

How to label a WELS product

Only registered WELS products can be labelled. Mandatory WELS labels apply equally to all products supplied in Australia, whether manufactured locally or imported.

Who is responsible for labelling a WELS product?

Once a product is registered, it needs to be labelled before it can be supplied. Manufacturers, importers and wholesalers are usually responsible for registering products.

Manufacturers/importers/wholesalers are usually responsible for:

- producing the labels *and*
- putting WELS labels on the product/packaging before dispatch.

Retailers should ensure that:

- the labels are properly attached to the product and remain fully visible while the products are offered for sale.

For promotional activities, free text may be used (see below).

How do you get a WELS label?

You are required to create your own WELS label—Annex B of the WELS Standard sets out the colour and size specifications for labels for each product. This information can be purchased through Standards Australia at <http://www.standards.org.au/cat.asp?catid=4>

You can also find sample WELS labels on the WELS website at www.waterrating.gov.au

Where does the WELS label need to appear? What options are there?

Generally, if the WELS product is supplied in a package, the labelling should appear on the package.

If the product is supplied without a package, the labelling should be placed on the product or be attached to the product on a double-sided swing tag.

If a product is displayed in a showroom a label can be placed on the product or the information on the label can be displayed in text or in WELS label form (e.g. on a price tag) next to the product.

The WELS label may be reduced in size to suit the particular WELS product, with the minimum size being 28mm x 18mm. Specific labelling requirements for each product are set out in Annex B of the WELS Standard and are outlined below.

Whitegoods

The label needs to be fixed (e.g. glued) to the upper front portion of dishwashers or clothes washers.

If fixing the label directly on the machine will damage the finish (e.g. permanently mark or stain finishes such as stainless steel) the label can be attached to the machine by a doubled-sided swing tag or single-sided non-rotating swing tag.

Plumbing and sanitary ware

For products displayed for sale in packaging

The label needs to be fixed (e.g. glued) to packaging so that it is clearly visible on the front portion of the package when it is hung from a rack or placed on a shelf.

For products displayed for sale outside of their packaging

The four options are:

1. the **correctly-sized label** fixed to the product itself *or*
2. a swing tag showing the **correctly-sized label** on both sides securely attached to the product *or*
3. a **correctly-sized label** fixed next to the product so it is obvious that the product and the label are linked *or*
4. a **tag** (e.g. price tag) fixed next to the product showing WELS star rating and the water consumption figure (e.g. WELS 3 Star, 9L/min) so long as there is a clear and obvious connection between the tag and the product.

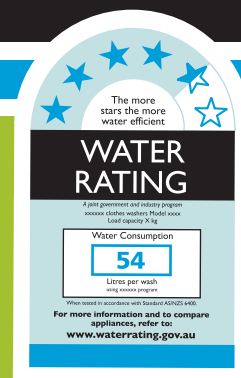
When a product is supplied after being selected from the above forms of unpackaged display items, the *product must be provided labelled*.



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Does the WELS label need to appear in product advertising or promotional material?

Once a product is registered the WELS label should appear in all promotional material. The WELS legislation requires that the WELS label (or label text information) must be:

- prominent when WELS products are displayed, promoted, marketed, sold or supplied at any point in the supply chain *and*
- included on any product specification, brochure, advertising, magazine, catalogue and website where a registered product is profiled.

As an alternative to using the WELS label in promotional activities, free text may be used describing a product's:

- water efficiency star rating *and*
- water usage figure (e.g. WELS 3 Star, 9L/min).

While the size of labels and free text may be scaled to fit the promotional medium, the label information must remain readable. To see sample labels visit the WELS website at <http://www.waterrating.gov.au/publications/labels.html>.

What is the licence number that goes on a label?

When you first enter information on the WELS online registration system you will be given a licence number, which goes on the label for plumbing/sanitary ware products. Note that instead of a licence number, the model name is placed on clothes washer and dishwasher labels.

When you register a product can you apply labels to already-manufactured or imported products of the same model or family of models?

Yes, if you are satisfied that the already manufactured or imported product meets the same specifications as the registered product (singly or in a family).

If a product is non-compliant can you just put a zero star label on it?

No. Your product still needs to be registered in the WELS Scheme to be labelled. A zero-label means that a registered product either fails the standards for water efficiency, product performance, or both. This can only be confirmed by a test report from an independent testing laboratory or a product certifying agency.

More information?

For more information go to the WELS website at www.waterrating.gov.au or email wels@environment.gov.au or call **1800 803 772**.

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