

## What is the WaterSense label?

The WaterSense label is a certification mark, backed by the credibility of the U.S. Environmental Protection Agency (EPA), identifying a water-efficient product, new home, or program that meets EPA criteria for water efficiency and performance. It is registered with the U.S. Patent and Trademark Office.



## What does the WaterSense label look like?

The words "WaterSense" and "Meets EPA Criteria" are arranged in a circular pattern around the WaterSense image. The colors used to make the label are Pantone Process DS 219-2/Pantone Spot Ink 641 (blue) and Pantone Process DS 289-2/Pantone Spot Ink 364 (green), and the fonts are Rotis Semi Serif - 65 and Helvetica Roman. The WaterSense label must be reproduced so that all of its components are legible. The label should not be distorted or altered in any way. In the case of printing on packaging or application directly to a product, the label can be used in black or one color. In cases where products have been certified by a licensed certifying body, the certifying body's name will appear directly under the label with the words "Certified by" in Helvetica Light Standard Condensed. In the case of a WaterSense labeled new home, the certification documentation includes the WaterSense label but does not require the name of the licensed certification provider directly underneath it.

## Are there any prerequisites for using the WaterSense label?

Any organization that wishes to use the WaterSense label must be a program partner in good standing. The partner must have in place a signed, current partnership agreement with EPA. The label may only be used in conjunction with a product, new home, or program for which EPA has issued a final specification. Any manufacturer partner wishing to use the label must have received the appropriate notification of third-party certification from a licensed certifying body of the relevant product(s). Any certifying organization partner must have received appropriate notification of WaterSense program acceptance. Likewise, any licensed certification provider must confirm that a home meets EPA criteria before issuing certification documentation containing the label. When EPA specifications require third-party certification for a product to earn the label, the name of the licensed certifying body will be included as text under the label.

The WaterSense label may not be used in conjunction with any product that has not been certified, nor with any product, builder, or program that has been disqualified from the WaterSense program.

## Where should we use the WaterSense label?

The WaterSense label **must** be included on product packaging for all products certified to meet a WaterSense specification unless the packaging is too small. It should also be displayed in association with any labeled product listed on the organization's website. In the case of separately packaged and sold components that make up a labeled product, the manufacturer should clearly indicate which items and/or model numbers are necessary to complete a WaterSense labeled product.

The WaterSense label should only be used in conjunction with and directly adjacent to a specific WaterSense labeled product, in conjunction with a professional program, or in the certification documentation for a new home that has been inspected and verified by a licensed certification provider.

Partners can use the WaterSense label on various materials, such as:

- For professional certification programs: In program materials, brochures, or websites promoting certification program(s) that meet EPA's WaterSense criteria, in direct association with the qualified program(s).
- For products: On product packaging, labels, or, at the manufacturer's discretion, directly imprinted on or adhered to the product, in direct association with the certified product(s), as long as the product maintains its certification to the WaterSense criteria for efficiency and performance. (Upon notification of a disqualification, manufacturers must immediately cease using the label on a product.)
- Manufacturer, distributor, or retailer brochures, advertisements, trade show displays, or point-of-purchase materials, where clearly associated with a specific certified product or professional program to indicate that the product or professional program meets the WaterSense criteria for efficiency and performance.
- Manufacturer, distributor, or retailer websites, to clearly distinguish products that meet WaterSense criteria for efficiency and performance, and in direct association with those products.
- For new homes: On certification documentation (e.g., WaterSense label certificate).

### Is there anywhere we may NOT use the WaterSense label?

The WaterSense label may not be used in any way to imply that other products produced by a manufacturer or homes constructed by a builder that have not met WaterSense certification criteria are labeled. Also, the label may not be used to indicate that EPA endorses the labeled product(s), manufacturer, builder, or, in the case of certification programs, the program itself or any certified professional.

The WaterSense label should not be used on promotional materials that promote water efficiency in general. The label should only be used in association with and directly adjacent to a specific WaterSense labeled product or certification program or on certification documentation for new homes that meet the WaterSense specification. For general water efficiency promotional materials, the WaterSense program logo or partner logo might be appropriate.

### How can we be sure we are using the WaterSense label properly?

EPA is happy to review your pre-press promotional items, draft websites, packaging, or other materials that use the WaterSense label. To help us maintain the integrity of the program and its identity, we also ask that you alert the Agency to any concerns you might have or possible misuse of the WaterSense label in your industry.

### How are WaterSense label use violations handled?

WaterSense is a partnership among businesses, organizations, and the federal government. As part of the partnership, business and organizational partners may use the WaterSense name and label. To protect the integrity of the WaterSense label, EPA will enforce these label use guidelines and determine whether uses of the label are appropriate. EPA (or the appropriate certifying body) will contact anyone who misuses the label in writing or by phone. Violators will be given time to correct the error(s), depending on the severity of the violation and the medium in which the violation appeared. Dispute resolution procedures, outlined in the *WaterSense Program Guidelines*, will go into effect if a correction is not made to EPA's satisfaction.