



## **B&Q Water Using Products Buying Standards**

**August 2010**

**socialresponsibility**  
Community | Diversity | Ethical | Environment

B&Q plc, Portswood House, 1 Hampshire Corporate Park, Chandlers Ford, Hampshire, SO533YX  
+44 (0) 23 8025 6256, Fax: +44 (0) 23 8025 7480, [socialresponsibility@b-and-q.co.uk](mailto:socialresponsibility@b-and-q.co.uk) ,  
[www.diy.com/socialresponsibility](http://www.diy.com/socialresponsibility)

## **The Purpose behind our work on water**

B&Q provides a comprehensive range of products that enable our customers to maintain and enhance their homes. Water using products form an important part of B&Q's range but we recognise that they have important environmental impacts associated them. It is our aim to promote and sell products that are water efficient both in their manufacture and use.

## **Our Approach to Water Using Products**

### **Legal Compliance**

B&Q ensures that, as a bare minimum, all of our products meet legal requirements.

### **What do we do to go beyond this?**

It is our policy to work with suppliers to develop more water efficient products and promote these to our customers to enable them to improve the water efficiency of their homes. We will also work with our suppliers to actively reduce the impact of their operations on local water catchments.

### **Water Using Products and Product Introduction**

We will take the following steps associated with the sale of water using products:

- Our vendor assessment process (Quality, Ethics, and environment, SafeTy) QUEST requires our vendors to identify the water used in the manufacture of their products and to develop action plans to reduce their water consumption per product produced;
- We will actively map the water catchment stress levels of our supply chain and report internally on the highest risk areas;
- We will provide guidance materials to help factories start a water reduction program; and
- We will support research into new technology to help improve the efficiency of water using products and progressively apply these learning's to our own-label products.

### **Water Using Products and our customers**

- We will pursue as standard low flow taps for our bathroom basin ranges, introduce an 'eco click' facility where practicable on all kitchen taps sold in the range and ensure that all toilets have either 'dual flush' or other low water usage features;
- We will seek to reduce the water usage of our shower range through the extension of optimising shower heads to produce a high quality shower experience whilst leading to reductions in water usage;
- We will continue to research and drive the market for new products that help customers reduce their water use;
- We will work in partnership with the water industry to raise awareness and offer customer product solutions to combat increasing water costs;
- We will continue to identify and implement the most effective ways of communicating the benefits of water efficient products to our customers on the packaging, in store and online.

### **B&Q Water Labelling Standards**

B&Q considers water labelling a vital mechanism in helping our customers make informed choices about the efficiency of the products they buy. We will step up the amount of labelling taking place on our water using products recognising and supporting the importance of both the Watermarque scheme from Waterwise and the Bathroom Manufacturer Association's Water Efficiency label.

We will seek to support and encourage our suppliers to achieve these labels wherever possible and will actively work with both the BMA and Waterwise to continue to drive product innovation

around water efficiency and to jointly promote the schemes to enable our customers to achieve a reduction in water usage in the home and the associated reductions in water bills.

### **B&Q Deliverables/Measures**

We will seek;

- To continually review and improve these standards;
- To produce key performance indicators to monitor the progress of these standards.

### **The Future**

We will monitor the effectiveness of this strategy with the aim of gradually phasing out inefficient products and increase the proportion of water efficient product we sell.