

# Water Efficient Product Labelling Scheme



# WATER EFFICIENT PRODUCT LABELLING SCHEME

September 2011

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## 1 INTRODUCTION

Water is life, we cannot live without it and water supplies in the United Kingdom are coming under considerable pressure. Climate change, old water and drainage system, growing population, increase in single households and an insatiable appetite for water items, are increasing the demand on the water supply to satisfy our daily needs and habits.

Bathroom manufacturers across the globe are aiding national governments in their quest to reduce water consumption by producing new, exciting, innovative and technologically advanced bathroom products that deliver the bathing experience which consumers demand, but using less water.

*The key to water efficiency is reducing waste, not restricting use.*

*User behavioural changes can save water together with the installation of water efficient bathroom products will save water and energy.*

*To influence the supply and demand for water the two must go together.*

The BMA Water Efficient Product Labelling Scheme launched September 2007 has gone from strength to strength and now embraces over 1500 registered products, across the nine categories, on a comprehensive database. The Scheme is supported by 28 well known major brands in the market place and continually being added to.

The Bathroom Manufacturers Association (BMA), the lead trade association for manufacturers of bathroom products in the United Kingdom is the facilitator for the Scheme.

The Scheme helps to raise awareness of bathroom products that if installed and used correctly will use less water whilst delivering the bathing experience that the consumer has come to expect.

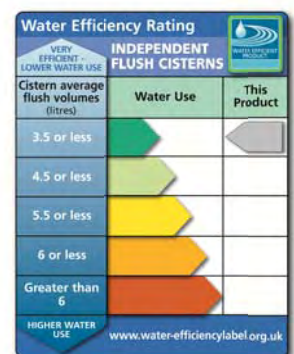
The BMA Water Efficient Product Labelling Scheme is a voluntary Scheme and is open to all companies who manufacture or sell product in the United Kingdom that meets the criteria for water efficiency products as defined by technical experts within the United Kingdom bathroom Industry.

Due to the success of the Scheme Phase IV with new water efficiency rating, new categories supported with point of sale information and consumer fact sheets went live September 2011.

## 2 PURPOSE

The purpose of the BMA Water Efficient Product Labelling Scheme (Scheme) is to encourage the installation of water efficient products within the domestic and commercial markets, maintaining individual choice at the same time as reducing the amount of potable water used. Approximately 63%\* of potable water within the home is used within the bathroom environment and around 27% of this is used to flush the WC.

Much progress has been made by the BMA to help meet government targets relating to the manufacture, use and sale of water efficient products. The introduction of the Scheme, which is open to both members and non-members, has played a part in bringing this about.





However, water efficiency not only affects the amount of water and energy saved but also the amount of carbon emissions saved in delivering and using water.

The Scheme will provide a credible source of information to aid the individual to make a more educated choice and to have more awareness of the amount of water used by applications when installed and used correctly.

It is important that consumers are encouraged to change their behaviour patterns when using bathroom products as this is often the cause of greater water wastage. Government, water utilities and other related trade and consumer bodies are encouraged to implement greater awareness campaigns via the educational and media routes.

### **3 PHASE IV**

Building on the success of the Scheme, Phase IV was introduced from September 2011. A water efficiency rating system across all categories will be included for all registered products. The rating system allows manufacturers to easily identify and show the water efficiency of products with an easy to understand label. The web database of products will carry the label alongside all other relevant information associated with the registered product.

The Scheme criteria will be enhanced with a new category; replacement WC Flushing Devices. The new category reflects the development, introduction and availability in the market place.

To support this enhancement of the Scheme will be a full complement of trade and consumer information that will encourage a change in behavioural use and reduce waste water. Information to aid retailers, merchants and installers to sell the right equipment will also be available.

### **4 MARKETING**

The Scheme will encourage cohesive marketing, thus ensuring the correct message is relayed to all parties. Many like-minded organisations will provide the opportunities and aid in raising trade and consumer awareness, to inform all sectors of the importance of reducing water wastage within the bathroom environment.

The Scheme will continue their annual educational campaign within schools to improve children's knowledge on the importance of sanitation and hygiene, but reducing water wastage. Governments own action of including greater environmental awareness within the national curriculum guidelines will help to increase attention in this area.

\*source Waterwise

Utilising the well established Bathroom Academy, water efficiency will be included in all of the new and revised Generic Industry Guides to improve the knowledge base of the supply chain and other routes to market, thus encouraging greater sales in this area. The Bathroom Academy will be working alongside training bodies and Sector Skills Council in the development of water efficiency training courses and associated material.

**Scheme Partners** are invited from all sectors of the bathroom and water Industry to join in the marketing activity of the Scheme. They will be encouraged to promote the voluntary Water Efficient Product Labelling Scheme and its comprehensive database of products, easy to use interactive web site and extensive consumer information to the end user.



Scheme Partners will be invited to participate and use where appropriate the Water Efficiency Product Labelling Scheme Partner logo endorsing a national brand that carries a strong message which will distinguish your organisation as a leading supporter of water efficiency.

**Stockists** – An extensive database of retailers and merchants, allowing the visitor to search for their local retail stockist of water efficient bathroom products. Retailers will be encouraged to register and will



receive a window sticker for prominent display on their shop frontage. The web site contains a map of the UK, search facility by postcode and web link to retailer's web site allowing information to be sourced. Currently over 1,000 retailers are registered.



## 5 ELIGIBILITY

### a) Scope

The Scheme is open to all companies who sell bathroom products in the United Kingdom. The Scheme is a voluntary Industry led scheme and will not constitute any barrier to trade.

### b) Applications

Each company will be required to submit an application on the relevant forms, together with the registration fee and relevant listing fee, accompanied by a Declaration of Conformity. The company will be informed if their application has been successful and issued with a company registration number and the right to use the Scheme Registered Company logo within their product literature. This Scheme registration number is to be used on all subsequent product listing applications.

It is the responsibility of the company to register each product and to ensure that the product meets all the requirements of the Scheme.

All companies will be required to follow the same procedures, whether the product is manufactured in the United Kingdom or imported.

### c) Availability

Registered products shall be available in the market within 8 weeks of registration being confirmed. Products no longer available in the market should be removed from the Scheme using the appropriate forms.

### d) Branding

Individual products can be listed under a brand name which is different from the original company name, and can be listed under as many brand names as required to fulfil the needs of the supply chain. Such brand name and the supply chain trail shall be declared at the time of application – this information will be held in confidence. Each listing will carry an additional administration fee.

Individual different products e.g. basin pillar taps, bidet monobloc, deck mounted bath/shower mixing valve, shower handsets all sold under a single brand name will require separate listings.



**e) Variants (Families)**

Separate listings are not required when a product eg Shower Control, is available with a range of alternative operating handwheels/levers, in different colours/finishes or when designed for exposed/concealed applications - provided the performance is not changed.

A Declaration of Conformity will be required by the original manufacturer to endorse that the characteristics of the product have not been changed.

## **6 PRODUCTS**

**a. Product Qualification**

The Water Efficient Product Labelling Scheme applies to the following bathroom product categories:

- WC suites
- Independent flushing cisterns
- Taps and combination tap assemblies – for use with wash basins and bidets
- Shower Controls
  - a. Mixer Showers
  - b. Electric Showers
- Shower Handsets
- Baths
- Grey Water Systems
- Urinal Controllers
- Replacement WC Flushing Devices

**b. Definitions of eligible products**

- **Products**  
Water using appliances, and fittings ie WC suites, independent flushing cisterns, taps and combination tap assemblies, shower controls, shower handsets, baths, grey water systems, urinal controllers and replacement WC Flushing Devices.
- **WC suites**  
A sanitary appliance that consists of a WC pan/flushing cistern combination with associated fittings that has been tested and complies with Class 2 of EN 997.
- **Independent Flushing Cisterns**  
A tank, delivering specified volume(s) of water, complete with flushing mechanism, inlet valve and flush-pipe.
- **Tap and combination tap assemblies**
  - **Manually opened and closed valves** - which allow water to be drawn off for use. In the case of combination tap assemblies, hot and cold water are delivered through the same outlet which may be of the single or divided flow type.
  - **Automatic valves**- which allow water to be drawn off for use. They may be of a type that is:
    - manually opened, but which closes automatically giving a set period of flow. The period of flow may be adjustable at the time of installation.
    - electronically opened and closed valves, actuated by a system that detects the presence of a user. Such systems may be of touch, or touch less (hands free) operation. The period of flow may be pre-set at the time of installation, or constant, whilst user presence is detected.

- **Shower Controls**
  - a. **Mixer Showers**
    - A mixing valve tested with open outlet - with a nominal flow rate of not more than 13 litres per minute.
    - A mixing valve, hose and outlet - with a nominal flow rate of not more than 13 litres per minute.
    - A bath/shower mixer - with unrestricted outlet to bath but with the shower restricted to a nominal flow rate of not more than 13 litres per minute.
  - b. **Electric Showers**
    - An electric shower control comprising handset, hose and shower unit
    - Formula for flow rate calculation using the following:-
    - Flow rate l/m =  $(60 * (\text{Operating Voltage} / 240) / (\text{Nominal kW rating} / 240)) * \text{Operating Voltage} / 4.18 * (\text{outlet temperature} - \text{inlet temperature})$
    - Stipulate outlet set temperature 42 degrees C, inlet supply temperature 15 degrees C and operating voltage 240 volts.
    - All existing therefore 'eco'.
    - E.g.
      - 7.0 kW nominal rating at 240V will calculate to 3.72 l/m
      - 8.0 kW nominal rating at 240V will calculate to 4.25 l/m
      - 9.0 kW nominal rating at 240V will calculate to 4.78 l/m
- **Shower Handsets**
  - An outlet designed to fit on the end of the 'hose' (flexible, rigid, exposed or built in) that enables the formation and delivery of a suitable water spray to the end user.
  - The outlet itself can be 'fixed' or 'flexible' with either single or multi mode spray patterns.
  - The outlet will have a nominal flow rate of not more than 13 litres per minute.
- **Baths**

A sanitary appliance for the immersion and washing of the human body or parts of it.
- **Grey Water Systems**
  - Are considered by their very nature of re-using water to be 'eco' products. The outlet itself can be 'fixed' or 'flexible' with either single or multi mode spray patterns.
  - This Scheme only covers those products that are permanently installed into the fabric of the building and provide water for internal use e.g WC flushing.
  - It follows, that testing under the Scheme is limited to verifying only the capacities claimed by the manufacturer.
- **Urinal Controllers**
  - A urinal controller device, in the form of either a pressure flushing valve kit or automatically operated flushing cistern, which have been tested to ensure compliance with Water Supply (Water Fittings) Regulations 1999.
- **Replacement WC Flushing Devices**
  - A replacement flushing mechanism that has been tested and complies with the relevant parts of Class 2 of EN 997.



**c) Scheme Operators**

The Scheme will be operated by a panel comprising the BMA President and 1<sup>st</sup> Vice President of the day, the Secretariat of the BMA and three independent individuals.

Any changes in the Scheme’s Rules and Regulations, or fundamental matters of policy will be referred to the BMA’s General Council.

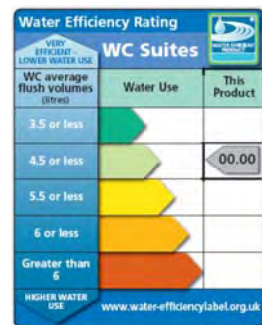
**d) Criteria**

Products that fall under the headings identified under Definitions of Eligible Products that meet all elements of the criteria specified below will be deemed as suitable to apply for inclusion within the Scheme. Listing within the web site and database of product will be allowed to carry the water efficiency label and will be rated on the efficiency rating system.

**i) WC Suites**

WCs complying with Class 2 of EN 997, when flushed with the Volume(s) claimed - provided the flush does not exceed 4.5 litres per single flush, or in the case of dual flush mechanisms, by an average flush not exceeding 4.5 litres - based upon a ratio of 3 short flushes to 1 full flush.

Copies of EN 997 can be obtained from British Standards, telephone number 44 (0)208996 9001 or visiting [www.bsigroup.com](http://www.bsigroup.com)



**ii) Independent Flushing Cisterns**

Flushing cisterns that comply with the requirements of Class 2 of BS EN 14055, that deliver flush volumes which enable WC pans to comply with the requirements of Class 2 of EN 997 - provided the volumes do not exceed 4.5 litres per single flush, or in the case of dual-flushing, an average not exceeding 4.5 litres – based upon a ratio of 3 short flushes to 1 full flush.

Copies of BS EN 14055 can be obtained from British Standards, telephone number 44 (0) 208996 9001 or visiting [www.bsigroup.com](http://www.bsigroup.com)



**iii) Taps and combination tap assemblies**

All taps (including self closing and electronic types) and combination tap assemblies - for use with wash basins and bidets, that deliver no more than 6 litres per minute through each inlet under pressures up to and including 5 bar. In the case of combination tap assemblies, each side of the fitting shall be tested separately.

**Note 1:** In the case of combination tap assemblies with both sides fully opened:

- divided outlet types - will provide a flow rate that equates to the combined flow rate through each inlet
- single outlet types - are unlikely to provide a flow rate that will equate to the combined flow rate through each inlet





**Note 2:** In the case of taps (all types) and combination tap assemblies supplied with interchangeable outlets - compliance with the Scheme's requirements is based upon the 'as approved' specification. The manufacturer shall clarify in installation instructions whether the Scheme's criteria is invalidated if an alternative outlet is fitted eg Scheme compliant as approved - with aerator fitted, but approval invalidated if a flow straightener is fitted.

**iv) Shower Controls**

**a. Mixer Showers**

All mixer showers that deliver not more than a nominal 13 litres per minute at a single showering position under pressures up to the maximum operating pressure\* specified by the original manufacturer - or in the case of no maximum being specified, at pressures up to and including 5 bar.

\* Included specifically for showers designed for gravity fed L/P water supply systems, where adaptation for testing at pressures up to and including 5 bar would be unreasonable.



**b. Electric Showers**

An electric shower control comprising handset, hose and shower unit.

Formula for flow rate calculation using the following:-

$$\text{Flow rate l/m} = (60 * (\text{Operating Voltage} / (240 / (\text{Nominal kW rating} / 240))) * \text{Operating Voltage}) / 4.18 * (\text{outlet temperature} - \text{inlet temperature})$$

\*Operating Voltage)/4.18\*(outlet temperature-inlet temperature)  
Stipulate outlet set temperature 42 degrees C, inlet supply temperature 15 degrees C and operating voltage 240 volts.



All existing therefore 'eco'

- E.g. 7.0 kW nominal rating at 240V will calculate to 3.72 l/m
- 8.0 kW nominal rating at 240V will calculate to 4.25 l/m
- 9.0 kW nominal rating at 240V will calculate to 4.78 l/m

**v) Shower Handsets**

per minute at all showering positions under pressures up to the maximum operating pressure\* specified by the original manufacturer - or in the case of no maximum being specified, at pressures up to and including 5 bar.

\* Included specifically for showers designed for gravity fed L/P water supply systems, where adaptation for testing at pressures up to and including 5 bar would be unreasonable.



**vi) Baths**

Baths (including Whirlpools) containing not more than 80 litres, when filled to a level equating to 40% of the total volume contained when filled to the invert of the overflow fitment.





**vii) Grey Water Systems**

Designed to be permanently installed into the fabric of the building and provide water for internal use e.g WC flushing.

Requirements described above shall be established with the requirements identified by the 'Guide to Testing' document.

**viii) Urinal Controllers**

All pressure flushing valves to deliver a maximum flush volume per bowl or position each time the valve is used is 1.5 litres per flush.

All automatically operated flushing cisterns serving urinals shall be filled with water at a rate of 10 l/hr per urinal bowl for a cistern serving a single urinal bowl or 7.5 l/hr per urinal bowl or position or as the case might be each 700mm width of urinal slab for a cistern serving 2 or more urinals.



**ix) Replacement WC Flushing Devices**

Replacement WC Flushing Devices with dual flush mechanism complying with the relevant parts of Class 2 of EN 997. Copies of EN 997 can be obtained from British Standards telephone number 44 (0)20 8 996 9001 or visiting [www.bsigroup.com](http://www.bsigroup.com)



**e) Guide to Testing**

See separate document, available from [www.water-efficiencylabel.org](http://www.water-efficiencylabel.org)

**f) Declaration of Conformity**

Declarations of Conformity shall include statements confirming that:

- Products submitted for approval comply with all relevant UK Regulatory requirements.

UK Regulations with particular relevance to water and its use are listed below:

- The Water Supply (Water Fittings) Regulations 1999
- The Water Supply (Water Quality) Regulations 2000 in England
- The Water Supply (Water Quality) Regulations 2001 in Wales
- The Water Supply (Water Quality) Regulations (Northern Ireland) 2002
- The Scottish Water Byelaws 2004
- The Building Regulations 2000 – Approved Document G – Sanitation, hot water safety and water efficiency – England and Wales
- The Building Regulations 2000 – Approved Document H – Drainage and Waste Disposal – England and Wales
- The Building (Scotland) Regulations 2004
- The Building Regulations (Northern Ireland) 2000

Further information on Water Regulations in the UK is available from the Water Regulations Advisory Scheme, contact telephone number 44 (0) 1495 248454 or by visiting their web site: [www.wras.co.uk](http://www.wras.co.uk)

Further information on Building Regulations can be found by contacting Local Authorities or visiting [www.planningportal.gov.uk/approveddocuments](http://www.planningportal.gov.uk/approveddocuments)



- Other Regulatory requirements will/may apply e.g. Sale of Goods Act, Low Voltage Directive and the Electromagnetic Compatibility Directive.
- Devices used to measure volumes, pressures and flow rates are calibrated to National Standards and meet the criteria needs of the Scheme

Further information on UKAS standards can be found by contacting UKAS telephone number 44 (0) 20891 78400 or visiting. [www.ukas.com](http://www.ukas.com)

- A documented system of Factory Production Control is in operation.

**g) Factory Production Control**

The manufacturer shall have a documented and operational system to ensure that products submitted for approval conform to the requirements of the Scheme. The Scheme may request copies of the documented system.

The documented system shall specify the:

- product characteristics are appropriate for the Scheme
- frequency and method of testing\*
- the results of testing
- actions/measures to be taken in the event of non-conformity

\* Routine testing in the manufacturing environment for the purposes of quality control need not replicate the methods of testing agreed as the basis of the Scheme. i.e. 'proxy' testing is permitted in such circumstances. In the event of any dispute concerning compliance, test reports based upon the procedures in the 'Guide to Testing' will be the first point of reference.

Note: Factory Production Control systems conforming to the requirements of the relevant parts of the EN ISO 9001 2008, or systems documented for the purposes of CE marking under the CPD are considered adequate for the purposes of the Scheme.

**h) Database of products**

The database of products that have undergone the application process and have been successfully accepted will be made available via the water efficiency web site: [www.water-efficiencylabel.org.uk](http://www.water-efficiencylabel.org.uk).

The database will carry information relating to the successful product, its brand name, the applicable thresholds, actual volume and flow rates of the product, the company name and confirmation that when installed and used correctly the performance levels specified under the Scheme will be satisfied. Each registered product will also be rated in accordance with the efficiency rating system.

Other information such as factor information, Standards listing and certification mark will be held in confidence and will not be released into the public domain. Reference to achieving rating various levels of the Code for Sustainable Homes and the Part G of Building Regulations will be incorporated into the listing. This will aid in the selection process and simplify identification of water efficient product.

Once an application has been successful the product will be listed on the database and given a product listing code to be used on future correspondence.



**i) Annual Audit of Scheme**

An annual audit of registered products and their supporting product literature will be carried out by a third party certification body who will undertake to test for compliance of the Scheme a randomly selected 5% of registered products across the different product criteria groups. Full details of the audit can be found within the Rules and Regulations of the Scheme.

The third party certification body will test for Scheme compliance using the Guide to Testing criteria, a copy of which can be obtained from the Water Efficient Product Label web site:

[www.water-efficiencylabel.org.uk](http://www.water-efficiencylabel.org.uk)

**7 LABEL**

**a. Type**

An electronic format of the 'family' of labels will be provided. The family will consist of formats suitable for various applications, i.e. website, brochure, packaging, window stickers and swing ticket. Registered companies will also receive the artwork for the water efficiency rating chart, allowing actual volume and flow rates to be added in. The database of registered product on the web site will be accompanied by a copy of the water efficiency rating chart showing the stated volume and flow rate of the product. Registered companies will have the option to replicate this within their own literature.

If any data declared by the company is found to be incorrect, the company must remove the label from the said product and supporting literature immediately, notifying the BMA and submitting a new application using the correct data.

The Scheme Operators will be notified of all such errors and corrective action taken by the manufacturer. Any penalties to be imposed will be at their discretion.

**For examples of the label please refer to the web site, [www.water-efficiencylabel.org.uk](http://www.water-efficiencylabel.org.uk)**

The Scheme and label are part of the certification mark, therefore the use of the label will necessitate ensuring that the label is identified as a registered certification mark.

**b. Guidance for Use**

Only approved registered water efficient product may carry the label. The label must be displayed prominently either on the product itself, on its packaging, point of sale literature or within the company's own product literature. The label must not be placed in such a position that will mislead or give credence to another product that has not been approved and registered.

The water efficiency label must not be changed or amended in any way, other than that defined in the Scheme rules and in accordance with the inclusion of volume and flow rates.

The water efficiency label can be used within the company's advertising or promotional material – but for approved registered water efficiency product only and it should not be used to mislead or imply other products are also approved.

A poster has been produced that offers explanation on what the purpose and meaning of the water efficiency rating chart, registered companies will be provided with a copy of the poster.

It is a condition of use that the mark shall not be used in any printed advertisements or printed publicity mater, directed primarily to the mark in the United Kingdom and in the Isle of Man, or in retail point of sale display cards distributed by the Registered Proprietor for use within the United Kingdom and in the Isle of Man without indicating that it is a certification mark. All authorised users of the mark must adhere to this requirement.



**c. Audit of Label Use**

During the annual audit of registered products, the Scheme Administrator will require a full disclosure from the selected company, supported by product literature, sample of packaging or point of sale and a signed declaration by the authorised person where the company has displayed the label.

**d. Web Site**

The Scheme will be supported by a comprehensive web site and useful links and hyperlinks to registered companies.

[www.water-efficiencylabel.org.uk](http://www.water-efficiencylabel.org.uk)

The site will contain a host of supporting information to aid in the selection process of water efficient product and will be supplemented with hints and tips on reducing water wastage due to incorrect bathing behaviour.

A full database of products which have successfully applied for listing status on the Scheme will be available. A product selector will aid easy identification of product and will contain all relevant information appertaining to the product together with contact information on the relevant company. Photographic images of listed products can also be included on the database.

**8 APPLICATION FORMS**

All application forms can be downloaded from the Scheme web site. Company Registration and Declaration of Conformity can also be downloaded, but have to be submitted manually with payment. Product listings can be undertaken electronically once the qualifying company registration has been accepted and a Scheme registration number has been issued. A company invoice will be raised for subsequent product listings.

- Menu of Forms
- Company Application for Registration
- Application for Listing a Water Efficient Product – Master Product
- Application for Listing a Water Efficient Product – Slave Product
- Application for Listing a Water Efficient Product – Brand Name
- Notification of Modification
- Notification of Withdrawal
- Declaration of Conformity
- Costings
- Guidance for completing application forms
- Guidance on use of label

**9 REGISTRATION FOR LISTED PRODUCTS & CANCELLATION PROCEDURES**

**Registration**

Registrations for all listed products will last for 3 years from the date of acceptance of application, on the understanding that the characteristics of the product have not changed. If the characteristics have changed for whatever reason then a new application and listing will have to be sought and approved.

In the event that new regulation/legislation is implemented and the Scheme criteria amended, the applicant of the listed product will be informed of the pending changes to the criteria and also informed of the transition period upon which the product will then be removed from the database of listed product. No rebate to any fees paid will be reimbursed if the applicant elects not to amend the product to conform to the new regulation/legislation. However, provided a new Declaration of Conformity is provided, stating that the listed product conforms to the criteria the registration will be allowed to continue until it expires.



### Cancellation

The Scheme Operators Committee retains the right to cancel or suspend any listing of a product which carries the water efficient label. If the conditions of the Scheme are not adhered to, or where it is proved that the information given at the application stage is proved to be inaccurate, or where the characteristics of the product have been amended but no notification has been received or new application applied for.

## 10 COSTINGS

The Scheme is owned and operated by the Bathroom Manufacturers Association. There are two levels of applicable fees, a one off registration fee for the applicant company, and a listing fee per product. Both these fees are payable in advance and become due upon application.

As the Scheme is operated by the Bathroom Manufacturers Association the administration of the scheme is considerably subsidised by its membership. Members of the BMA who successfully apply and granted registration will benefit from a reduction in all fees.

	Manufacturer/Importer Non BMA member £	BMA Member £
Registration Fee	2,000	800
Product Listing	150	90
Slave/Brand Listings*	40	20

Bulk registration will attract discount. For further information on level of discounts applicable please contact the Administrator, WEPLS 01782 631619.

Appropriate fees as of September 2011

\* See Eligibility

## 11. RULES AND REGULATIONS FOR PARTICIPATION

1. The Scheme is open to ALL companies of bathroom products within the United Kingdom who can demonstrate, if necessary via a third party, that their product meets the criteria as defined by Industry technical experts.
2. Companies will be asked to submit a Declaration of Conformity, signed and dated by authorised personnel of the applicant company, testifying that the product complies with the relevant criteria. Copies of certificates of compliance/test reports from bona fide 3<sup>rd</sup> Parties or copies of certificates/test reports confirming witness testing by bona fide 3<sup>rd</sup> Parties can be provided in support of Declarations of Conformity. The Scheme Administrator may from time to time request original certificates/test reports – which will be returned.
3. All applications must be received on the appropriate official paperwork downloadable from [www.water-efficiencylabel.org.uk](http://www.water-efficiencylabel.org.uk) or direct from the Scheme Administrator. Registration by the company has to be filed manually, but completion of product listing forms can be undertaken electronically. Product listings will remain on the Scheme database for three years from date of approval.
  4. All applications must be accompanied by the appropriate registration and listing fee per product.



5. The BMA will arrange for 5% of the approved products listed on the database to be tested for compliance with the Scheme's requirements on an annual basis. The 5% will be selected, across the qualifying product ranges. Testing will be conducted by a bona fide 3<sup>rd</sup> Party and will follow the test criteria as identified within the document A Guide to Testing.

In the event of failure to comply with the Scheme's requirements, the applicant shall be liable for all the costs relating to the test and re-testing.

6. The Scheme Administrator will inform the applicant in writing if the application has been successful together with guidelines on the appropriate use of the water efficiency label and where the application has failed, the reason for rejection.
7. Applications not on the appropriate official paperwork will be rejected and all paperwork submitted together with all monies paid will be returned to the original applicant.
8. The Scheme holds the right to change the criteria in keeping with changes made to local planning guidance, regulation and legislation within the United Kingdom or constituent parts. Any such changes will be submitted to the Register of Trade Marks for approval prior to implementation, and will not be effective until such approval has been granted. A notice of intent to change will be issued and sufficient warning time given to enable the applicant to make any necessary changes to product details or withdrawal of the product from the Scheme listing.
9. Inappropriate use of the water efficiency label either on the product or supporting marketing material will result in the company being withdrawn from the Scheme and the use of the label from all marketing material should be withdrawn with immediate effect.

An audit on the use of the label will also be undertaken as part of the annual audit and a selection of product literature, point of sale and packaging will be required to ensure that the label is displayed and used appropriately. Misuse of the label will result in the Scheme Operators Committee requesting immediate remedial action to be taken by the offending company to rectify the misuse error.

10. Only water efficient product that has undergone and successfully achieved listing on the Water Efficient Product Labelling Scheme may carry the water efficient label.
11. The Water Efficient Product Labelling Scheme is a voluntary scheme developed by the BMA to raise awareness of water efficient product and to promote best practice for water efficiency within the bathroom environment. In the event of a dispute between parties then the practice of 'good faith' for resolving the dispute under the Scheme will be used. All disputes will aim to be resolved informally.

In the event that the informal practice does not resolve the dispute, then the parties involved must formally write to the Scheme Administrator, stating the dispute, any action already taken and in their opinion a possible solution. The BMA Chief Executive and the Scheme Operators Committee will undertake to resolve the dispute as quickly as possible.

In the event that a solution cannot be found the issue can be passed to an independent arbitrator or tribunal such as CEDR who will appoint an independent 'expert' to resolve the issue. The findings of CEDR or similar body will be accepted by all parties concerned. If in the result of the independent arbitrator or tribunal the product has to be withdrawn from the Scheme, no monies paid will be returned either in part or in full.



12. Enforcement of compliance with the Scheme's requirements will rely upon participants monitoring the market. In the event of evidence of non-compliance, the Scheme Operators will review such evidence and recommend a course of action – which in the event of repeated separate instances of non-compliances could include expulsion from the Scheme or a requirement that any new applications be supported by compliance certificates/test reports issued by a bona fide 3<sup>rd</sup> Party.

*Note: It is accepted that an individual mistake eg erroneous use of a particular label, may result in a number of instances of non-compliance. The Scheme Operators will be mindful of such possibilities.*

13. The Bathroom Manufacturers Association owns the full copyright to the label and the full Scheme. The Scheme carries a certification mark.

## 12 DISCLAIMER

The Bathroom Manufacturers Association Water Efficient Product Labelling Scheme is a voluntary scheme aimed at promoting and raising awareness on the availability of water efficient bathroom products.

The Bathroom Manufacturers Association does not accept any liability for the misuse or counterfeiting of the label under the Scheme.

The Scheme does not endorse the quality of any bathroom product listed or the quality control within the manufacturing process.

Amd 22.09.11