



One Europe, One Label. Two Days, Two Awards

The BMA does the double



The Bathroom Manufacturers Association (BMA) based in the UK, under the leadership of their CEO **Yvonne Orgill**, has picked up not one but two awards for its pioneering Water Label. Presented in back-to-back awards ceremonies, the BMA celebrated its continued efforts to present a unified labeling system that will clearly show the volume of water used by various plumbing products. The label is intended

to raise consumer awareness and changing behaviors to help reduce water waste.

On March 25, 2013, at the prestigious kbbreview Awards in London, Yvonne collected the Special Achievement Award. This particular kbbreview award is given to individuals who have made an ‘outstanding contribution to the kitchen and bathroom industry.’ The award specifically mentioned the development of the Water Label, a program that is now being rolled out across 27 European countries.

On the following night, at The 18th Sentinel Business Awards held at the Kings Hall in Stoke, the BMA collected The Business Innovation Award, sponsored by the Business Innovation Centre, out of approximately 130 submissions from a broad range of entrants. The award was presented to the BMA for its significant contribution to business and the judges were eager to hear more about the intellectual processes which led to the design and development of the Water Label.

“I’m absolutely delighted,” enthused Yvonne at the Sentinel Business Awards. “In fact, I can’t quite believe it; two days and two awards. I’m stuck for words, and that’s not like me!”

We just wouldn’t have got The Water Label to where it is now, in Europe, without a lot of hard work, and sleepless nights, by a small and dedicated team of BMA staff supported by our industry membership. It’s just brilliant to see how it’s all come together!”



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By Len Swatkowski, PMI Technical Director



Len Swatkowski

This week marked the 43rd celebration of Earth Day, calling to mind environmental consciousness and sustainability and all the ways the

“green movement” has developed over the years. The evolution of what is sustainable continues as we work to create a means to communicate our “greenness” to the customers and consumers of plumbing fixtures and fixture-fittings.

Last October, the U.S. Federal Trade Commission (FTC) published the final rule on their “Guide for the Use of Environmental Marketing Claims”, also known as the Green Guidelines. These guidelines established new ground rules for general benefits claims and emerging claims which require substantiation with certification or seals of approval and provided warnings for unqualified environmental benefit claims. This final rule did not provide guidance on the use of the terms “sustainable”, “organic” or “natural”.

The current U.S. and global marketplace is full of a myriad of “green” marks looking to satisfy the FTC and other governmental requirement for environmental claims. The hundreds of marks with green trees, blue water and other natural symbols have flooded the market with a questionable impact on consumer value and understanding.

The use of energy and water efficiency labeling using a Type I environmental declaration is the most recognizable form of communicating green information to consumers. The Environmental Protection Agency’s (EPA) Energy Star and WaterSense labels are successful examples of voluntary Type I declarations. A 2011 survey of U.S. consumers

showed that 84% of those surveyed recognize the Energy Star label.

The direction of Europe is similar in the use of energy and water efficiency labels for consumers. The voluntary Type I European Eco-labels on water and energy efficiency are looking for market acceptance and recognition by environmentally-conscious consumers. The trend in Europe, however, is to require Type III Environmental Product Declarations (EPDs) certified to ISO 14025. Several countries, such as France, are moving towards only allowing environmental declarations if they have a Type III certification. The future of the Eco-label program is unknown at this time.

Yvonne Orgill, Chief Executive Officer of the UK’s Bathroom Manufacturers Association, has been spearheading the Water Label movement. She notes, “France (consumers and business) supports Eco-labels across a broad portfolio of consumer goods. Other countries are not so supportive. The Water Label continues to gain momentum with more manufacturers, merchants and retailers now engaging in raising visibility—it’s the beginning of a long road—but positive. Eco-label for taps and showers has not yet been finally agreed—likely to be June, with the first registered product probably coming on board early 2014. Eco-label for wc’s and urinals has not yet gone to vote, as we haven’t seen the final version—likely to be out later this year. Eco-label is voluntary and is for the top 15% of product that claim eco credentials and meet the strict criteria. Public funded projects are most likely the driver on these products.”

We find ourselves in the process of understanding Product Category Rules (PCRs), Life Cycle Analysis (LCAs) and EPDs. PCRs define the method of measurement, LCAs estimate the overall environmental impact of products and EPDs estimate the total impact depending on what boundaries are placed on the life cycle of the product. These

boundaries can also include corporate responsibility and social compliance, among other tangential aspects of product creation and recycling.

With all the possible ways to communicate the “greenness” of a product, the one way to develop a measuring stick where all products in an industry can be compared is to create a sustainability standard. Several industries, such as flooring, appliances, and construction materials, have created sustainability standards to provide customers and consumers with a means to compare products within a category of products. It has become another label for consumers to read, but it provides a basis to make an informed decision that is not easily doable with Type III EPDs.

Our current focus in the plumbing products industry is to work towards an accountable and transparent sustainability standard that will stand as a metric for the products we provide our customers. The development of NSF International’s standard 375 is the platform being utilized to this end. NSF 375 has been underway for over a year now and looks to create sustainability standards for water contact products including consumer related plumbing fixtures and fixture-fittings.

Our goal in the development of this standard is clear. We will create a sustainability standard that is universally recognized as the means for consumers to make informed choices on “green” plumbing fixtures and fixture-fittings and provides value to customers in the commercial and residential construction industry.

Check out the May issue for our Spring Conference photographs and wrap-up.

Craig Selover: A Farewell Letter to PMI

By Craig Selover, Masco Corporation, retired



Craig Selover

A little over 38 years ago, as a Product Engineer at ITT Lawler, I was chosen to replace **Ray Smith** as the company's representative to the Plumbing

Brass Institute. Ray was one of the two partners at Lawler Automatic Controls, which he and **Jim Lawler** sold to ITT in 1970. Ray decided to retire in 1975, and Jim asked me to participate in the PBI. My first meeting was at the Cerromar Beach Hotel in Puerto Rico. Ray was good friends with **George Theisen**, and asked George and **Joan Theisen** to make sure I was introduced to the other members.

That began a long term relationship with what became PMI in 1976. In 1978 George hired me to work as an Engineering Manager, then Vice President at T&S Brass. I ended up moving on to the Delta Faucet Company in 1983.

I have had the great privilege and pleasure to work with many bright and engaged people among the members of PMI over the years. Early on, I was the Non-Residential Section Chairman (a Board Member), as well as Standards Committee Chair. Had the pleasure of being President in 1990, our only Winter Meeting in Hawaii. Those were more liberal days when it came to T&E.

I want to thank everyone for the several honors accorded me at the Fall Meeting last year. I also want to say that with such a long association, I have had the opportunity to participate and observe both PMI staff and Board of Directors leadership along the way, and as a result of the series of Think Tank meetings over the past several years and efforts to re-engage with key CEO's of member companies, that as I retire, the

Association is in the very capable hands of Barb, Len, your staff, and a very engaged Board of Directors.

I see some clear direction coming, a robust Strategic Plan, and a growing leadership position as PMI engages with other key industry associations. As new home construction continues to improve along with the economy, I think that you can look forward to a prosperous future.

With my Best Regards,
Craig



2012 PMI President Stu Yang presents Craig Selover with the Lifetime Achievement Award at the 2012 Fall Conference

In Remembrance of Charlie Caruana

From obitsforlife.com

It is with great sadness that we announce the sudden passing of **Charlie Caruana** on Monday March 18th, 2013 at the age of 62. Loving father of **Karen Ann (Clifford Darling)** and **Tracey Grace**. Charlie will be reunited with his beloved wife **Assunta** (2010). Beloved Nannu of **Isabella Grace, Emmett Michael Carmel** and **Cecilia Assunta Theresa**. Pre-deceased by his parents **Luigi** (1990) and **Teresa** (2003). Survived by brothers **Leonard (Frances)**, **Nicholas (Lourdes)** and sisters **Maria (Paul)** and **Josephine** of Malta. Brother-in-law of **Maria Vella, Esther Debono (Charlie)**, **Joe Vella** of Malta, and **Frank Vella (Mary)**, **May Spiteri (Sam)**, **Theresa Buttigieg (Romano - 2005)** and the late **John Vella (Ritchie)** and their families.

Charlie was born on March 9th, 1951 in Kirkop, Malta, and moved to Canada with his wife, Sunta Caruana in 1972. Charlie and Sunta settled in Milton in 1980. Charlie worked for over 30 years as a technologist and technical advisor with CSA. Charlie was a doting grandfather to his three grandchildren. He had a colorful and boisterous personality, and his humor, knowledge and wisdom were special qualities that will be dearly

missed. His mentorship to his daughters and his caring loving ways will always be cherished and will continue to be passed on to his grandchildren.

Family and friends were invited to visit at the MCKERSIE-KOCHER FUNERAL HOME 114 Main St. E. Milton 905-878-4452 on Friday, March 22nd, 2013. The Mass of Catholic Christian Burial took place at Knox Presbyterian Church 170 Main St. Milton on Saturday March 23rd, 2013. Charlie will be interred alongside his beloved wife at Evergreen Cemetery in Milton. Donations to the Sunta Caruana Music Scholarship Foundation will be greatly appreciated by the family.

Dearest Dad,

You were taken suddenly from us to your Heavenly home. We are comforted because you will be reunited with Mommy and celebrate Eternal Life with our dear Lord. But you leave a void in our lives which will never be filled. Please pray for us as we pray for you.

the Caruana children

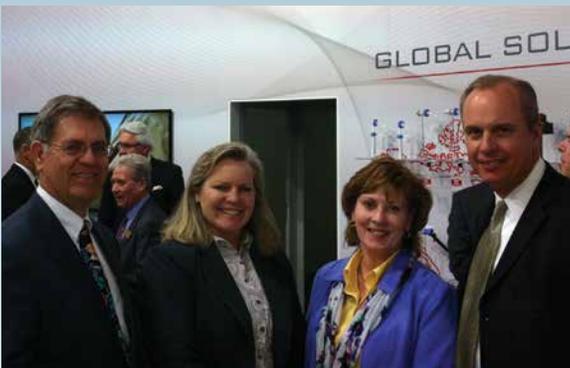
PMI Goes Global for ISH 2013 and World Plumbing Council



Laura Knox, Christian Taylor-Hamlin and Yvonne Orgill of the UK's Bathroom Manufacturers Association (BMA) at the CEIR stand promoting the Water Label



Paul Sullivan, Executive Vice-President, Lavelle Industries, Inc.; Gunter Reichel, restaurant owner; Barb Higgins, Executive Director, PMI; Jim Kendzel, Executive Director, ASPE



Networking with Fluidmaster: Robert Anderson-Schoepe, CEO, Fluidmaster; Barbara Booth, Vice President of Corporate Development, Fluidmaster; Barb Higgins, PMI; Todd Talbot, President, Fluidmaster



NEOPERL Inc.'s Marie-Helene Pernin and Fred Fraisse with PMI's Barb Higgins



Rob Zimmerman of Kohler pauses to catch up with BMA's Yvonne Orgill to discuss the importance of water product labeling



Andreas Dornbracht, President of Dornbracht (left), and Wolfgang Burchard of VDMA (right) with Oliver Wolf of the Sustainable Production and Consumption Unit European Commission Joint Research Centre Institute for Prospective Technological Studies on product labeling

2013 ISH Fair and World Plumbing Council (continued)



Global networking with Yvonne Orgill, BMA (UK), Barbara Higgins, PMI (USA) and Tim Fisher, PPIG (AUS)



Lars Christensen and Micheal Klueh of Hansgrohe Inc.



Dave Viola (left) and Pete DeMarco (right) of LAPMO made presentations at the WPC Conference



PMI takes part in the World Plumbing Council Summit

PMI Visits Gateway College

As part of PMI's initiative to reach out to young people, a contingent of industry professionals visited Gateway College in Racine, WI to explore ways to work together. Research and training were identified as two areas of possible collaboration.



Larry Kimball, InSinkErator; Dennis Sherwood, Dean of Campus Affairs; Barb Higgins, PMI Executive Director; David MacNair, VP of Marketing and Strategic Development, InSinkErator; Jim Kendzall, ASPE; Beverly Frazier, Associate Dean of Manufacturing, Engineering and Transportation; Len Swatkowski, PMI Technical Director; Mike Schuck, Instructor of Environmental (Water) Technology

PMI Awarded Crystal Vision Award

PMI was presented with the Crystal Vision Award by Storehouse of World Vision, during this year's Kitchen & Bath Industry Trade Show in New Orleans.

A charitable organization, the group works to provide help to low income families and those who have been affected by major disasters like Hurricane Katrina. The award is designed to recognize those who have gone "above and beyond in helping the many deserving people residing in low-income communities."

On accepting the award, PMI Executive Director **Barbara C. Higgins** said, "The Storehouse of World Vision offers the ultimate "win/win" by providing manufacturers with an efficient channel for repurposing excess inventory in the most wonderful way. Plumbing Manufacturers International (PMI) is proud to know that the donations of our manufacturing members truly improve people's lives. Having clean, safe drinking water; a decent kitchen for preparing food and gathering together; working, water-efficient bathrooms are things most of us take for granted. To help connect those who have products to donate with those who need them most, is a reward in itself. To receive this honor for doing something that makes so much sense, is icing on the cake. On behalf of PMI, thank you."

Barbara Higgins, was personally honored by the group in 2011 with their Lifetime Achievement Award.

Look for photos of the Awards Luncheon in the May issue of *PMI News*.



Please Note:

PMI offices will be closed on Monday, May 27 in honor of Memorial Day.

2013 PMI LEADERSHIP

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(1/12-12/14)

C.J. Lagan, American Standard Brands
(1/13-12/15)

David MacNair, InSinkErator
(1/12-12/14)

Bobbi Warren, Amerikam
(1/13-12/15)

John Watson, Elkay Manufacturing Company
(1/13-12/13)

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