

Waterwise Marque – Application Form

What is the Waterwise Marque?

The Waterwise Marque highlights the most water efficient products available on the UK market. A manufacturer can use the Waterwise Marque to provide clear point of sale information to the buyer. Waterwise Marques are awarded each year to products which are water efficient, reduce water wastage or raise the awareness of water efficiency. Bathroom, kitchen, white goods manufacturers and outdoor water using product manufacturers and others are all encouraged to apply.

What is Waterwise?

Waterwise is an independent, high profile, not for profit, non governmental organisation focused on reducing water wastage in the UK and building an Evidence Base for Large Scale water efficiency. Waterwise is the leading authority on water efficiency in the UK.



1. Explanatory notes

- 1.1 This application form must be read in conjunction with the Terms and Conditions of the Waterwise Marque. (Section 10)
- 1.2 Please complete all applicable sections on the application form. **Waterwise will not consider incomplete application forms.** In addition, the Expert Panel makes its decision based only on the information you supply Waterwise. Therefore you are advised to provide as much supporting material as possible. **It is strongly recommended that you include a sample of the product** or at the very least photographs of the product.
- 1.3 A separate application and fee must be completed for each product. However, in some cases one application form may be used for more than one product, for example where the technology is the same but the product comes in a range of colours. Please contact us if you have any queries regarding your application.
- 1.4 The application fee is not refundable.
- 1.5 Products will be judged by an Expert Panel from skilled key industry organisations.
- 1.6 Waterwise accepts entries for the Waterwise Marque all year. The Expert Panel will sit to judge products in February and September. Results will be announced shortly afterwards.
- 1.7 In order for your product to be judged in March 2010 all applications, supporting material and payment must arrive at Waterwise by **Friday 26 February 2010**. Applications received after this date will be judged in October 2010.
- 1.8 Products will be judged against the list of criteria identified in the Terms and Conditions.
- 1.9 Approved companies can use the Waterwise Marque from the date of award as specified by Waterwise.
- 1.10 A product may be awarded the Marque conditionally based on the applicant making suggested changes by the Expert Panel. For example, changes in packaging to provide more water efficiency information at point of sale. In this case Waterwise will provide help and assistance where necessary to ensure the product achieves Marque status.
- 1.11 If rejected, an applicant may appeal in writing to: Director, Waterwise, 1 Queen Anne's Gate, London, SW1H 9BT and/or reapply, but only where new information is supplied to support the application.
- 1.12 The Marque may be used indefinitely, but Waterwise reserves the right to revoke the Marque if it is misused or if it no longer reflects the best of the market.
- 1.13 Bathroom products (showers, WC suites, bathroom taps, baths) must have obtained the Water Efficient Label via the Bathroom Manufacturers Association (BMA) **(or have a good reason why not)** before applying for the Waterwise Marque, otherwise these products will not be considered for the Waterwise Marque. **NB: If there is not a category for your product under the BMA Label you may apply directly for the Waterwise Marque.** For more information on applying for the Water Efficient Product Label via the BMA visit www.water-efficiencylabel.org.uk

2. Applicant details

Title	<input type="text"/>	Name	<input type="text"/>
Organisation	<input type="text"/>		
Company number	<input type="text"/>		
Address	<input type="text"/>		
Phone	<input type="text"/>	Email	<input type="text"/>
Fax	<input type="text"/>	Website	<input type="text"/>

3. Product details

Product name	<input type="text"/>				
Model number	<input type="text"/>	Manufacturer	<input type="text"/>		
Product type	<input type="checkbox"/> Tap	<input type="checkbox"/> Shower or bath	<input type="checkbox"/> Toilet	<input type="checkbox"/> Outdoor	<input type="checkbox"/> White good
	Other	<input type="text"/>			

If the product is a bathroom product, does it have the Water Efficient Product Label? Yes No
(See note 1.12 under Explanatory Notes)

If no, please state why not:

For use in	<input type="checkbox"/> Bathroom	<input type="checkbox"/> Kitchen	<input type="checkbox"/> Laundry	<input type="checkbox"/> Outdoor
	Other	<input type="text"/>		

Description of the product and its operation (please attach technical specifications)

What is the recommended retail price?

A sample of the product is included with this application. Yes No

4. Water efficiency status

How does this product save water?

How much water does this product use?

Is the water use information independently verified?

Yes

No

If yes, please attach details of the independent verification. ie: copy of test results/report

If the product does not use water please indicate how it raises the awareness of the need to save water

Is water saving information provided to buyers of this product? If yes, please provide details and attach

5. Availability on the UK market

Where is the product sold within the UK? If the product is not available within the UK yet, please include information on where you plan to sell the product and how.

Is the product's supply chain, sufficient capacity for mass market selling? Please explain.

What marketing plans are in place for the product and what are the key messages/benefits for the consumer?

Is the product sold outside the UK market? If so, what countries?

6. Performance

Is the device low energy? If yes, please explain how.

Does the device save hot water? If yes, explain how.

Does the device provide a similar or improved level of performance to the use over conventional devices?
If yes, explain how.

Can the device be recycled after its useful life?

Does the product have any other ecolabels? (eg: Energy Saving Recommended)

Please attach any other information (or research/documentation) you may have that rates the performance of your product or which ensures that it is environmentally friendly.

7. Design

Does this product comply with relevant/appropriate EU legislative requirements? Yes No

If yes, please specify

Does this product have any possible negative health and environmental risks? Yes No

If yes, please specify

Does the product come with a warranty/guarantee? Yes No

If yes, please specify

8. Declaration

I, as the representative of

acknowledge that:

- I have read and accept the Terms and Conditions of the Waterwise Marque
- The information used in this application may be used on the Waterwise website
- To the best of my knowledge, the information contained in this application is true

Signed: _____

Date: __/__/____

Print name: _____

Title: _____

9. Application fee

The cost of entering to be in the running for a Waterwise Marque is £500 + 17.5% VAT (£587.50) NB: Waterwise is a non-profit organisation. The application fee covers the running costs of the scheme. Application forms will not be processed without full payment of the application fee. Payment can be made by BACS or credit card.

BACS

Bank: Royal Bank of Scotland

Account No: 10120398

Sort code: 16-15-31

Please send through confirmation of BACS payment by email to finance@waterwise.org.uk or fax: 020 7957 4613

CREDIT CARD – Visa/Mastercard/Maestro

Cardholder's name (as it appears on the card)

Cardholder's full billing address

Card type	<input type="text"/>	Card number	<input type="text"/>
Card issue	<input type="text"/>	Card security number	<input type="text"/>
Card start date	<input type="text"/>	Card expiry date	<input type="text"/>
Signature	<input type="text"/>	Date	<input type="text"/>

In order for your product to be judged in September all applications, supporting material and payment must arrive at Waterwise by Friday 28 August 2009. Applications received after this date will be judged in February 2010.

Please send your completed application form and supporting products/material to:

Victoria Higgins
Waterwise
1 Queen Anne's Gate
London
SW1H 9BT

Or by email to waterwisemarque@waterwise.org.uk

10. Terms and Conditions

10.1 Entry Criteria

To submit an entry for an opportunity to be awarded the Waterwise Marque, the product must satisfy the entry criteria below:

- The product is water efficient or raises the awareness of the need for water efficiency
- The product is or will be widely available on the UK market
- The product performs to a high level
- The product has been designed to a high level.

NB: Judges are unlikely to award the Marque to products that, despite being water efficient within their product category, are a type of product that facilitates excessive water use. We advise all entrants to visit the Save Water pages of our website for guidance on this.

http://www.waterwise.org.uk/reducing_water_wastage_in_the_uk/house_and_garden/water_saving_devices.html

10.2 Duration of Award

The Marque may be used indefinitely on the product to which it was awarded. This means that there is no need to reapply. You may not, however, use the Marque if the product has changed in any significant way (colour and packaging excluded) since the awarding of the Marque. Such change would necessitate reapplication. For example, if the Marque was awarded to a washing machine without a half load option and the new version of this model now includes a half load option – even if the engine is the same – the new model may not use the Marque. Reapplication is necessary. For example, if a soil enhancer wins the Marque and then significantly alters ingredients, the product may no longer use the Marque. Reapplication is necessary. For example, if the price changes significantly, if energy efficiency changes, if components are changed in any way, reapplication is necessary for the continued use of the Marque.

10.3 Annual Review

Waterwise will reassess the market every year and determine whether or not previous years' winners may continue to use the Marque. In cases in which the market has significantly changed, Waterwise will request that the Marque holders reapply. If the Marque holders do not reapply then they must discontinue use of the Marque.

10.4 Usage

The Marque may be used on the product itself (as a sticker, stamp, or other medium) or on product packaging. The Marque may be used in point-of-sale information, product catalogues, promotional literature, company websites, press releases, etc. but only if used with reference to the model/product which won the award. For example, if your company is called *Brand* and you make a product called *Model* you may not state that '*Brand* has won the Waterwise Marque.' You may, however, state that '*Brand's Model* has won the Waterwise Marque.' For example, if you use an image of the Marque on your company website, it must be made absolutely clear that the Marque was awarded to the specific product. This may be done as a footnote, caption, or by any other method as long as the message is clear and not misleading.

10.5 Descriptors

The Marque is not an 'endorsement' or 'certification mark'. These descriptors may not be used with reference to the Marque. The Marque must be referred to only as a 'Marque' or as an 'award'. Waterwise may be described as an 'independent NGO' or as the 'leading authority on water efficiency', but never as a 'lobby group' or 'interest group'.

10.6 Design

There are no minimum or maximum size requirements for the Marque logo; however, the Marque must be large enough so that 'Award Winning Water Saver' is clear and legible. The Marque must be on the product, package, or in a publication in such a way as not to obscure the Marque or compromise its integrity. This requirement is left up to the producer to fulfil, but Waterwise reserves the right to demand that the Marque is presented in another way. The Marque logo must be obtained from Waterwise; it may not be designed by any other source. It is available in colour or in monotone.

10.7 Conditions

Wherever possible reference must be made to www.waterwise.org.uk for more information on the Marque, water efficiency, water saving tips, etc. The Marque may not be used in any way which would contradict the messages Waterwise communicates to businesses and consumers. Waterwise reserves the right to review usage of the Marque, and retains the right to revoke the award if it is decided by Waterwise that usage is inappropriate. Waterwise may determine that a Marque holder must reapply in the next award year if the market changes to include more water efficient products or if other new information comes to light. In any case, Waterwise will notify the Marque holder and the first step will be a meeting to discuss the present situation.