

## PRESS RELEASE

### European sanitaryware and bathroom industry unveils Unified Water Label

**13 March 2019, Brussels – The European sanitaryware and bathroom manufacturers unveiled the Unified Water Label at ISH 2019 in Frankfurt. Under the ‘Best of All’ approach, the label combines four certification schemes to give consumers clarity in deciding on the most water efficient products.**

The European Federation of Ceramic Sanitaryware Manufacturers (FECS) welcomes today’s launch of the Unified Water Label at the ISH 2019 fair in Frankfurt. A voluntary and flexible scheme to measure the water consumption of bathroom products, the Unified Water Label brings together four certification schemes to help consumers decide on the most water efficient product.

According to [UNESCO](#), in 2018, 3.6 billion people worldwide lived in potentially water-scarce areas at least one month per year and this could rise to four billion in 2050. It is clear that more action is needed in the fight to conserve water resources and the Unified Water Label is one tool that can contribute to such positive change.

The Unified Water Label helps consumers understand how much water they use within the bathroom environment, with the label providing volume or flow rates across 13 bathroom categories. The scheme covers 34 countries across Europe with over 12,500 products and 148 brands already using the Unified Water Label.

FECS has played a leading role, alongside the European Bathroom Industry, in the campaign to unify Europe’s four predominant labelling schemes, under the ‘Best of All’ approach. At FECS, we have worked diligently to deliver harmonisation, embracing national nuances and culminating in the positive result of the launch of the Unified Water Label for all water using bathroom products.

FECS will continue to support the development of the ceramics aspect of the Unified Water Label and we strongly support national and EU policymakers, particularly the European Commission, in their campaign to reduce water waste and provide a credible platform for consumers to identify efficient products.

*For more information on the Unified Water Label, please consult the website: [www.europeanwaterlabel.eu](http://www.europeanwaterlabel.eu)*

*For all other enquires please contact: Rafael Sampson, Communications & Events Officer, Cerame-Unie ([sampson@cerameunie.eu](mailto:sampson@cerameunie.eu))*

*FECS, the European Federation of Ceramic Sanitaryware Manufacturers, was established in Geneva in 1954 and moved to Brussels in 2009. Today it represents six national trade associations and companies from the European Union, Turkey and Switzerland. FECS is a member of Cerame-Unie, the European Ceramic Industry Association, which promotes the interests of the ceramic sanitaryware industry at European level.*

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