

# Content for use any time during the campaign

## Fact Sheet

- The WaterMark Certification Scheme is a national scheme managed and administered by the Australian Building Codes Board.
- The WaterMark Certification Scheme ensures products are safe, fit for purpose and authorised for use.
- For most installations, plumbers are required to use WaterMark-certified products, although some product types are exempt.
- A full list of the included and exempt products can be found in the Schedule of Products and Schedule of Excluded Products, which are available online at [watermark.abcb.gov.au](http://watermark.abcb.gov.au)
- The WaterMark 'W' is marked on WaterMark certified products.
- WaterMark maintains an online database of WaterMark certified products, which lists many thousands of products with active licences and can be searched at [watermark.abcb.gov.au](http://watermark.abcb.gov.au)
- Although it is legal to import, buy and sell products that are not certified, these products cannot be retrospectively certified, and cannot be installed in situations where WaterMark products are required by the National Construction Code.

## Sample website content

### What is the WaterMark Certification Scheme?

WaterMark is a mandatory national product certification scheme that ensures certain plumbing and drainage products are safe, fit for purpose and authorised for use.

It's a scheme managed and administered by the Australian Building Codes Board that helps consumer and plumbers find authorised products. In Australia, most plumbing and drainage products need to be WaterMark certified prior to installation.

The easiest way to check whether a product is certified is to look for the WaterMark 'W' on products. This 'W' indicates a material or product has been tested and evaluated to an approved product specification and certified by an accredited organisation.

If you can't find the WaterMark 'W' on a product, you can also check the online database which lists the many thousands of products with active licenses. You can find the database at [watermark.abcb.gov.au](http://watermark.abcb.gov.au)

## eDM Content

In Australia, most plumbing and drainage products must be WaterMark certified. But, what does this mean?

WaterMark is a mandatory national product certification scheme that ensures certain plumbing and drainage products are safe, fit for purpose and authorised for use. This means a material or product has been tested and meets the approved product specification.

It's important to use WaterMark certified products to ensure installations are safe and fit for purpose. Some consequences of not using WaterMark certified products where required include:

- costs of replacing materials
- product failure resulting in building damage and loss, and
- possible voided insurance.

For these reasons, it's important you look for the WaterMark on products and packaging before purchasing, to ensure the product is certified and authorised for installation. Checking each time you buy new products is simple. Here are a few tips to help:

1. Look for the WaterMark 'W' on products to see if the product is WaterMark certified.
2. If you can't see the WaterMark 'W' on your product, head to the online WaterMark product database where you can search for the WaterMark licence number, product type, brand name, model name, model ID, or licensee name.
3. Some types of plumbing product, such as baths and sinks, don't need to be WaterMark certified - to find out if the plumbing product requires WaterMark certification, check out the full list of product types in the Schedule of Products at [watermark.abcb.gov.au](http://watermark.abcb.gov.au).