

## **The European Bathroom Forum promotes the creation of an environmental label for the bathroom space**

- **The Water Label will inform consumers about the water and energy consumption in the bathroom space.**
- **The European Bathroom Forum aims for the support and recognition of the EU in a meeting held in Barcelona.**

The European Bathroom Forum, a new platform made up of 57 European manufacturers and 9 Trade Bodies and associations from the bathroom industry, promotes the creation of an environmental Water Label for the bathroom space. The aim of this label is to ensure that end users have reliable and updated information about the performance of bathroom products in matters such as the water and energy consumption.

This initiative by the bathroom industry has been conceived with the aim of contributing to the global goals of the European Commission in the field of sustainability and efficiency related to the water and energy consumption. According to a recent study, the perception of users about water consumption in the bathroom space is of approximately 20% of its real use. Water Label will allow an improvement of this knowledge by offering clear information that has been agreed by all manufacturers in the sector.

### **The next steps: recognition by the European Union**

In a meeting held in Barcelona on the 11<sup>th</sup> July, the European Bathroom Forum defined the next steps to be taken in order to implement the Water Label initiative. Among them, the aim of obtaining the support and recognition of the European Commission stands out, so that manufacturers will voluntarily adopt this information standard for consumers.

The European Bathroom Forum plans a transition period of 18 months, mainly devoted to defining the technical content of the label and to making this initiative known within the sector. This period will end with the launch of the initiative at the ISH Frankfurt 2019, the most important trade fair specialising in the bathroom sector in the world.

The meeting in Barcelona took place at the Roca Barcelona Gallery and coincided with the celebration of the World Population Day, a day devoted to raise awareness of global population.

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### **About EBF**

The EBF has been formed as an informal platform with the single objective of creating the 'Water label' for water using bathroom products. It will bring all parties together as one common voice for the purposes of promoting and lobbying on this issue and its objective. The EBF is situated within the building also occupied by Cerame-Unie on Rue Belliard 12 offices in Brussels.