

Media Release

5 March 2025

GWA Group together with other global Industry Leaders sign Windsor Declaration, a landmark pledge to reduce water wastage and reduce infection risks through innovative solutions and collaborative efforts

In November 2024, GWA Group, Australia's leading supplier of bathroom fixtures, was proud to be invited to the Windsor Summit, joining 20 other like-minded global bathroom brands. The Summit was held at the Windsor Castle in the United Kingdom to discuss innovation in water conservation, public health & hygiene initiatives. GWA was the only company in the Southern Hemisphere to participate at this prestigious event.

The Windsor Declaration includes globally important commitments in the following key areas:

1. **Water Conservation Innovation:** To research and develop bathroom products that deliver superior performance with less water usage, including in situations with low water pressure.
2. **Public Health and Hygiene:** To research and develop products that reduce the risk of infections in everyday settings. This includes addressing key hygiene challenges such as improving hand hygiene, reducing toilet plumes, and preventing biofilm growth.

The Windsor Declaration also includes a commitment to providing customers with water efficiency information, which is expected to empower customers to select products that align with their sustainability goals while helping to contribute to water conservation

A Call to the Industry and Governments

GWA representative Dr. Steve Cummings, Innovation Director at GWA Group stated that “we encourage all players in the industry to come together and adopt these same commitments. Every step we take towards innovation and sustainability will help secure a healthier, more water-conscious future for generations to come”.

The group is calling on governments and policy makers worldwide to support these efforts through incentives, regulation, and infrastructure investments aimed at sustainable water management

A Global Impact on Lives and the Environment

The United Kingdom organisation Bathroom Manufacturers Association (BMA) lent its support to the initiative, emphasizing the global importance of these commitments. “By reducing billions of litres of wastewater from toilets, taps, and showers worldwide, we can make a substantial impact on water scarcity issues. Meanwhile, our commitment to reducing infection risks will have a direct positive impact on billions of lives, helping to reduce the spread of dangerous diseases,” said Tom Reynolds, BMA chief executive.

Images: [Windsor Summit Photography](#)

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About GWA Group

GWA is a leading innovator, designer, importer and supplier of products and solutions, focused on the delivery of sustainable water solutions for bathrooms, kitchens, and laundries. We are highly regarded within the plumbing and construction industry, recognised for our technological capabilities, commitment to water conservation, product reliability and quality, technical expertise, and excellent customer service.