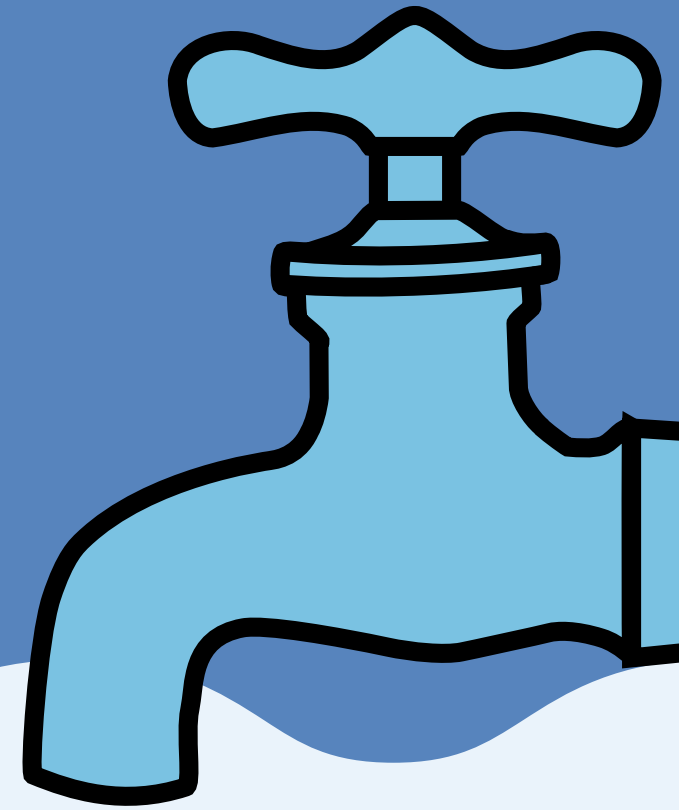


WATER MATTERS

As a bathroom retailer, you can play your part in tackling climate change by helping people to understand the importance of minimising hot water usage in order to save energy and reduce our carbon footprint

#WaterMatters





Find out more here:
www.igbc.ie/water-matters

Supported by:



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DID YOU KNOW WATER EFFICIENCY CAN HELP TACKLE CLIMATE CHANGE?

Heating hot water accounts for 25% of home energy usage and 60% of domestic water is used in the bathroom. Using water efficiently reduces energy bills and ultimately reduces carbon emissions.

COMMUNICATE WATER EFFICIENCY TO YOUR CUSTOMERS

As consumers become more aware, they are looking for bathroom products that are more efficient. They want to know how much water and energy will be used by showers, taps, toilets and baths. **Train your staff to understand water efficiency and guide consumers to make more informed choices.**

DISPLAY THE WATER LABEL ON YOUR PRODUCTS

The **Unified Water Label (UWL)** is a European wide initiative led by companies involved in the bathroom industry. It is a smart tool that provides water using products with a **common label that offers clear, concise information about water and energy usage.**