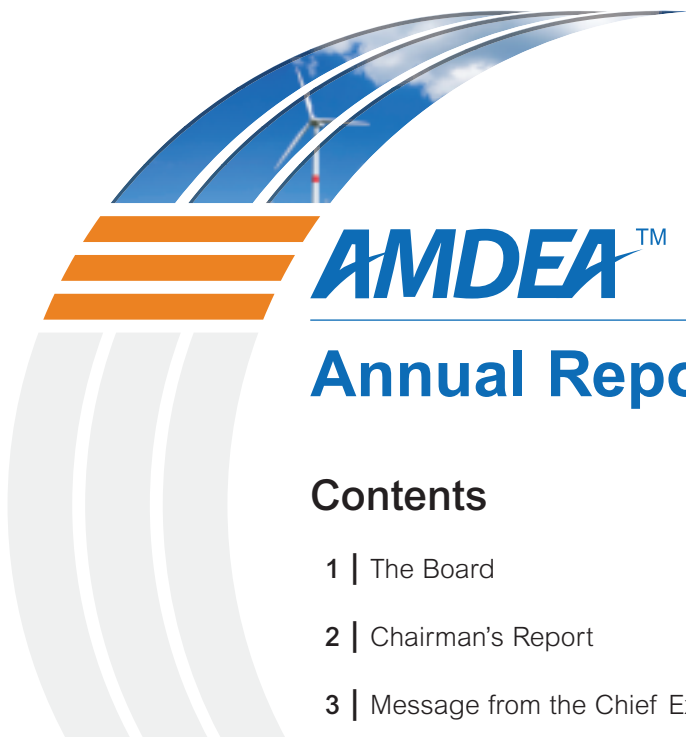




AMDEATM

Annual Report 2007-2008



AMDEA™

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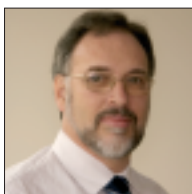
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The Secretariat



Douglas Herbison
Chief Executive



Richard Hughes
Technical Manager



Stuart MacConnacher
Technical Manager



Lilian Hunter
Secretariat Support



Anne Nistad
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AMDEA™

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The Board



Uwe Hanneck
BSH Home Appliances Ltd



Brian Amey
Strix Ltd



David Boyle
Crosslee plc



Paolo Conte
Whirlpool (UK) Ltd



William Fawcett
IQM Technology Ltd



Lorna Fellowes
Triton plc



Joe Ferrara
Emerson Electric UK Ltd



Simon Grantham
Miele Company Ltd



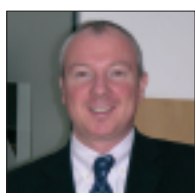
Denver Hewlett
Glen Dimplex Home
Appliances



David Hollander
Dyson plc



Eric Ireland
Smeg (UK) Ltd



Roger Taylor
Electrolux Ltd



Enrico Vita
Indesit Company Ltd



Graham White
Hoover Candy Group



Clayton Witter
Beko plc



Douglas Herbison
AMDEA





Chairman's Report

2007 has been a very busy year at AMDEA

There just seem to be more and more issues to deal with on behalf of our members!

Some are specific to the UK, some are European and some are at World level!

There are issues which have been with us for a while, like the WEEE Directive. Implemented in July after many years of discussion, it still poses difficulties for our industry. AMDEA is continuing to discuss these with the UK Government.

With a long-standing presence at European and international standards organisations, AMDEA has continued to shape industry standards on varied and important topics such as safety and environmental performance. Much of this work has been co-ordinated with AMDEA members who are also involved in CECED.

Other new areas of interest have emerged, particularly relating to the environment. Ever since the Stern Report focused attention on the economic and social costs of climate change, legislators in London and in Brussels have been looking for ways to change consumer behaviour and the products they use in the direction of less environmental damage.

The Domestic Appliance industry has a proud record in this field. Thanks to considerable investment over recent years, our products have taken huge strides forward in energy and water efficiency. We have of course made this point in our "Time to Change" campaign, where we have emphasised the benefits to consumers and the environment of replacing older appliances with new ones.

We have also actively participated with our partners and colleagues in CECED on a wide range of European issues, ranging from trade issues to the review of energy labelling.

All told, there can be little doubt that we have succeeded in raising the profile of AMDEA and of our industry in a positive way.

I am grateful to my colleagues for re-electing me for a further two years as Chairman of AMDEA, and I look forward to the challenges which lie ahead!

UWE HANNECK



Uwe Hanneck
BSH Home
Appliances Ltd

Message from the Chief Executive

2007 – A year of change

2007 marked my first full year as Chief Executive at AMDEA.

During this year I have organised a number of changes which I believe has made our Trade Association more effective.

The first thing I felt I had to do was to get to know our members. Thus I undertook what in our office became known as the “Grand Tour”. I have managed to meet with most of our members in their own offices and assembly plants. This has helped me enormously in understanding the operations of AMDEA member companies and the ways in which we at AMDEA can help.

During the course of the year we welcomed three new members – ATAG, Miele and GDHA.

One of the conclusions I reached as a result of my meetings was that AMDEA needed to improve its communications both with other bodies and with its own members. So I have started a “contact programme” to meet with politicians, civil servants and the representatives of other relevant trade associations such as the BRC, Intellect and RETRA.

At the same time I appointed our “Association Executive” to help to improve our links to our members. We are thus better able to provide information and to respond to enquiries. Since the start of the year we have produced a monthly Newsletter to report on AMDEA activities and have produced the “Circulars” – short reports on issues currently being dealt with by AMDEA staff.

On top of this we have continued to represent our industry at standards and technical meetings both in the UK and world-wide. And with AMDEA staff I have played a full part in the activities of CECED in Brussels and the CBI in London.

In 2007 we also revised and updated the AMDEA website.

AMDEA's committee structure has also been reorganised to replace a vast number of committees, working groups and panels into a more simple and rational structure. This is based on two main committees which report to the Board – the Commercial Committee and the Technical Committee. In turn, a number of specialist Panels report to these committees as required.

During the course of 2007 we have dealt with a wide range of issues affecting our industry such as the WEEE Directive, Energy Labelling and many others. Some issues affected all of our members; others were more specific to particular products.

Considerable time and effort has been devoted to our “Time to Change” campaign for the early replacement of older domestic appliances with new more efficient ones. This involved considerable discussion with bodies such as DEFRA, the Energy Saving Trust and the Market Transformation Programme. We also approached retailers and energy-providers for support. The funding we received from CECED as well as contributions from AMDEA members helped us in these activities which culminated in the launch event to mark the setting up of our Time to Change website on 11 October.

Finally, we enter 2008 with sound finances – and no increase in subscription rates! Much more remains to be done in 2008, but we enter that year with confidence.

DOUGLAS HERBISON



Douglas Herbison
AMDEA



Time to Change

for a more efficient appliance

This year saw the launch of our Time to Change Campaign

The launch was celebrated at The Atrium in Westminster on 11 October when politicians, interested stakeholders, journalists, and of course AMDEA members were on hand to show their support. The event was very successful and we are pleased with the progress so far.

Time to Change aims to encourage energy, water and carbon savings through the early replacement of old (10 years plus) appliances and is being co-ordinated by our European Trade Association in Brussels, CECED.

In our meetings with UK government officials and key stakeholders, we have highlighted manufacturers' achievements over the last decade, in improving the energy and water efficiency of their products.

Substantial investment in research and development has resulted in models

manufactured today using a fraction of the energy and water of equivalent appliances ten years ago.

However, there are still an estimated 15.4 million outdated appliances in use in the UK today; that is 11.7 million fridges and freezers and 3.7 million washing machines which are ten or many more years old. If we replace them all, we could save enough electricity to power one million homes for an entire year.

This message was well received by a number of institutions such as RETRA, the independent electrical retailers, energy companies, other retailers, local government and consumer organisations. Since the launch, we have been building strategic alliances and making plans for the campaign's future development.

The Time to Change Website: www.t2c.org.uk

The cornerstone of our campaign is our new website which aims to encourage the public to consider the benefits to their individual pockets, as well as the planet, of recycling outdated appliances. Our calculator estimates the average household savings when trading in fridges and washing machines from seven to twenty seven years old.

There are hints and tips to help choose the most eco-friendly model and use it wisely and a section addressing the most common environmental concerns relating to the processes of disposal and replacement.

There was also a competition to find the UK's oldest working fridge.



Des Turner MP and Eric Ireland, Smeg



Douglas Herbison, Uwe Hanneck and Peter Mann, President of RETRA

Time to Change



Uwe Hanneck *BSH*
Chairman: *AMDEA*



Ray Isted *Whirlpool*
Chairman: *Commercial Committee*

Incentives needed to encourage a switch to more efficient appliances

Our campaign has also focused heavily on encouraging the UK Government to support the concept of early replacement of appliances as part of its strategy on energy and the environment. Other European governments have already indicated support and in some cases are even introducing tax incentives to assist the process.

The possibility of introducing a lower rate of VAT for energy-efficient domestic appliances has featured strongly in the press across Europe in recent months. This follows statements made by Gordon Brown and the French Prime Minister on this issue and the

question is currently under discussion by European Finance Ministers.

Whilst we welcome the UK Government's interest in providing fiscal incentives to encourage consumers to switch to more energy-efficient appliances, the feeling of the industry is that a lower rate of VAT is not the most efficient solution. We would prefer to see other more direct incentives to consumers of the type introduced in a number of European countries such as Italy and Spain. This is the message we delivered to the UK Treasury when we met with officials from the Department in December.



Dr. Phil Morton, *REPIC*, Denver Hewlett, *Glen Dimplex* and Uwe Hanneck



Viscount Ullswater and Douglas Herbison, *AMDEA Chief Executive*



Commercial Issues

AMDEA continued to build and strengthen its relations with key stakeholders and government

In 2007, we made it our priority to build relations with key institutions to effectively address matters of relevance to the industry. We strengthened our existing links with UK departments such as DEFRA and BERR, and built new ones with the media, other associations and key stakeholders.

The aim has been to highlight AMDEA as the voice of the domestic appliance industry in the UK.

This year, environmental issues and concerns were made priorities by the UK government and the EU

The year started with the publication of the Draft Climate Change Bill which introduces a long-term framework for the UK to achieve carbon dioxide emissions reductions. This was followed in May by the publication of the Energy White paper which set out a programme of actions including a commitment from Government to improve the take-up of energy efficient products, such as household appliances. Action plans, proposals, and commitments on the environment were also made at EU-level.

domestic refrigeration, freezers, water heaters, standby and battery chargers. Further studies will be conducted and published in 2008. The conclusions of these studies will help decide whether energy efficient standards will be required for these products.

AMDEA has informed members of developments throughout the year and we will continue with our involvement at CECED, and with the UK government in 2008 and onwards on this vital piece of legislation.

Waste Electrical and Electronic Equipment Directive (WEEE).

On the 1st of July, the WEEE Directive came into force in the UK. In partnership with other interested parties, AMDEA fought to ensure that the WEEE system is implemented fairly. In particular we called for Producer Compliance Schemes to be regulated in a fair manner. This culminated in December with a meeting with the Energy Minister during which we raised some of our members' concerns.

Review of the EU's Energy Label.

The EU Energy Label has been a mandatory requirement for domestic appliances for over ten years. The problem is that for a number of domestic appliances, the old "A to G" classes have become inappropriate, with most products on the market being placed in the "A" or even "A+" bands. This is an issue which has been under discussion for some time in Brussels and the European capitals.

Energy-Using Products Directive (EuP).

Adopted in 2005, the Directive aims to improve the environmental performance of products throughout their life-cycle by integrating environmental aspects at the earliest stage of design. Several studies which aim to analyse the energy performance of some energy-using products were published in 2007, such as

The European Commission feels the labelling system needs to be revised to keep it meaningful and useful. CECED published its proposals for the future of the energy label and AMDEA has been meeting with DEFRA representatives to discuss our thoughts on the revision and methods of making the label better for the consumer. This work will of course continue in the new year.

Commercial Issues

Listening and responding to members' needs

With a new Committee structure within AMDEA now fully in place, the Association is better placed to address members' concerns.

The **Commercial Committee** of AMDEA was created to deal with questions of relevance to the appliance industry. Issues dealt by the Committee this year have included the AMDEA statistics, the WEEE Directive, the EU Review of Consumer Legislation, and the future of the CE Marking. The Committee is also steering the Time to Change campaign.

The **Returns Panel** continued its work of trying to reduce the number of appliances being returned to manufacturers and as such has been focused on liaising with key retailers.

The **Spares and Service Panel** focused on common issues arising from dealings with third parties such as insurance companies and is also responsible for updating some AMDEA Codes of Practice relating to services.

The well-established and much valued **AMDEA statistical service** continued to be a strong element of the benefits of membership. The service has been improved and further changes are planned in 2008.

Where members feel an industry view is needed, AMDEA has been at the forefront and will continue to be both responsive and reactive to changes in the industry.

Looking towards 2008 and beyond

Looking forward to the new year and beyond, AMDEA's achievements in 2007 will continue to bear fruit with stronger relationships with members and outsiders enabling us to better represent the interests of the industry.

AMDEA will continue to raise the profile of the UK domestic appliance industry in the UK and abroad.





Technical Matters

Creation and revision of technical legislation continues apace

As mentioned elsewhere, protecting the environment is presently of high importance and we have seen continued development in the underpinning implementing measures under the framework **Energy Using Products** (EuP) Directive. Much of this work has been contracted out to consultants working for the Commission. The EuP Directive is supposed to be developed under the **'New Approach'** and so AMDEA is very keen to ensure that the usual route to demonstrating compliance – namely by using Harmonised Standards published by CENELEC – is upheld. AMDEA has so far successfully protected the interests of UK manufacturers of electric showers within the implementing measures for water heaters under the EuP, although there is much still to do to ensure that the final outcome is as we desire.

Much work has also gone into proposals to develop a Regulation and Decision on the 'New

Approach' which sets out how future legislation is to be framed and how all EU-wide legislation is to be enforced. Both AMDEA and CECED have been pushing for greater and more even-handed **market surveillance**. This would see products that do not comply with EU Directives promptly removed from the market.

We are also involved with the transposition of Directives into UK law and this year has seen implementations of revised **Electromagnetic Compatibility** (EMC) and the **Restriction of the Use of Certain Hazardous Substances in Electrical and Electronic Equipment** (RoHS) Directives.

Finally, we must not forget that not all laws emanate in Brussels and our **UK Building Regulations** are a case in point. We have been working with the relevant departments to clarify Part L and its application to cooker hoods and vented tumble dryers.

Creating standards to help industry

The technical department spends a considerable amount of time developing and maintaining standards that enable manufacturers to demonstrate that their products comply with the essential requirements of EU Directives. However, in a world of international commerce, world-wide standards are essential. Unfortunately, this imperative is not recognised by all. For example, there are suggestions that **safety standards** should change to cater for the needs of 'vulnerable persons'. This is an important topic and AMDEA believes this should be discussed at the international level (in IEC) rather than creating a purely European solution, which would make our European standards diverge from those of the rest of the world with implications for the products we sell worldwide.

Because standards are used to support EU legislation there is an interdependence that provides those who are deeply involved with standards-making with access to the EU Commission on certain occasions. This has most recently been the case in relation to the

Machinery Directive (MD), where CENELEC TC61 has assisted the Commission in its creation of a Guide to the MD that clarifies the situation for appliances that are intended to be mainly used in the home but are also used on commercial premises. The Guide is expected to be published early 2008.

Whereas the majority of standards are international or at least European, one bastion of nationalism remains: the **UK wiring regulations** and associated plug/socket standards. In continental Europe (and the USA) it is quite common to see mains sockets in bathrooms for powering washing machines and the like (or even hair dryers) but such practices were not allowed in the UK. January 2008 will see the publication of the 17th edition of the Wiring Regulations and while AMDEA fought long and hard to harmonize with the rest of the world, the result falls short of this ideal. However, socket outlets will now be allowed but they must be 3m from the edge of a bath or shower, thus effectively still banning them from most UK bathrooms.

Technical Matters

Other technical matters

Because of its wide-ranging and proactive approach in technical matters, AMDEA is often asked to participate in areas of policy development. One example of this was our involvement in the Stakeholder Advisory Group on Extremely Low Frequency (ELF) and electric and magnetic fields (EMF) (**SAGE**), which was set up by the Department of Health to explore the implications and make practical

recommendations for a precautionary approach to power frequency electric and magnetic fields. The SAGE process involved a wide range of stakeholders from members of the public, many government departments and organisations representing both the electrical supply industry and equipment manufacturers: the SAGE report was delivered to the Department of Health in 2007.

AMDEA will continue to protect and promote the industry's interests



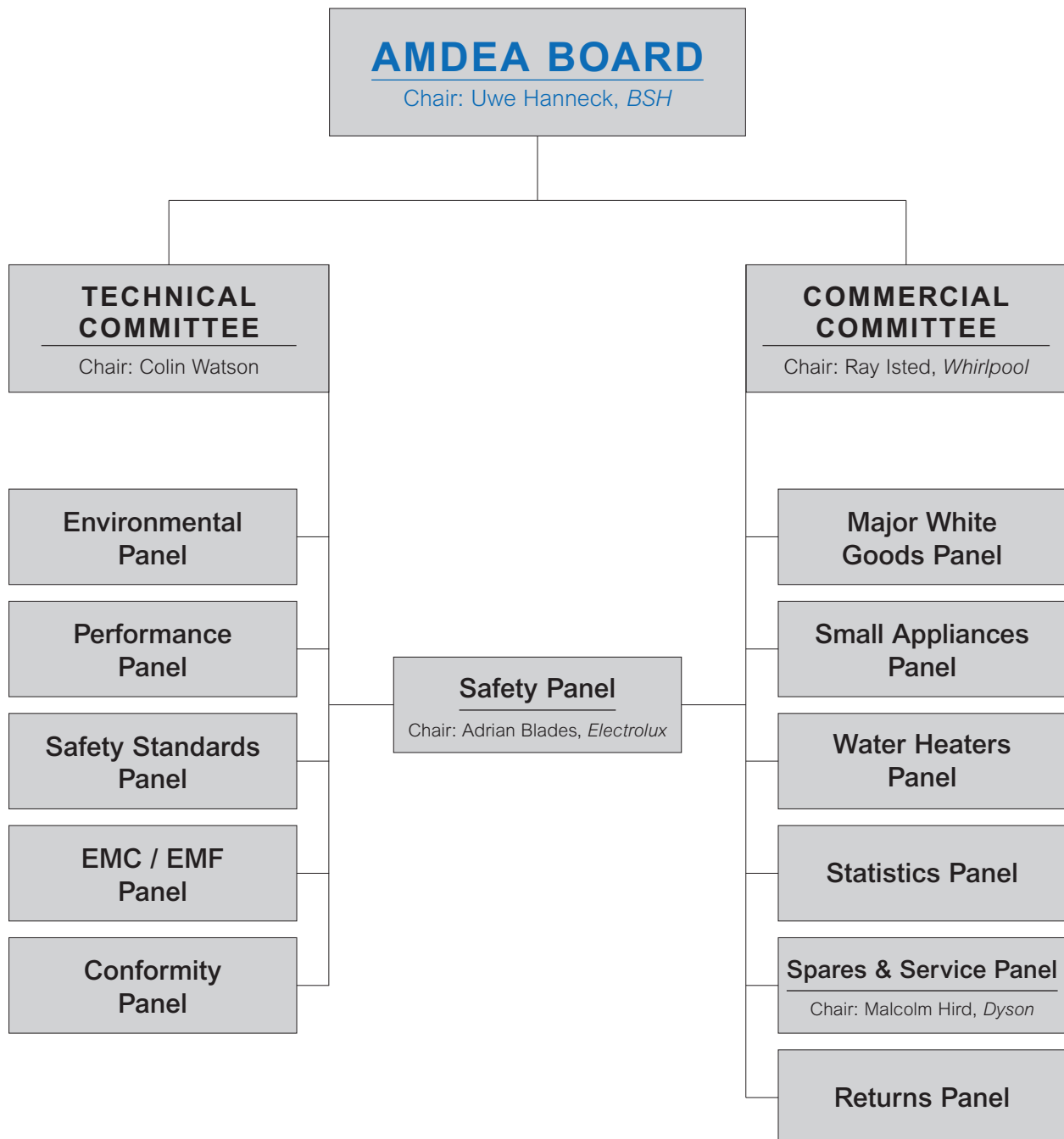
Peter Hoestra, Vice-President, Technical Services, AHAM
(US Association of Home Appliances Manufacturers)
& Stuart MacConnacher, AMDEA



AMDEA Members & Brands

AMDEA Members	Brands
■ ATAG UK	Atag
■ Beko plc	Beko, Flavel, Leisure
■ BSH Home Appliances Ltd	Bosch, Gaggenau, Neff, Siemens
■ Crosslee plc	Hostess, Royal Cozyfires, White Knight
■ Dualit Ltd	Dualit
■ Dyson Ltd	Dyson
■ Electrolux Major Appliances Ltd	AEG, Electrolux, Tricity Bendix, Zanussi
■ Emerson Appliance Solutions	InSinkErator
■ FagorBrandt UK	De Dietrich, Fagor
■ Fisher and Paykel Appliances	Fisher & Paykel
■ Franke UK Ltd	Franke
■ Glen Dimplex Home Appliances	Lec, New World, Belling, Stoves
■ Gorenje UK Ltd	Gorenje
■ Holmes Products (Europe) Ltd	Holmes, Bionaire, Seal a Meal, FoodSaver, Crock Pot, Oster
■ Hoover Candy Group	Candy, Hoover, Iberna, Jin Ling, Otsein, Rosieres, Susler, Vyatka, Zerowatt
■ Hozelock Ltd	Hozelock
■ Indesit Company UK Ltd	Ariston, Cannon, Creda, Indesit, Hotpoint
■ Interpet Ltd	Interpet
■ IQM Technology Ltd	IQM
■ Kohler Mira Ltd	Meynell, Mira, Rada, Kohler
■ Miele Co Ltd	Miele
■ Premium Appliance Brands Ltd	Cuisina, Eurolec, Homark, Kompact, Sarena, White-Westinghouse, Lofra
■ Smeg (UK) Ltd	Smeg
■ Strix Ltd	Strix
■ Triton Plc	Triton
■ Vax Ltd	Vax
■ Whirlpool (UK) Ltd	Whirlpool, Admiral, Amana, Maytag, Ignis, KitchenAid

AMDEA Committees



AMDEA Outside Representation

CECED European Committee of Domestic Equipment Manufacturers

Committees	Representation
National Associations Committee	Douglas Herbison
Time to Go Committee	Douglas Herbison
Large Appliances Division	Douglas Herbison
Small Appliances Division	Douglas Herbison

Committees and Working Groups Representation

<ul style="list-style-type: none"> ▶ Technical ▶ NASA (New Approach, Safety, Accessibility) ▶ Eco-Design ▶ Energy Labelling TF ▶ Fair Trade ▶ International Standardisation ▶ Waste and Materials ▶ Convergence (CHAIN) ▶ Cold Products ▶ Wet Products ▶ Small Appliances ▶ Water Heating 	} Stuart MacConnacher & Richard Hughes Stuart MacConnacher Richard Hughes Richard Hughes Richard Hughes Richard Hughes Stuart MacConnacher Stuart MacConnacher Richard Hughes Stuart MacConnacher
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IEC International Electrotechnical Commission

Committee	Subject	Delegate
TC 59	Performance of Household Appliances	Stuart MacConnacher
TC 61	Safety of Household Appliances	Stuart MacConnacher
SC 61 B	Microwave Ovens	Stuart MacConnacher
SC 61 C	Refrigeration Appliances	Stuart MacConnacher
TC 76	Optical Radiation Safety	Richard Hughes
TC 77A	Low Frequency EMC	Richard Hughes
TC 89	Fire Hazard Testing	Stuart MacConnacher
TC111	Environmental standards for electrical and electronic products and systems	Richard Hughes

Working Group Convenor

TC 61 MT4	Resistance to Heat and Fire	Stuart MacConnacher
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CISPR International Special Committee on Radio Interference

Committee	Subject	Co-Convenor
CISPR/F	High Frequency appliance-related EMC	Richard Hughes

CBI Confederation of British Industry

General Product Safety Working Group	Douglas Herbison
Consumer Affairs Panel	Douglas Herbison Anne Nistad

CENELEC European Committee for ElectroTechnical Standardisation

Committee	Subject	Chief Delegate
TC 59X	Performance of Appliances	Stuart MacConnacher
TC 61	Safety of Appliances	Stuart MacConnacher
TC 108	Safety of Domestic Electronics Equipment	Richard Hughes
TC111 WG3	Standards supporting EuP	Richard Hughes
JWG 61 / 106	EMF of Appliances	Richard Hughes

BSI British Standards Institution

Committee	Subject	Chairman
L/4	Briefing committee for ACOS	Richard Hughes
CPL/59/3	Heating Appliances	Stuart MacConnacher
CPL/59/1	Home Laundry Appliances	Stuart MacConnacher
CPL/59/5	Ironing and Pressing Appliances	Stuart MacConnacher
CPL/59/13	Refrigeration Appliances	Stuart MacConnacher
CPL/61	Safety of Electrical Appliances	Colin Watson
CPL/61/07	Heating Appliance Group	Stuart MacConnacher
CPL/61/14	Home Laundry and Dishwashing Machines	Colin Watson
EPL/108	Safety of Domestic Electronics Equipment	Richard Hughes

OTHER Organisations, Committees & Groups

Organisation	Representation
BERR & DEFRA Joint	
▶ Refrigeration Industry Group	Stuart MacConnacher
▶ F-Gas Group	Stuart MacConnacher Colin Watson
▶ EuP Group	Richard Hughes
BERR Groups Working Group	
▶ Low Voltage Directive	Richard Hughes
▶ EMC Directive	Richard Hughes
▶ ConCass (Conformity Assessment / New Approach)	Richard Hughes
Air Conditioning and Refrigeration Industry Board (ACRIB)	Stuart MacConnacher
▶ Environmental & Energy Committee	Stuart MacConnacher
▶ Technical Standards Committee	Stuart MacConnacher
Stakeholder Advisory Group ELF EMF (SAGE)	Richard Hughes
Electrical & Electronics Servicing Training Council	Douglas Herbison
Microwave Technologies Association	Anne Nistad



AMDEA is a Member of CECED,
the European Committee of Domestic
Equipment Manufacturers, which
represents the household appliance
industry in Europe.

CECED members are European
manufacturers of household appliances
and national associations.



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