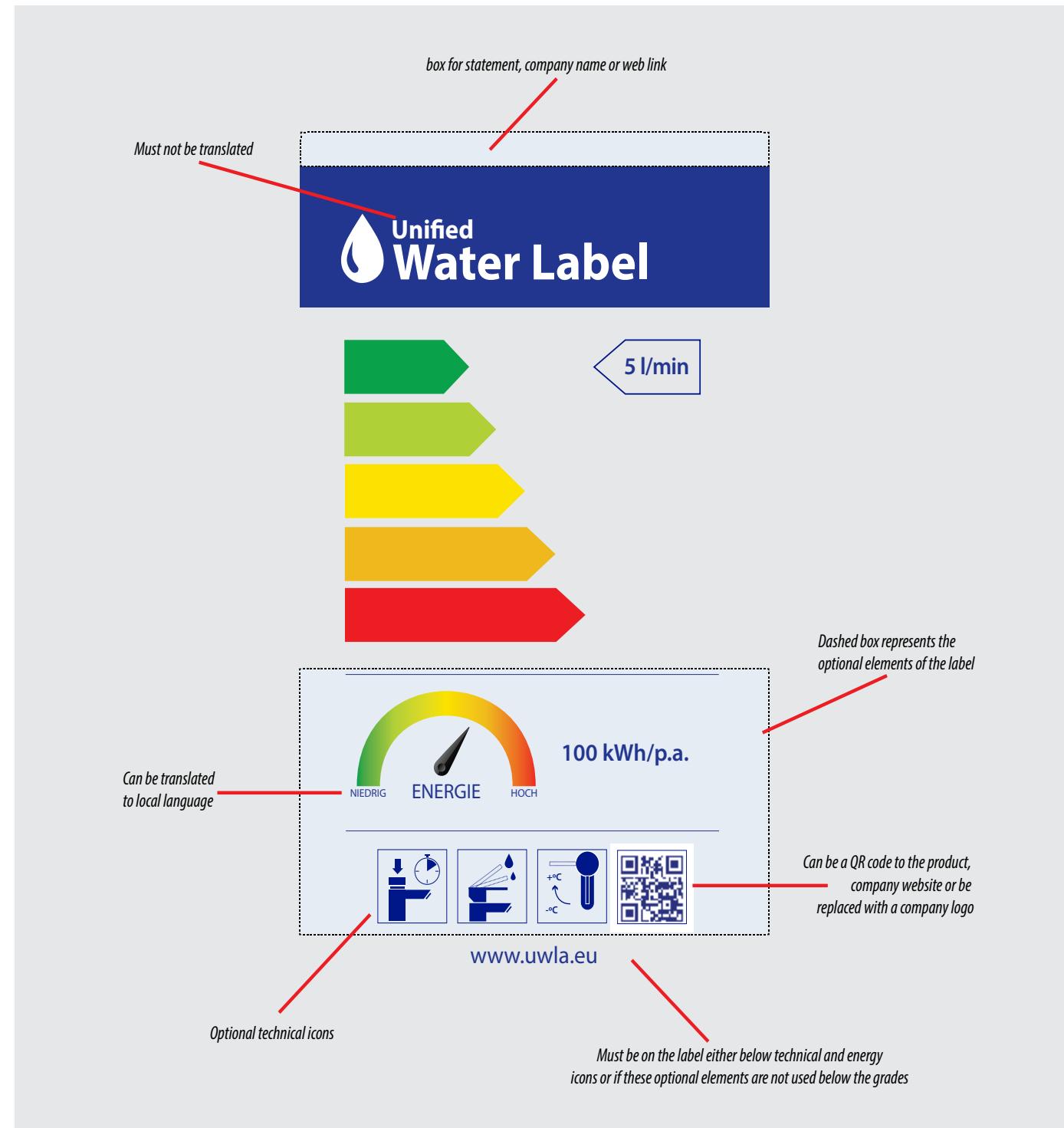
Banner above the Label - This can be used to have a statement, company name or website address.

### The Mandatory elements are:

The Unified Water Label Banner

The UWLA website address

The Colour Banding

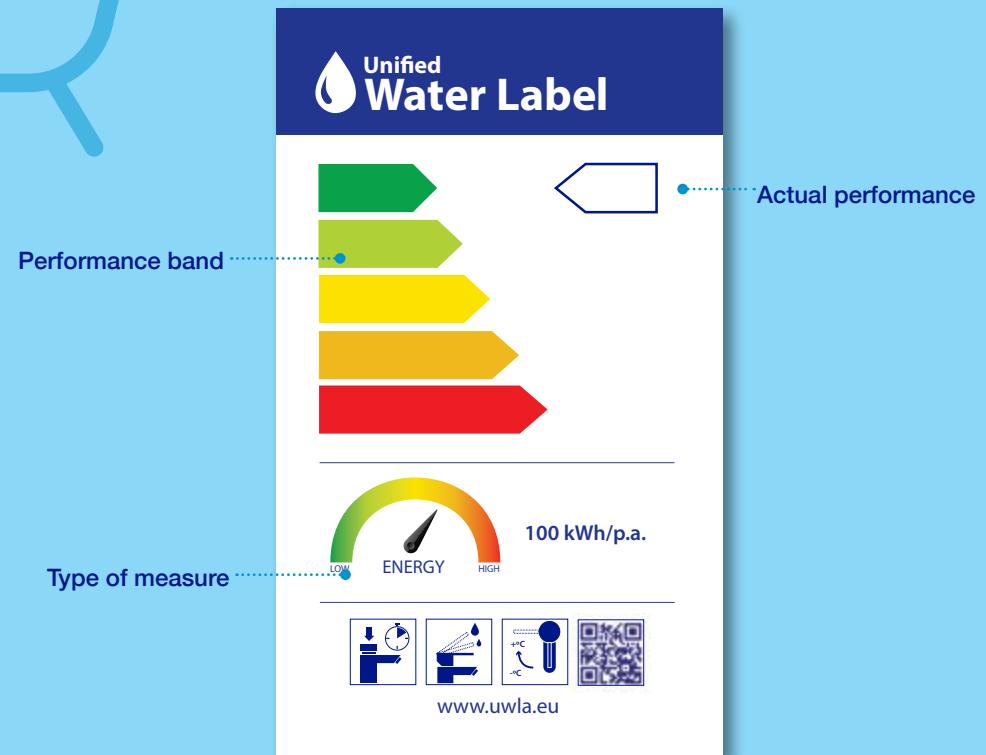




## The Unified Water Label.

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.



Water consumption at a glance

## 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

## 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.

### 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 and will become a mandatory element of the scheme by March 2021.

The energy icon can be added to the base of the Unified Water Label to depict to the consumer the expected annual. Local language translation for the energy icon is accepted.

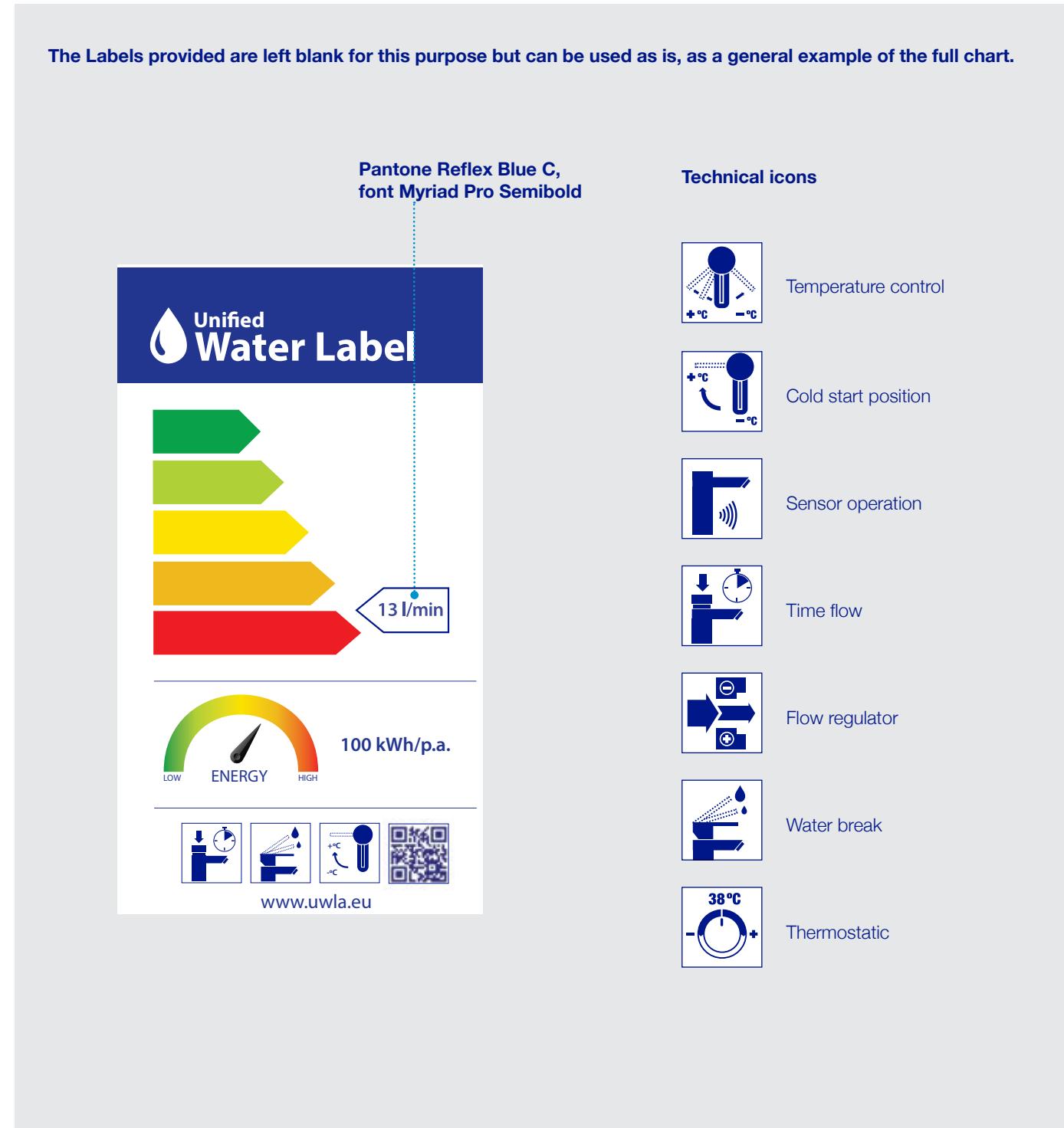
energy cost of using the product. It is required that all basin taps, kitchen taps, showers (handsets and mixer controls) and baths shall carry the energy icon.

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.

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



## Using the Energy Dial

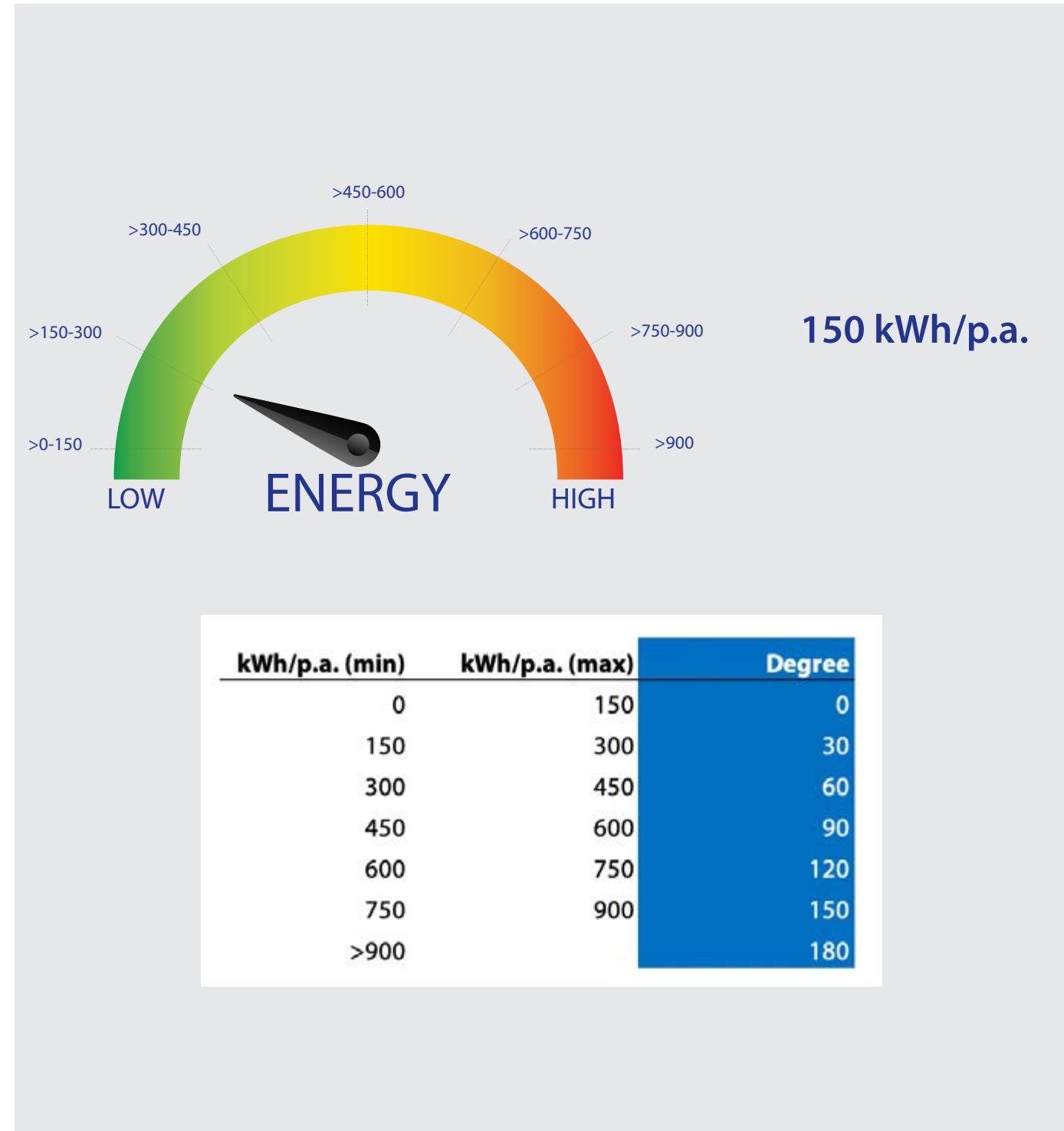
The methodology for energy can be calculated as specified in the Unified Water Label Criteria and is specified in kWh/p.a.

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.

When designing your icon please place the needle on the line which relates to your energy bracket.



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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).

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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.

(H) (2)

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

(H) (1)

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.

(H) (2) (3)

1

2

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 shows a correct example of a Unified Water Label. It features two flow rate values: 6.0 l/min (green arrow) and 15.0 l/min (red arrow). To the right of each value is a small water droplet icon. To the right of the 6.0 l/min row is a green checkmark and a photograph of a shower handset with a flow regulator installed. To the right of the 15.0 l/min row is a red X. Below this label is a screenshot of a website page from Roca (www.roca.com) titled 'The Water Label' which provides information about the label scheme.

**Example of where this Label has been used correctly**

Unified Water Label

Flow Rate	Color	Status
6.0 l/min	Green	✓
15.0 l/min	Red	X

## 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 the your registered area.



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

## Efficient

The 'Efficient Product' 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 Efficient Product label, a large one containing the words EFFICIENT PRODUCT and a smaller version for use where space is severely limited.

**Large**



The label must not be displayed any smaller than 35mm deep and must remain in proportion.

**Small**



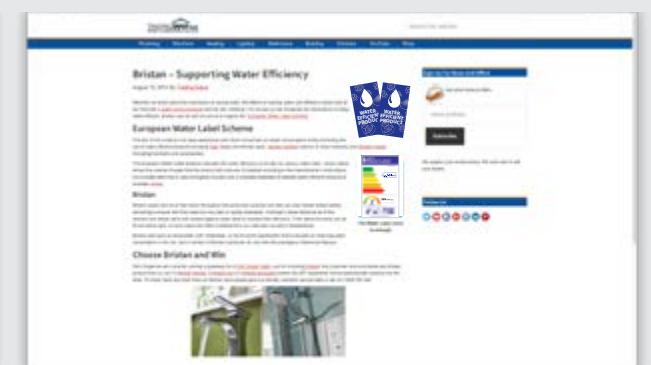
The label must not be displayed any smaller than 10mm wide and must remain in proportion.



10 mm

**Examples of where this Label has been used correctly**





## 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](mailto:info@europeanwaterlabel.eu)). The Unified Water Label remains the property of the Unified Water Label Association (UWLA) 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 top brochure is titled 'PRODUCT EVALUATION: EUROPEAN WATER SAVING INITIATIVES' by NSF-WRC. It features a 'Unified Water Label' graphic with a color scale from green to red, indicating water performance levels. The bottom brochure is titled 'SUPPORTING WATER EFFICIENCY' by British Water. It also features a 'Unified Water Label' graphic and includes images of various plumbing fixtures like 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
- > Baths
- > WC suites
- > Tops
- > Flow Regulators
- > Pipes
- > Washing Machines
- > Scrubbers and Drains
- > Steam Cleaners
- > Water Management Software

**Unified Water Label**

**SUPPORTING WATER EFFICIENCY**

At British Water we recognise the benefits of saving water. With this in mind, we're proud to support the European Water Label Scheme.

Throughout the brochure you'll find the Water Label's flow rate indicators to help you find out which products are recognised and what the flow rates are. If a product has a high orange, then you can tell it has a high water efficiency. Whereas the orange in red indicates higher water usage, but gives you greater flow from your taps and showers for a faster filling basin and more invigorating showering experience.

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

- Taps - basin and bathware (including bath shower mixer) including soft, closing and combination tap assemblies for use with wash basins, bidets and sinks
- Shower Controls, electric showers and mixer shower's (including bath shower mixers)
- Shower heads - including handshower and accessories

**The Water Label Explained**

**Unified Water Label**

Examples of exhibition use.





# The Unified Water Label

## Label Guidelines