

The logo consists of the letters 'CEIR' in a bold, white, sans-serif font, set against a solid orange rectangular background.

**CEIR**

The European Association  
for the Taps and Valves Industry

A stylized map of Europe is shown in the background, rendered in a light blue color against a dark blue background. The map includes the outlines of the major landmasses of Europe, North Africa, and Western Asia, with internal borders of European countries visible.

**GAZETTE**  
**2023 – 1**



## CEIR PRESIDENT GREETING

Dear Readers,

Starting the new year, I wish you success in all your projects and in touching new heights. May this New Year grant you even more chances to grow sustainably. I would like to take this opportunity to thank again to our Past President Carlos Velasquez for his excellent work over the last three years and also thank CEIR members for the trust they have placed in me. It is a great honor to represent the European taps and valves industry.

In this first gazette of the year, it may be useful to mention some facts about our association, its achievements in 2022 and its goals for 2023.

CEIR, The European association for the Taps and Valves Industry, was established in 1959 to bring together many national manufacturers' associations in a European federation.

Thus, CEIR brings together a large number of European manufacturers in the field of taps, valves, and fittings. The European taps and valves industry represents 50,000 employees with a production value of more than €11 billion. The industry produces vital products, starting from the source of the fluid through each point of the pipeline, until it reaches its final discharge point.

Thanks to this property, the industry has managed to protect itself during the period of Covid-19. However, the world is continually struggling with economic problems due to the current unclear and long-lasting war between Russia and Ukraine which causes a decrease in raw materials and energy supply resulting in the increase of the costs. In addition, with the pandemic we have become more sensitive towards the world's environmental problems.

As CEIR, we are fully aware of being an environmentally friendly industry. During the previous joint congress (organized with our sister associations Europump and Pneurop), the main theme of the congress panel was "Sustainability and Decarbonization: how can the EU's industrial policy support industry's efforts?". In addition to this topic, Chromium VI (Cr6) as a process consequence and Lead (Pb) content in the materials' composition were discussed in special sessions. At the same occasion BRG and Oxford Economics highlighted the economic importance of the taps and valves industry in our society.

### Our plans for 2023

"In 2023, with our marketing and technical committees, we will further pursue our efforts to increase the visibility of the sector and enhance close relations with the relevant Ministries, CEN and working groups at European level such as EDW. At CEIR the agenda of the technical committees is very busy with circular economy, eco-design, RoHS and REACH directives, drinking water directive, directives in relation to PEFs, PFAs, CBAM, digital passport and hydrogen energy research as an alternative new energy source.

Besides, we intend to enhance joint studies with research institutes and universities. We will organize a webinar in the first quarter of 2023 to increase the awareness of our members about the upcoming related issues.

In addition to the expansion efforts in Europe, in 2023, we aim to redevelop relations with our strategic partners in the sector in the USA.

### Together we are stronger

Associations, federations, and unions are the platforms where the sectors show their power and make their voices heard. Associations can survive with the contribution of their members. Participation is essential not only financially, but also technically in order to find solutions to common problems together. As CEIR, we have always felt the support of our members, and we know that we can do better by working hand in hand. Our members have always supported us in all the activities we have organized; without their support and participation, we could neither have carried out our activities nor survived.

We, as CEIR Board of Directors and General Secretariat, do our best to find solutions to the needs of the sector in order to merit the trust of our members. However, I can't help but point out this: It will make a huge difference if all CEIR members support the activities of our association, which has maintained its voice and power on all relevant platforms without interruption. For this reason, I would like to stress once again that the participation of all our members in activities is very important in order to be a sustainable non-governmental organization that can stand strongly for many years to come.

As a final word, we, as CEIR, will be happy to welcome you to our next joint Congress and General Assembly in Marseille between 31<sup>st</sup> May – 2<sup>nd</sup> June 2023! Please follow up our website and LinkedIn for further details.

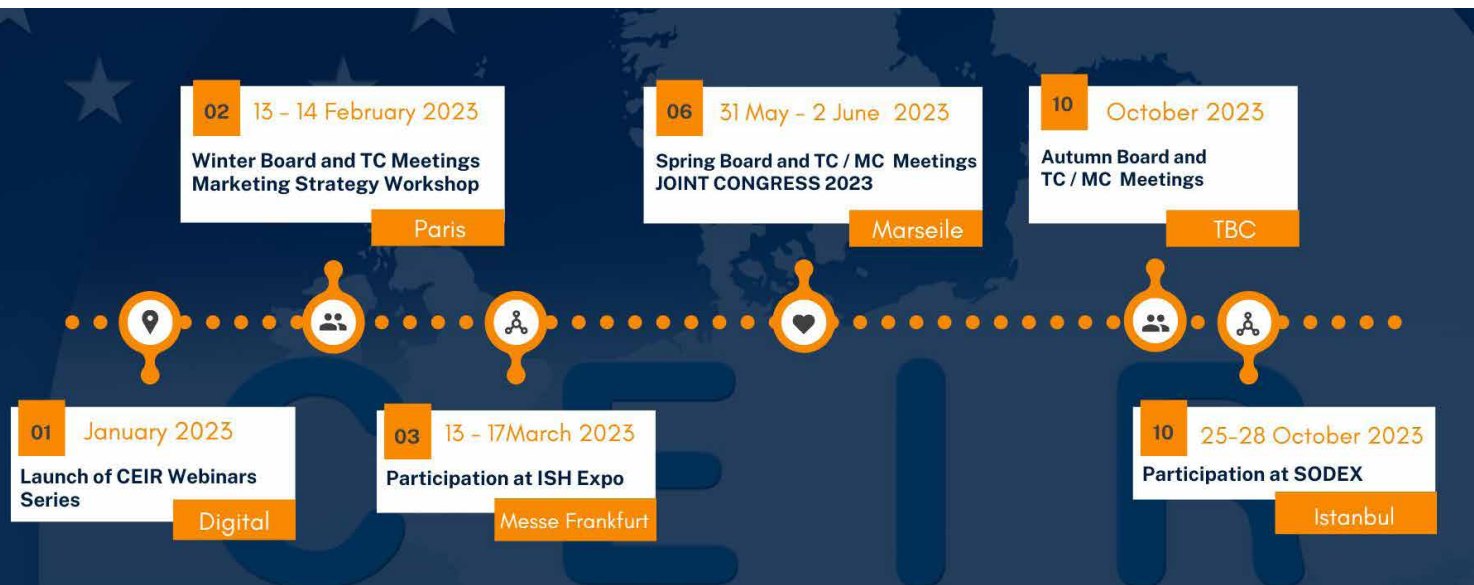
**Nurdan Yücel, PhD**  
CEIR President



Photo by krakenimages on Unsplash



# CEIR Activity Timeline for 2023



## CEIR to launch Webinars Series in 2023

**Do you want to learn directly from the experts what is trending in Brussels and what will affect our sector? Join CEIR webinars.**

In 2023 CEIR will be launching a series of webinars on topic of high interest. The webinars will give the opportunity to members and stakeholders (by invitation only) to learn about the latest policy developments in the technical and policy dossier that CEIR Technical Committees are currently working on. Topics among others will include CrVI, Lead, Drinking Water, Energy Savings, CBAM, PFAs.

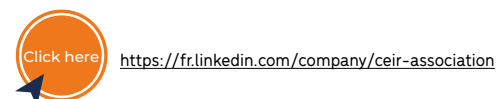
This is a new offer by CEIR and is looking to help members gain access to CEIR Technical and Policy insights in an easy and effective way.

The first webinar will take place on Tuesday 31<sup>st</sup> January 2023 from 14.30 – 15.45 CET via Zoom and will focus on the hot topic of the new EU Carbon Border Adjustment Mechanism (CBAM).



Photo by Nick Morrison on Unsplash

Follow CEIR in LinkedIn and stay tuned.



# Questionnaire to help define the future of CEIR

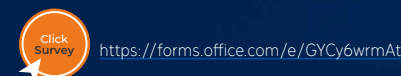


## Questionnaire to help define the future of CEIR

CEIR is starting a Strategic Marketing exercise to redefine its purpose and value proposition. Over the next period CEIR members and selected stakeholders will have the opportunity to express their challenges and needs, as well as their opinion on CEIR future.

Following this consultation period, we will build CEIR brand equity, and we will create a new visual identity to properly represent the CEIR. This exercise is not about refreshing our image, is looking to create a clear orientation and to guide CEIR on how to best serve its member and reach its purpose.

A small working party is conducting some preliminary work on CEIR's brand identity, vision and mission. At this stage, the working party needs the input of all CEIR members and stakeholders, and has therefore created a questionnaire, available below. If you could spare a few moments to complete the survey, it would make a big difference.





ISH 2023  
Save the date!  
13-17 March 2023  
Frankfurt Messe



Click here Be there and get ready for the topics of the future.  
<https://ish.messefrankfurt.com/frankfurt/en.html>

ISH is back and  
CEIR will be there  
to meet and  
exchange with all  
of you.

ISH is the leading trade fair for HVAC + Water, which takes place every two years in Frankfurt am Main. In 2023, ISH will be launching both physically and digitally. Economical use of water, alternative energies for heating and hygienically clean air in buildings – solutions for a sustainable future are more in demand today than ever before and are the focus of ISH.

From 13 to 17 March 2023, the European industry will present its marketable innovations at the leading international event for HVAC + Water in Frankfurt am Main. In addition to design aspects, 2023 the ISH Water section focuses particularly on the topic of sustainability.

CEIR has teamed up with UWLA and will be waiting for all of you in our stand (Hall/floor: 4.1, Aisle/no.: FOY18).

CEIR – EUROPUMP – PNEUROP  
JOINT CONGRESS 2023 |  
Marseille, May 31 > June 2, 2023|  
Save the Date.



As every year, members and experts of the three sectors will meet to learn about the latest technical, policy and market news. Following the joint congress in Brussels, the 2023 edition will take place in the city of Marseille from Wednesday 31/05 to Friday 02/06, hosted by EVOLIS.

EVOLIS and the three European associations: CEIR, Europump and Pneurop, putting together a high-quality programme that will be delivered in the beautiful Hotel NHow next to the sea.

The general programme will include keynote speeches on Hydrogen, the future of the water cycle and of course on the current economic landscape and the prospective scenario for European Industry. CEIR members will have the opportunity to explore topics related to Taps and Valves in the CEIR exclusive programme.

This is the place to be to learn from experts and exchange with peers from our dynamic community.

Save the date and let us know about your interest to join.

Click here [https://docs.google.com/forms/d/e/1FAIpQLSfwh5loNRaWOU7eHF93MajHtFtojsN\\_7nBxZ6EVAnkSAINWQ/viewform](https://docs.google.com/forms/d/e/1FAIpQLSfwh5loNRaWOU7eHF93MajHtFtojsN_7nBxZ6EVAnkSAINWQ/viewform)



# TECHNICAL AND POLICY NEWS

82

PB

Lead  
207.2

## Advancement on the Lead Dossier

*During ECHA's next Member States Committee, the proposal for 11th recommendation of priority substances to be included in Annex XIV will be discussed, leading to the formation of a common opinion. As a reminder, this proposal includes lead in its metallic form (particles > 1mm), for which the CEIR had positioned itself in April 2022.*

During ECHA's next Member State Committee, the proposal for 11th recommendation of priority substances to be included in Annex XIV will be discussed with a view to form a common opinion. If this committee validates this recommendation, it will then be transmitted to the European Commission, which will in turn have to decide on a possible addition of the substances to Annex XIV

of the REACH regulation. Substances listed in Annex XIV require an authorization for further use, like Chromium trioxide.

Indeed, many products manufactured by CEIR members have brass components (if not completely made of brass), therefore containing lead. As a reminder, the proposal for the 11th recommendation list includes lead in its metallic form (particles > 1mm), for which the CEIR had positioned itself in April 2022 to explain the situation of its members.

This position stated, inter alia, that:

- These products are already covered by various binding regulations to address the chemical and environmental risks associated with the presence of lead and will shortly reduce the amount of lead (e.g. Drinking Water Directive (EU) 2020/2184; Directive 98/24/EC of the Council on the protection of the health and safety of workers from the risks related to chemical agents at work).
- The ban of lead would generate, in addition to an increase in the environmental footprint of our products, an obstacle to their recycling (confirmed during our dedicated workshop at the CEIR congress in May 2022), but also an increase in the cost of the raw material since it would then need more "new copper" to dilute the lead present in the material to be recycled.

Such a decision would therefore undermine the recycling routes of our products (which have a long life-cycle) until now well established and would reduce the competitiveness of the industries we represent by creating a situation of unfair competition, since competing non-European industries will still be able to import their products.

 <https://www.ceir.eu/download/file/3501141.pdf>

## What are the Per- and polyfluoroalkyl substances (PFAS) and why they matter to our Sector?

Per- and polyfluoroalkyl substances (PFASs) are a large class of thousands of synthetic chemicals that are widely used throughout society and found in the environment. They all contain carbon-fluorine bonds, which are one of the strongest chemical bonds in organic chemistry. This means that they resist degradation when used and also in the environment. Most PFASs are also easily transported in the environment covering long distances away from the source of their release.

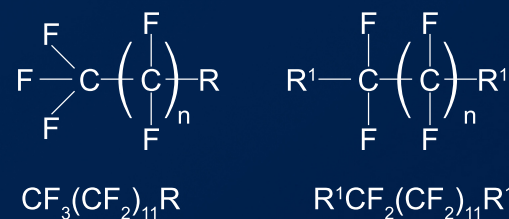
PFASs have been frequently observed to contaminate groundwater, surface water and soil. Cleaning up polluted sites is technically difficult and costly. If releases continue, they will continue to accumulate in the environment, drinking water and food.

PFAS are chemicals substances with high performances for chemical applications like corrosive and aggressive fluids; they are substances that contain at least one aliphatic -CF<sub>2</sub> - or -CF<sub>3</sub> element. They are old good and established solutions for the chemical and petrochemical industry.



Photo by Girl with red hat on Unsplash





They can be used as material for sensitive parts like seals or as thick coatings to protect metallic materials. Usual names: PTFE, PFA, FKM, PCTFE, ECTFE / Teflon®, Viton®, Kalrez®,

## Why they matter?

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It is the reason why, mid 2020, a call for information has been launched by Germany, the Netherlands, Norway, Sweden, and Denmark who are now preparing a joint restriction proposal on PFAS. The possible date of entry into force of this future restriction is 2025.

## Examples of application for taps and valves

PFAS materials are used in many parts of valves (and pumps) such as:

- Seal for shafts (o-ring, packing, ...),
- Tightness functional seal,
- Shaft bearing,
- Diaphragm/membrane,
- Internal coatings of valves body (liners) or disc,
- ...

Thousands of valves ranges have PFAS content.

## Analysis of the consequences

PFAS are materials with very valuable properties (that are issued from their original characteristics which are also what they are accused of):

- Resistance to high corrosive and aggressive fluids,
- Good behavior at middle temperature (> 200 °C),
- Very good friction coefficient.

These properties are fully used and necessary for taps' and valves' performances,

They are no identified industrial possible substitutions for many reasons:

- No equivalent characteristics or they are already subject to REACH authorization (e.g. bearing with lead content),
- No acceptable price (e.g. bearing in PEEK material),
- Requirement of complete process change (e.g. molds and molding process) and product redesign => huge investments.

## Situation and next steps:

The challenge is very high. It is triple:

- To identify almost equivalent materials in term of properties + other applicable regulations (e.g. ATEX),
- To work with suppliers to obtain equivalent prices but volumes may not be sufficient,
- To consider existing designs and manufacturing processes (with the risk of transfer out of Europe if new huge investments are necessary).

It may be possible for some small parts (bearings?) but very low chance for big parts ... consequently, it will not change the current situation.

That challenge is a long term one.

We still wait for the restriction proposal but there are many associations (components, equipment manufacturers) which have published position papers in order to emphasize the situation and the negative consequences of the possible uses restriction.

CEIR is following the topic and the activity of other EU association



# Carbon Border Adjustment Mechanism (CBAM) Legislative Process

## What is the CBAM?

The (CBAM) is a climate measure that is looking to prevent the risk of carbon leakage and to encourage European manufacturing. Carbon leakage refers to the situation that may occur if, for reasons of costs related to climate policies, businesses were to transfer production to countries with lower emission constraints. The CBAM aims to partially replicate the EU Emissions Trade System (ETS) for importers of five product categories: steel, aluminum, cement, fertilizer and electricity (high carbonated activities). The CBAM will be based on a system of certificates to cover the embedded emissions in products being subsequently imported into the EU. The CBAM departs from the ETS in some limited areas, however, in particular since it is not a 'cap and trade' system. Instead, the CBAM certificates mirror the ETS price.

Under the Commission's new proposal for a revised ETS, however, the number of free allowances for all sectors will decline over time so that the ETS can have maximum impact in fulfilling our ambitious climate goals. Furthermore, for the CBAM sectors, the free allowances will gradually be phased out as from 2026.

The Commission, the Council and the European Parliament are currently negotiating to align their diverging positions. The upcoming Carbon Border Adjustment Mechanism (CBAM) will have a potentially conclusive trilogue in December 2022. A transitional phase of CBAM implementation is foreseen for 2023 – 2025.

An agreement of the three entities has been confirmed on the 13<sup>th</sup> of December.

## What does it mean for the sector?

Importers will have to declare annually the amount of CO<sub>2</sub> contained in the imported products and purchase at market price certificates corresponding to the imported CO<sub>2</sub>. It will represent many hundreds of euros per ton.

With the current proposals and if it is not completed, there is a risk that manufacturing goods in the EU will incur additional costs that are not necessarily faced by third country manufacturing industries who produce the same goods. This will impact sectors' competitiveness on domestic and non-EU markets and may incentivize carbon leakage in manufacturing industries.

## CEIR action so far

CEIR Technical Committees are closely following CBAM legislative process and jointly with other stakeholders are contributing to the necessary dialogue with well justified position. In February 2022, CEIR co-signed a joint letter ([click here to see the joint letter](#)) with several associations of the sector, to highlight that CBAM needs to assess the competitiveness impact of CBAM on downstream users of goods. To give a final impulse to the ongoing negotiations, CEIR co-signed in December 2022 a joint letter with APPLiA, Eurovent, Europump and Pneurop to emphasize the impact of the proposal on downstream industries.

CEIR TC believes that is a very important topic that should be well addressed as it may have serious consequences in the taps and valves industry and believes **that a fair level-playing field in carbon pricing is necessary and complementary legislative proposals are required to properly address problems that might arise from CBAM.**

Join CEIR BIV TC to be part of the dialogue and get to know more about CBAM at our next Webinar

# NEWS FROM MEMBERS

## AGRIVAL: Leading the spanish faucets market surveillance

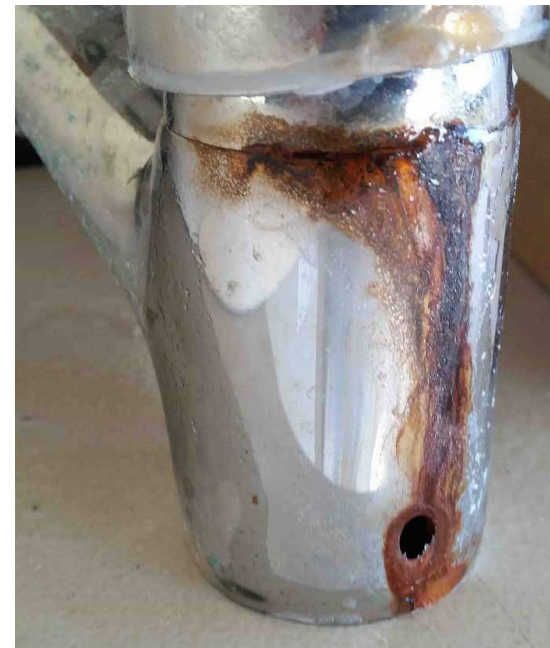
The Spanish Association of Taps and Valves Manufacturers (AGRIVAL) was established in 1977, with the goal of promoting and support the tap and valve Spanish industry, with a strong compromise in meeting the quality standards objectives through the implementation of a continuous improvement process and the excellence regarding good corporate governance practices.

Throughout more than four decades, the association has concentrated its efforts on providing encourage for innovative research and technical development in the sector, embodied in product standardisation and certification, becoming a European leader and a consultation common framework for the Spanish manufacturers, to discuss and share collaborating experiences for taps and valves industrial improvements.

Nowadays AGRIVAL holds one of the Vice-presidencies of the European Committee of Taps and Valves (CEIR) and is a member of the Spanish Bathroom Federation (FEBAN), the Spanish Habitat Federation (FHdE), and a key member of the Spanish Certification Committee (AENOR) and the Spanish Standardization Committee (UNE).

The Market Surveillance Observatory of the Spanish Taps and Valves Manufacturers, AGRIVAL, has been created in 2015 with the purpose of analysing the situation of the market in relationship with the fulfilment of the legislative and regulatory framework, to avoid products that damage the local economy and that are a risk for the end consumers to be deployed in the market and, in parallel, an unfair competition for the companies they comply with.

The Market Surveillance Report is the result of buying samples in the market of a wide range of products, through different physical channels and online platforms, and testing them technically in the laboratory of AGRIVAL's associates and the external laboratory APPLUS.



The conclusions from the results are discussed periodically with the Certification company and the relevant Authorities of the Public Administration, in charge of supervising the quality of the products in the market and the health of our citizens, as the materials from which they are manufactured are in contact with drinking water.

The current situation of the market, with a relaxed implementation of the regulatory and legislative compliance frame, leads to the market of products causing damage in the economy, unfair competition for the companies and a danger for the end consumers health because of the materials used to produce them as well as a risk for the facilities.

The strong competition coming from some channels in the market, using both physicals and online platforms, makes the market clearly deflated and misinformed, thus being a priority for the Market Surveillance Observatory of the Spanish Taps and Valves Manufacturers, AGRIVAL, stablishing the starting point and coordinate the necessary mechanisms for monitoring the information and market correction within the transparency framework and good business practices.

Because of this, AGRIVAL decided to monitor their actions to protect the quality standards required at European level, analysing Spanish taps and from abroad, marketing their products through different distribution channels, being the samples analysed technical and functional, both with own and external laboratories:

- Selecting products by typology
- Sample all distribution channels
- Selecting companies/laboratories for testing
- Random purchase of the samples
- Technical study and packaging verification



Monitoring the technical requirements has been done by 3 tests that allows to check if it accomplishes with the standard in each sample:

1. Leak tightness test (It applies static pressure before and after the obturator during a time period). Standard UNE-EN 817
  - ✓ Verifies if the tap has any leakage or other type of water filtration.
2. Salt spray test (The tap partially disassembled is submitted to a neutral salt spray for 200 hours, with a rest period of 48 hours in the middle of the treatment). Standard UNE-EN 248
  - ✓ Verifies the corrosion resistance of the tap surface coating.
3. Alloys (European 4MS and standard UNE-EN 1982)
  - ✓ The body of the tap should comply with certain brass alloys, having a high corrosion resistance. In this Market Observatory they are validated both the Spanish and European standards, the Europeans are more restrictive.



The packaging veracity it is verified and also if it has any certification.

A quality mark or product warranty is checked in the packaging of the product.

- It is considered "failure" if it has any fake quality mark/warranty in the outside of the box or if it is not recognised by the current legislation, and when the results of the technical test are wrong.
- It is considered "right" if the marking is true, and it complies with the standards.

The compliance with Certifications is also verified.

Check if the product has the homologation (approved in Spain which is a must to sell the product in Spain) or/and if it is certified by AENOR (voluntary certification which is more exigent than the homologation).



The results are the following:

#### A. Overall rates

The percentage of the errors are:

1. Technical failures, in Leak tightness, Salt spray and Brass alloys tests: 61%
2. Wrong information of the product (Packaging): 35%
3. Samples not certified/homologation: 95%

#### B. Failure distribution by product topology

Tested taps (basin, shower, sink and bath taps). Failures mainly in:

1. Failures in shower columns: 72%
2. Failures in basin taps: 51%

#### C. Failure distribution by por sales channel

In the sales channel they were the following failures:

1. DIY / Online: 70%
2. Retail shop: 67 %
3. Sanitaryware wholesaler (Supplier): 28%

#### D. Failure distribution by manufacturers topology

1. AGRIVALs manufacturers: 19%
2. Other manufacturers not in AGRIVAL: 72%
  - 2.1. Wholesaler brand: 26% (only private label)
  - 2.2. Small bran import: 69%
  - 2.3. Major foreign brand: 5%

#### E. Failure distribution by having a certification

Certification (AENOR): 4%

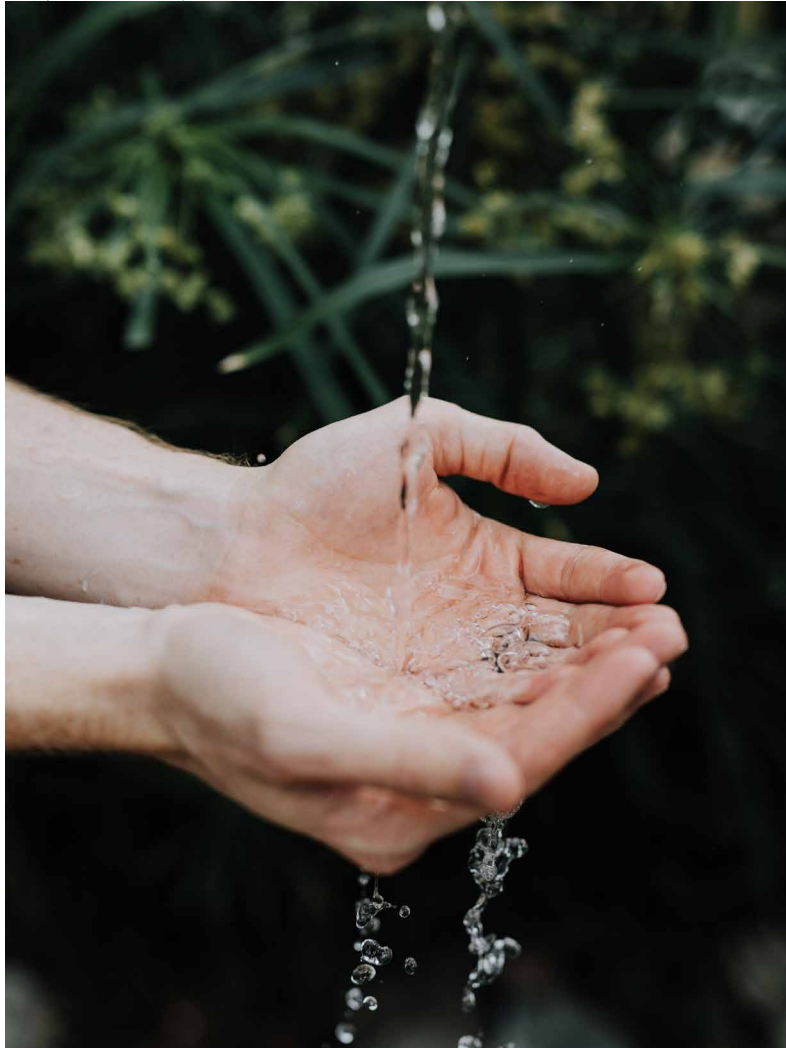
Major findings and conclusions:

We are in a deflated market of an extremely low quality, with converge channels, physical and online platforms, some of them scarcely specialized with a high concentration of "failures", with a high level of misinformation and with low control, that has negative consequences for the Spanish industry and the health of the end consumers.

- The high-grade of infringement in accordance with the current legislation produces unfair competitions with the companies that comply with, risking the investment capacity and expansive, that will lead in long term in an impoverishment of the business structure and differences with the European directives.
- The non-compliance with the basic tap's requirements, leads to a risk in the human health by loosening heavy materials and physical impairment, as well as the environment protection, damaging the circular economy and reducing the consumption of water resources
- It is necessary to call for compliance of the current legislation to the value chain for marketing the taps and to look after the best business practices that allows a fair competition between companies in the interest of the end consumer protection, the industry, and the European directives convergence.

# BMA: UK Government consultation on mandatory water labelling

Photo by Austin Kehmeier on Unsplash



## Background

Defra launched a three-month consultation in early September 2022 on plans to introduce mandatory water efficiency labelling in the UK. Officials want better information for consumers to make informed decisions when purchasing new water-using products for their homes, and for developers and water companies in their work to improve water efficiency in buildings.

The consultation follows a statement in July 2021 by the former environment minister, George Eustice, setting out measures to move the Government closer to its target of reducing personal water consumption to 110 liters per person per day by 2050.

## Why does this matter to manufacturers?

Our sector has a clear role to play in addressing water scarcity, and one that we have embraced through product development and

creating the Unified Water Label (UWL). UK mandatory labelling will cover toilets, urinals, bathroom basin taps, non-electric shower outlet devices and shower assembly solutions, and those manufacturers will "be responsible for self-assessing the water efficiency rating of their products and labelling them accordingly as prescribed by the requirements of the regulations."

## What do the proposals say?

They say the labelling system will be based on the international labelling scheme. It will allow for the banding of products at various rated levels of water consumption, similar in appearance to the energy efficiency label. The proposed design is simple, with a thumbnail design to be used where applicable. For those familiar with the UWL, the Government's proposed design is almost identical. However, there is no energy element.

Government say bandings and testing requirements will be defined by industry experts and be consistent with ISO 3600. A database of products registered with the label is also proposed.

While no immediate product bans or maximum flow rates are applied, the government could introduce maximum flow rates later, subject to further consultation.

A 'relevant national authority' will be appointed to monitor and investigate compliance and impose sanctions where a breach has been identified, using civil sanctions set out in the Environment Act 2021.

## How has the BMA responded?

Publicly, we welcomed ubiquitous water labelling to inform customers and encourage them towards more sustainable product choices. However, we have strongly argued that Government should utilize the UWL, even subject to some modification. It will be quicker to implement and be cost-effective for everyone.

The consultation lacks detail. The Government have included no technical criteria. The status of electric showers is ambiguous in the consultation document and needs to be clarified. There is no real detail on how mandatory labelling will be enforced.

We have pointed out that many communities in the UK suffer low water and variable pressure. A higher service standard is required to ensure the information conveyed on any label fully matches consumers' experience of product performance.

We have called in investment to cut supply pipe leakage and improve water infrastructure, and we have said there should be an ambitious education program around water scarcity, the promotion of water-efficient behaviors and label interpretation.

Defra anticipates that the drafting of the regulations will conclude in 2023, with the changes coming into force by early 2025.

## Conclusion

The consultation creates more questions for the industry than it does answers, and we are skeptical that it can achieve the policymaker's desired outcomes. We believe the UWL can be a route to comply with a new requirement, but we need to convince Ministers and officials. There have been two government changes recently, so we have yet to determine whether the new Ministers have the same appetite for this policy as their predecessors. We could be waiting some time for the next steps.

## About BMA

BMA's principle objective is to provide an independent forum for bathroom manufacturers trading in the UK to properly discuss and debate matters of mutual interest. The BMA acts as an information highway between Industry Government and the consumer on all issues that affect the bathroom business in the UK.



# POMSAD: A presentation of the organization leading the Turkish sector

## About POMSAD

POMSAD established in 1997, being the only representative of pump, valve and taps sectors in Turkey; aims to find joint solutions to the problems in every field of these industries in Turkey by gathering members of the Turkish Pump and Valve industry.

POMSAD; organizes scientific and technical meetings, conferences, seminars, panels and such other events, provides platforms where the problems of the pump and valve sectors can be identified and solutions to these problems can be discussed, makes research and development for manufacturing high-efficiency and high-quality pumps and valves and supports the related activities, works to protect its members against unjust competition and to improve quality awareness, represents the Turkish pump and valve industry in international level, submits proposals about the laws, regulations, by-laws, specifications and standards by contacting official organizations, takes place in upper level organizations that are oriented to its scope and activities; having the mission of developing Turkish Industry, increasing the quality and efficiency in production.

POMSAD has 50 pump, valve, and component producers from different cities of Turkey, and have honor member professors from different universities of Turkey who contributes to the association research and activities.

## European Activity

POMSAD is a member of both EUROPUMP (European Pump Manufacturers' Association) and CEIR (The European Association for the Taps and Valve Industry). POMSAD became full member of EUROPUMP in 2001 and full member of CEIR in 2003. Since 2001 POMSAD is a member of EUROPUMP Executive Council and is a part of CEIR Board since 2005. For 2011-2013 term POMSAD had the Presidency role for CEIR, and for 2015-2017 terms had the EUROPUMP Presidency role. Now POMSAD President Dr. Nurdan Yücel is the president of CEIR till 2024 for a period of two years. POMSAD Past President Mr. Kutlu Karavelioğlu is a member of EUROPUMP Executive Council.

POMSAD hosted CEIR Annual Meetings 2 times; one in 2006 at Antalya, which was a joint meeting with EUROPUMP and the other one in 2011 in İstanbul.

## Pump-Valve Conference in Turkey

POMSAD is organizing Pump-Valve Conferences since 1979. The aim of these conferences is preparing an environment in which the subjects included in sector's activity area are discussed, bringing the people engaging in research, design, manufacturing, operation and marketing activities on Pumps, Valves, Compressors, Fans and related plants, besides representatives of the institutions contributing to the sector together, constitutes the purpose of this conference. Conference is organized by; Middle East Technical University, İstanbul Technical University, Turkish Machine Manufacturers Association and POMSAD.

The last and the 10th Conference was held on 13-14 February 2020 at Ankara, METU Culture and Convention Center. The theme of the conference was "Turkey Prepared for Digital Transformation." Among the topics of the conference there were; Design and Selection of Pumps, Valves, Compressors and Fans; System Efficiency and Energy Saving; Pipelines and Network; Cavitation in Pumps and Valves; Unstable Running of Compressors and Fans; Measurement Techniques and Control; Artificial intelligence; Industry 4.0; Layered manufacturing; Virtual reality and design; Smart buildings and cities; Nanotechnology and Materials; Design and Development CFD; Characteristics of Pumps, Valves, Compressors and Fans; Valves, Pipes and Fittings; Mini and Micro Hydraulic Power Plants; Sealing Problems; Operation and Maintenance; Domestic and Foreign Marketing; EU Regulations and Standards.

**The 11<sup>th</sup> Pump and Valve Congress will be held in November 2023** and all the details about the conference will be available at Pomsad web site. The theme of the conference will be "Water and Society 5.0." POMSAD is also one of the co-organizer associations of ISK – SODEX International HVAC&R, Insulation, Pump, Valve, Fitting, Water Treatment, Fire Prevention, Pool, and Solar Energy Systems Exhibition. Next exhibition will be in İstanbul Expo Center between 25 – 28 October 2023. This exhibition is the biggest venue where most of the valve manufacturers are present with their products.

## Ongoing Projects

### An online education platform for pumps and valves.

The platform will be for the senior level university students and newly hired engineers, aiming teaching these people the fundamentals of pumps and valves at the first stance. Then advanced level courses will be given and at the end a certificate will be given to the people who passed the final exam.

### An accredited independent test station for our sectors.

POMSAD is working together with Turkish Standards Institution to establish an accredited independent test station for our sectors. This is crucial for testing the imported products which doesn't satisfy the standards and the low-quality domestic products circulating in the market. Market surveillance and inspection is very important for our producers, and we are doing our best to ensure it.



# SAI (Svensk Armatur Industri): Big savings with energy efficient faucets

Photo by Jimmy Chang on Unsplash



A large proportion of the energy used in buildings in Sweden is related to use of domestic hot water. Energy efficient faucets have functions which aim to reduce the use of both cold and hot domestic water, which also implicates a potential for reducing energy use. There has been a lack of updated information regarding the extent of the savings when energy efficient faucets are installed in existing households and if the savings persist over time. The Swedish Energy Agency and The Swedish Centre for Innovation and Quality in the Built Environment financed a study through E2B2 which were carried out by RISE to learn more.

This study investigated the effects of replacing standard faucets with energy efficient faucets in apartment buildings. The aim was to increase the knowledge on how the use of domestic hot and cold water and the associated energy use are affected by installation of energy efficient faucets in short and long term. Measurements of domestic hot and cold-water use were performed during two eight-month periods in five apartment buildings in Borås, Sweden. The study included a behavioral study to increase the knowledge on how the energy efficient faucets were experienced and how the installation was accepted among the tenants when the cost of domestic hot and cold water was included in the rent.

The results showed that the use of domestic hot water was reduced by 28 %. No change in the use of domestic cold water could be established in relation to the house that acted as a reference. It is worth noting that the cold-water use was expected to be reduced to a lesser extent since water use for e.g. toilets, dishwashers and washing machines are not affected by energy efficient faucets.

There was no indication that the savings diminished over time. This indicated that the reduced use of domestic hot water was a result of the properties of the energy efficient faucets and that the user operation of the products did not change considerably to compensate for a lower temperature or flow. The result of the behavioral study showed that the acceptance of the faucets was good. No increased acceptance over time could be determined, which previous research has shown to be a common phenomenon for e.g. acceptance of waste recycling and congestion tax. This may be explained by the tenants not receiving feedback on the savings of hot and cold water induced by the faucets, which can serve as a recommendation for the future.

The results also indicated that the experience of the faucets differed between kitchen and bathroom and that the attitude towards and experience of the faucets were coupled to other factors that could not be attributed to the faucet and its function.

## About SAI (Svensk Armatur Industri)

SAI, Valves & Fittings of Sweden, is an industry organization formed in 1961 and it represents Sweden in CEIR, the European association for the Taps and Valves Industry. Our member companies offer products that satisfy the demand for modern, high-quality bathrooms, kitchens, real-estate, and industrial fixtures. They produce products that reduce water- and energy consumption in buildings and industries. SAI is since 2018 incorporated in VVS Fabrikanternas Råd, Plumbing Manufacturers of Sweden with 103 member companies.



# SEDAL GROUP: Engineering the sustainable future of components for the sanitary industry

SEDAL products allow to save more than 50% of daily water consumption and 10% from the household energy consumption related to plumbing products.

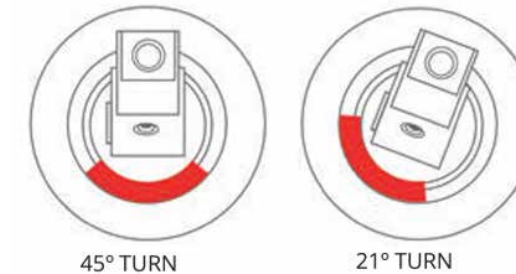
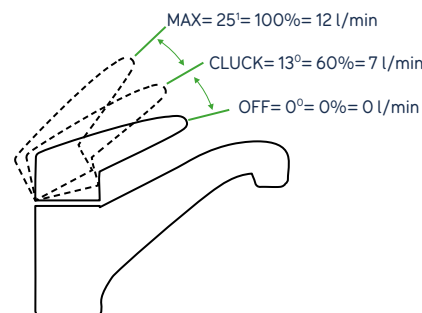
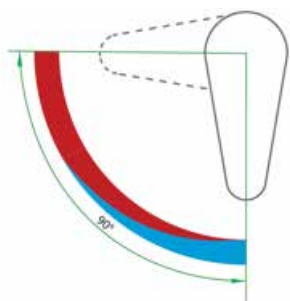
During last year, energy supplies have not stopped increasing in price for homes and companies globally. It is a situation that has led the governments to take extraordinary political and economic measures to reduce the impact for the final consumer.

In this regard, SEDAL, that has a history of caring for the environment and the impact on the end customer, has spent years developing different types of features that make our products water & energy efficient. From the range of mechanical products to electronic ones, both in cartridges for bathroom and kitchen faucets, as well as in thermostatic, electronic showers or sensors, among others.

## Cold & Due technology

Thanks to the Cold start technology, the lever of the faucet is in cold position by default and operated with the handle in the central position, thus avoiding firing up the heater when short water uses are made. Thanks to this small gesture, it is possible to avoid the consumption of energy or the emission of polluting gases and saving up to 10% from the household energy consumption related to plumbing products.

On the other hand, Due technology features an intermediate stop in the vertical travel of the lever. In this way, the user finds a small resistance that causes the lever of the mixer to be placed in an intermediate position, providing a flow with a saving of 50% of water.



## Flow & temperature limiter

Most of our cartridges have built-in an optional feature that we call TR, which allows limiting maximum temperature in 7 selectable stops. Additionally, TRN technology, limits temperature and water flow rate at the same time, saving up to 22% of daily water consumption.

## EcoFlow Range

EcoFlow is a cartridge range specially designed for low flow applications. Thanks to a patented technology, this cartridge helps saving water and provides maximum comfort to the user. This system is available in 25mm, 35mm and 40mm cartridges.

## Digital Showers

Thanks to ECO pre-configurations available for the user, mobile digital shower APP and many more advanced features, it is possible to monitor consumption at home, increasing awareness and encouraging a responsible use of both water and energy.

## Infrared sensors

One of the biggest advantages of a touchless faucet is its ability to conserve water. With this system, there is no possibility of leaving the faucet running after washing hands or brushing teeth. The sensor will automatically shut down the flow when the action has ended, significantly increasing water savings. In the same way, sensor faucets enable you to keep the water at a constant temperature.



## SEDAL GROUP

# Products with water & energy saving features



### FLOW LIMITER

Limit maximum water flow for water saving.



### TEMPERATURE LIMITER

Limit maximum temperature in 7 selectable stops for energy saving and to avoid scalding.



### COLD

Energy saving feature thanks to the internal design of the cartridge, flowing cold water when the lever is centered.



### DUE

Water flow optimization thanks to a mid-way stop at 60% of the lever stroke that provides up to 50% water saving.



### ELECTRONIC PRODUCTS

ECO pre-configurations available for the user, mobile APP and many advanced features, it is possible to monitor consumption.



### ECO

Cartridges identified with an ECO icon offer at least one environmental sustainability feature.

## KBIS & ISH 2023

SEDAL will present the above-mentioned solutions for a responsible use of water and energy, along with a new Digital Interface Design Program called MOZAIC, both at home and in public spaces in the following shows in 2023:

- KBIS Las Vegas. Kitchen & Bath Industry Show, from January 31 to February 2. Meet us at booth N1913 North Hall.
- ISH Frankfurt. The world's leading trade fair for HVAC and water management show will be back after 4 years. Meet us from March 13 to 17 in Frankfurt at booth D60 Hall 4.2.

Industrial  
and Building Valves



## THREE CEIR COMMITTEES

Marketing  
and Communication



Sanitary Valves





# CEIR SECRETARIAT UPDATES AND ACTIVITY

2022 has been a critical year in CEIR's 60 years history. New Statutes and Internal rules, New Board, and a new Secretariat. For the first time a woman, Dr. Nurdan Yucel is taking the leadership of the association. The secretariat is being re-structured and while CEIR remain in partnership with Orgalim, the general management of CEIR has been passed to an independent association management expert.

Such times provide a unique opportunity to introduce and implement change. With the noble ambition of a sustainable organization, the President and the Board have provided a clear mandate to rejuvenate CEIR and launch several actions to create value for its members and the overall taps and valves industry.

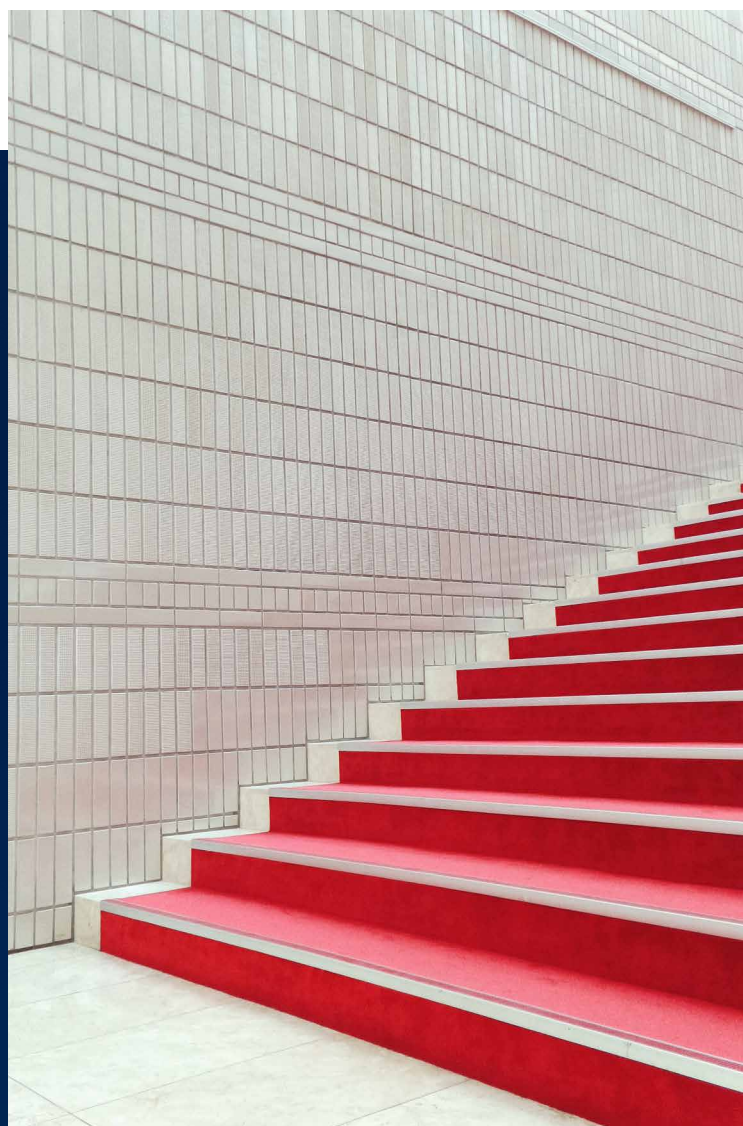


Photo by Possessed Photography on Unsplash

## Strategic Marketing Exercise

CEIR is starting a Strategic Marketing exercise to redefine its purpose and value proposition. Over the next period you will have the opportunity to express your challenges and needs, as well as your opinion on CEIR future. Following this consultation period, we will build CEIR brand equity, and we will create a new visual identity to properly represent the CEIR of the future.

This exercise is not about refreshing our image, is looking to create a clear orientation and to guide CEIR on how to best serve its member and reach its purpose.

## Engaging with members: Webinars, TC Meetings, social media, Trade Fairs and Joint Conference.

While we are building the new CEIR, we need to make sure that CEIR keeps on delivering value to its members. To this extent we will be re-organizing our communications to get the relevant and valuable information to all of you.

We will be introducing a new educational offer with the webinars that will be starting early in 2023 and we will have the opportunity to meet face to face and exchange insights at the ISH trade fair in Frankfurt in March.

We are looking forward to meeting you at our annual rendez-vous, the CEIR joint conference with Europump and Pneurop, organized this year by EVOLIS in Marseille from the 31st of May until the 2nd of June 2023. The conference will offer a high-quality program and welcome delegates in a beautiful seaside venue for unique networking opportunities.

2023 will be a year to rejuvenate CEIR and create more and more relevant value. We count to all of you to build a solid foundation for a sustainable and ever growing CEIR.

# 11

## NATIONAL ASSOCIATIONS

Representing major and smaller manufacturers



**FINLAND**  
Teknisen Kaupan Liitto Ry  
(The Association of Finnish Technical Traders)  
Helsinki

[www.tekninen.fi](http://www.tekninen.fi)



**SPAIN**  
FLUIDEX  
(Spanish association for Fluid Handling  
Solutions & Process Technologies)  
Bilbao

[www.fluidexspain.com](http://www.fluidexspain.com)



**ITALY**  
AVR  
(Italian Valve and Fitting Manufacturers' Association)  
Milano

[www.associazioneavr.it](http://www.associazioneavr.it)



**UNITED KINGDOM**  
BMA  
(The Bathroom Manufacturers Association)  
Staffordshire

[www.bathroom-association.org](http://www.bathroom-association.org)



**UNITED KINGDOM**  
BEAMA  
(Water Safety and Hygiene Group)  
London

[www.beama.org](http://www.beama.org)



**SPAIN**  
AGRIVAL  
(Spanish National  
Association  
for Taps and Valves)  
Valencia

[www.agrival.es](http://www.agrival.es)



**DENMARK**  
VELTEK – AVA  
(The Danish Association  
of Manufacturers and Suppliers  
of Plumbing, Electrical,  
Heating and Ventilation Material)  
Smedeholm

[www.veltek.dk](http://www.veltek.dk)



**FRANCE**  
EVOLIS  
(French Professional  
Organisation for Capital Goods)  
Courbevoie

[www.evolis.org](http://www.evolis.org)



**SWITZERLAND**  
URS Verband  
Schweizerischer  
Armaturenfabriken  
(Union De Fabriques Suisses  
De Robinetterie)  
Bern

[www.urs-verband.ch](http://www.urs-verband.ch)



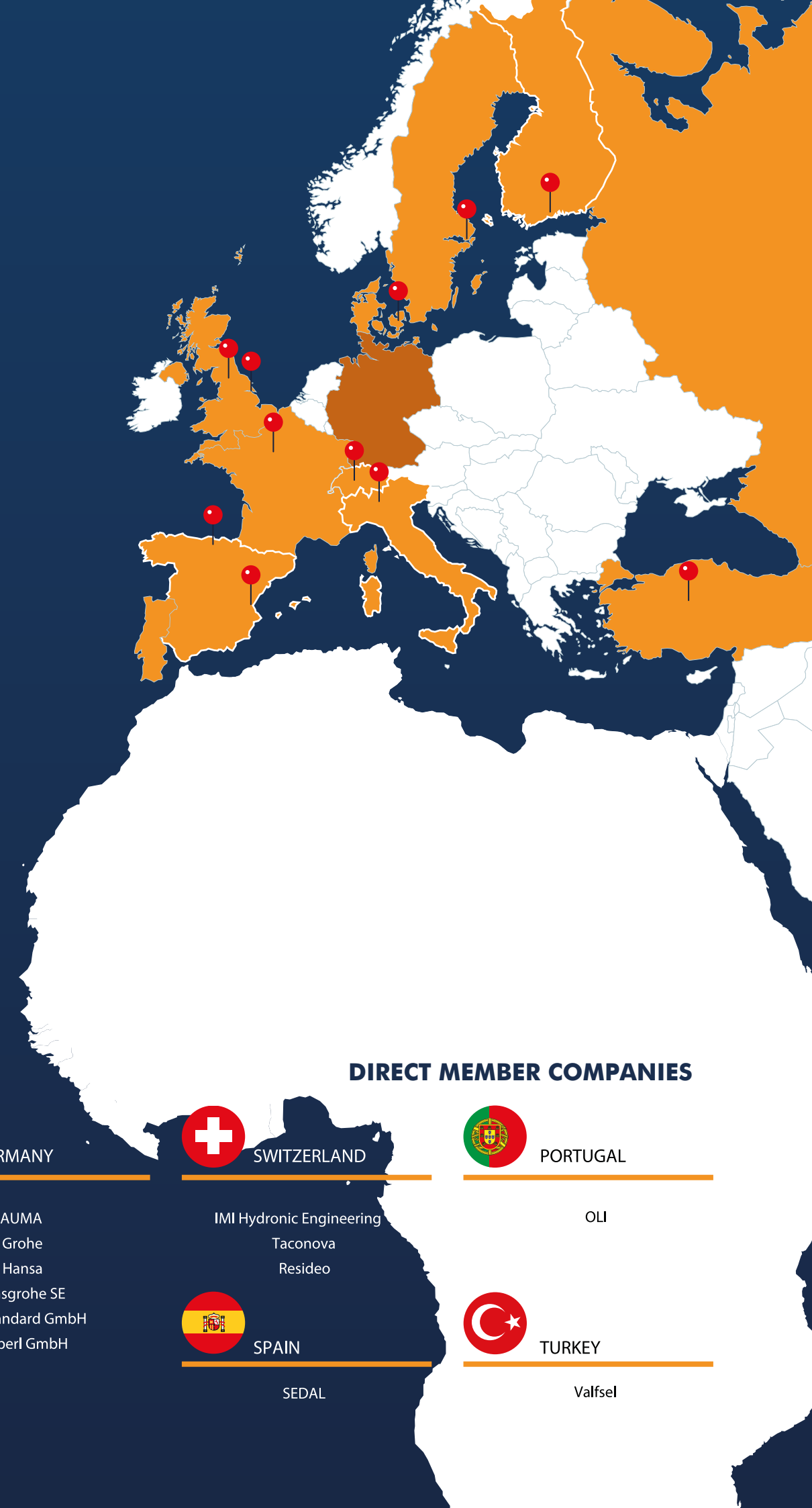
**TURKEY**  
POMSAD  
(Turkish Pump & Valve  
Manufacturers' Association)  
Ankara

[www.pomsad.org.tr](http://www.pomsad.org.tr)



**SWEDEN**  
VVS Fabrikanternas Råd AB  
(The Swedish association for  
manufacturers of heating,  
plumbing, sanitation  
and metering  
products and equipment)  
Stockholm

[www.vvsfabrikanterna.se](http://www.vvsfabrikanterna.se)



### DIRECT MEMBER COMPANIES



GERMANY

AUMA  
Grohe  
Hansa  
Hansgrohe SE  
Ideal Standard GmbH  
Neoperl GmbH



SWITZERLAND

IMI Hydronic Engineering  
Taconova  
Resideo



PORTUGAL

OLI



SPAIN

SEDAL



TURKEY

Valfisel



# CEIR

REPRESENTING, DEFENDING,  
SUPPORTING, PROMOTING



CEIR  
THE EUROPEAN ASSOCIATION FOR THE TAPS AND VALVES INDUSTRY

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CEIR association