

PLEASE ADDRESS ANY CORRESPONDENCE TO WATER SUPPLY (NETWORK) DEPARTMENT

Your Ref :

Our Ref : WSN 92802/49

Tel : 67313518 Fax : 67313023

Date : 21 Jul 09

E-mail : loh_mun_wah@pub.gov.sg

Dear Sir/Madam

**MANDATORY WATER EFFICIENCY LABELLING SCHEME (MWELS)
- USE OF WATER EFFICIENCY LABELS IN ADVERTISEMENTS AND
PUBLICITY MATERIALS**

We refer to the Mandatory Water Efficiency Labelling Scheme (MWELS) which came into operation on 1 July 2009.

2 Under MWELS, water fittings, appliances, apparatus and products such as taps and mixers, dual flush low capacity WC flushing cisterns, urinal flush valves and waterless urinals must be labelled for their water efficiency before they can be advertised, displayed, offered for sale, sold or supplied.

3 The mandatory labelling of the above-mentioned water fittings, appliances, apparatus and products also requires all advertisements in all forms of media including newspapers, brochures, catalogues, publicity materials, etc to display the water efficiency label for each and every such water fitting, appliance, apparatus and product model featured in accordance with the guidelines given in the attached Annex. The guidelines can also be found in the Guidebook on Water Efficiency Labelling Scheme which can be downloaded from our website at www.pub.gov.sg/wels.

4 Manufacturers, suppliers and retailers are reminded that non-compliance with the guidelines in the attached Annex constitutes a contravention of the provisions in the Public Utilities (Water Supply) Regulations for the Water Efficiency Labelling Scheme. Manufacturers, suppliers and retailers are therefore strongly advised to ensure that all such advertisements by them comply with the guidelines given in the attached Annex. PUB will conduct checks and will not hesitate to take action against anyone found not complying with the guidelines. The penalty for non-compliance is a fine of up to \$10,000 or imprisonment for a term of up to 12 months or both.

5 A copy of this circular can also be viewed and downloaded from our website at www.pub.gov.sg/wels.

6 Please do not hesitate to contact me or my officer, Mr Victor Lau Kam Kok at 67313518 or 67313850 respectively should you have any queries or require further clarification.

Yours faithfully



LOH MUN WAH
SENIOR MANAGER (INSPECTORATE)
for DIRECTOR
WATER SUPPLY (NETWORK) DEPARTMENT

ANNEX

**GUIDELINES FOR THE USE OF THE WATER EFFICIENCY LABEL IN
ADVERTISEMENTS AND PUBLICITY MATERIALS**

- 1 The water efficiency label shall be used only for the registered models.
- 2 Advertisements for water fittings, appliances, apparatus or products labelled under the Mandatory Water Efficiency Labelling Scheme (MWELS) in all forms of media including newspapers, brochures, catalogues, publicity materials, etc shall display the MWELS label for each and every water fitting, appliance, apparatus or product model featured.
- 3 When used in advertisements and publicity materials, the water efficiency label for each registered model shall be separately displayed if there is more than one model being advertised or promoted.
- 4 The use of the water efficiency label in advertisements and publicity materials shall also comply with the following requirements:
 - a. The water efficiency label shall appear next to the water fitting, appliance, apparatus or product model featured so that it is easily identified with the model featured.
 - b. All information on the label shall be clearly visible and legible. Where it is impractical for the label to be of a size or quality sufficient for any of the information on the label to be clearly visible and legible, the relevant information shall be extracted and printed clearly and legibly alongside the label. The relevant information shall include the brand, model, water efficiency rating (number of ticks i.e. “0”, “√”, “√√” or “√√√” as well as wordings i.e. “Good”, “Very Good” or “Excellent”), water consumption and registration number.
- 5 Statements connoting that the product is “MEWR/ PUB tested” or “MEWR/ PUB certified” or “MEWR/ PUB approved” shall NOT be used. These statements are misleading.
- 6 If in doubt, manufacturers, suppliers and retailers may seek clearance for advertisements and publicity materials featuring the water efficiency label from PUB before publication and promotion. A sample of the advertisement/publicity material may be sent to the following address for clearance before publication and promotion:

ANNEX

Inspectorate Branch
Water Demand Management & Inspectorate Division
Water Supply (Network) Department
PUB
40 Scotts Road, #10-01
Singapore 228231
Tel: 67313577/ 67313652/67313850
Fax: 67313015
Email: pub_waterfittings@pub.gov.sg