

EUROPEAN BATHROOM FORUM

Water Label gaining more and more supporters

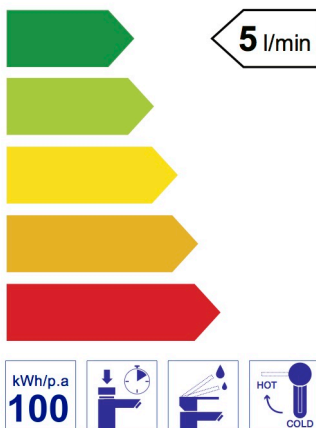
The European Bathroom Industry took a major step forward during the CERSAIE Ceramic Fair in Bologna Italy.

The European Bathroom Forum (EBF) chose the CERSAIE Fair, whose theme ‘Water is Trendy’, as the ideal platform to inform manufacturers, merchants, designers and politicians of this new forum, bringing all facets of the Industry together as one voice to promote the importance of water and energy efficiency within the bathroom environment.

Just as CERSAIE says, ‘Water is Trendy’, it sums up the world of bathrooms, just as there is no life without water, design creates trends and fashion. The EBF is just that, it brings the whole water using bathroom products sector together, acts as the conduit to politicians, on the important role that voluntary initiatives play on the delivery of efficiency measures, through good design, practice and education tools, providing consumers with an easy to understand information, enabling an informed choice to be made with no less performance.



www.europeanwaterlabel.eu



Pietro Mariotti, Geberit Group and newly elected Chair of the European Bathroom Forum, commenced with presentation with an impacting video on the importance of an Industry taking a lead role in using water and energy wisely in the bathroom environment, thus ensuring natural resource for future generations. He presented the road map that will see the well-established European Water Label in full transition mode moving seamlessly to the recently launched Water Label. He extended an invitation to the Italian Bathroom Industry, the trailblazers for great design, to embrace the efficiency message and pledge their support to the Industry initiative, join the Forum and register their products on the Water Label.

The voluntary Industry initiative has found a new home, in Brussels providing solid, supportive direction from all Stakeholders, flourishing into the Label used by all, supported by the existing administration department.

Carlos Velazquez, Roca Group and Marketing Chair of the Forum, explained the new Label and the ambitious transition programme, providing Industry with a timeline, full transition to be complete by March 2019. Velazquez stated that a supportive communication programme is crucial in the mission of the Label and improving its visibility in the market place.

Mauro Odorisio, President of ANGAISA, the Italian Merchant Association, congratulated Mariotti and Velazquez on the initiative, stating that ONE INDUSTRY, ONE LABEL is exactly what is needed and, he for one supported this. Stefano Vaccari, Commissione, Ambiente Senator della Repubblica, supported

the Industry fully with their initiative, the important role the Water Label plays as part of the many environmental initiatives.

Luciano Galassini, Confindustria Ceramica, concluded the event, by emphasising the importance of partnership collaboration, the active role they play, encouraging full support for this worthwhile initiative.



To pledge your support contact info@europeanbathroomforum.org.

The next meeting of the Forum will take place 23 October in Birmingham, UK, observers and interested parties are welcome.

Come on in, join the initiative and pledge your support!

ENDS