



*The Association of Manufacturers  
of Domestic Appliances*

# **ANNUAL REPORT**

## **2014-2015**

## ANNUAL REPORT 2014

AMDEA is the UK trade association for large and small domestic appliances. We cover cookers and kettles, fridges and vacuum cleaners, washing machines and hairdryers, irons and pond pumps and many more. We represent our members at UK, European and international level; with UK government and EU political institutions, standards bodies, nongovernmental organisations, consumers and the media.

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**Register** ✓  
**my appliance**

**FWD**  
Food Waste Disposer  
Group

**Time to Change**  
for a more efficient appliance



AMDEA is a member of CECED  
European Committee of Domestic Equipment Manufacturers

## *A message from our Chairman*



It has been an exciting year with our Register My Appliance Project launching its new website in November in preparation for our promotional campaign in 2015. The Project was set up by AMDEA and its members to encourage consumers to register their contact details. It has been mentioned in Parliament and is being actively supported by the Department for Business, Innovation and Skills.

It has also been a very encouraging year for the industry. The AMDEA Statistics Service reports on market trends have become very positive with definite growth in many categories, a tribute to the efforts made by AMDEA members to design products that consumers want.

I am especially pleased that our efforts to promote the image of our industry and our trade association are bearing fruit. AMDEA has seen a significant rise in the number of media enquiries this year and we are noticing that a range of other bodies now recognise that AMDEA is a place to start if they want to know about our industry.

All in all it has been a very good year and I hope that next year will be even better!

Maurizio Pettorino

## *Chief Executive's summary*

A major event was our 4 November reception at the Royal Society to launch the Register My Appliance website. This was the start of a promotional campaign that will take us to the end of 2015. I am delighted by the degree of commitment to this Project being shown by our members.

AMDEA also contributed to setting up a not-for-profit company as part of a proposal for a WEEE Compliance Fee system. This replaces the requirement to purchase evidence that was the bane of our members' existence under the previous Waste Electrical and Electronic Equipment Regulations.



We were invited to join a government working group set up to design guidance for the UK's new Consumer Rights Bill which is expected to become law in 2015.

Various organisations have contacted us for information this year and we have seen a marked rise in media enquiries, with a spike when the new Ecodesign Regulation for vacuum cleaners took effect.

Our foreign visitors have included a group of South African officials on a study tour (organised by the Foreign and Commonwealth Office) looking at energy efficient appliances and some representatives of the Japanese standards body who wanted to talk to AMDEA.

We have taken on an additional member of staff to supplement our technical team. And our subscription revenue was up again this year which meant that we could hold our subscription rates for yet another year.

So we start the new year buoyed by a very successful 2014 and looking forward to 2015.

Douglas Herbison

## THE BOARD OF DIRECTORS AT DECEMBER 2014



**Chairman**  
*Maurizio Pettorino*  
Indesit Company UK Ltd



*Nick Portlock*  
Haier Europe Trading  
S.R.L. (UK)



*Lorna Fellowes*  
Triton Showers



*Andrew Dunning*  
Numatic International Ltd



*Denver Hewlett*  
Glen Dimplex Home  
Appliances



*Darren Harrison*  
Whirlpool (UK) Ltd



*David Boyle*  
Crosslee plc



*Ashley Munden*  
Emerson Electric UK Ltd



*Rakesh Tiwari*  
Fisher and Paykel  
Appliances



*Guy Weaver*  
A365 Ltd



*Steve Beaman*  
LG Electronics UK Ltd



*John Upperton*  
Vax Ltd



*Andreas Meier*  
BSH Home  
Appliances Ltd



*Abs Bokhari*  
Hoover Candy Group



*Steve Wichary*  
Dyson Ltd



*Ragip Balcioglu*  
Beko plc



*Eric Ireland*  
Smeg (UK) Ltd



*Simon Grantham*  
Miele Company Ltd



*John Graham*  
Crown Domestic  
Appliances Ltd



*Peter Spencer*  
Electrolux Major  
Appliances Ltd



*Douglas Herbison*  
AMDEA

The AMDEA board meets in London three times a year to agree strategic policy matters. AMDEA holds an Annual General Meeting every autumn to which all member companies are invited.

## AMDEA SECRETARIAT



*Douglas Herbison*



*Lilian Hunter*



*Sian Lewis*



*Chrissy McManus*



*Richard Hughes*



*Barany Sothirajah*



*Stuart MacConnacher*

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Our websites:

[www.amdea.org.uk](http://www.amdea.org.uk)

[www.t2c.org.uk](http://www.t2c.org.uk)

[www.food-waste-disposer.org.uk](http://www.food-waste-disposer.org.uk)

[www.registermyappliance.org.uk](http://www.registermyappliance.org.uk)

### External support

AMDEA Statistics Service  
Gary Roethenbaugh, Zenith International Ltd

Press Office and PR  
Dee Fernandes, BFIPR

Book-keeping and Accounts  
Robert Payne, Precision Accounts Ltd

IT support  
Roy Brook, TS&R Limited

Estates Manager  
Graham Pinner, Castleman & Dean

## COMMUNICATIONS

The seven members of the AMDEA team are all based in the London office and can be contacted by e-mail or telephone.

Much of our communication is by e-mail but we do hold regular meetings of our Board, Committees and Panels throughout the year.

The main AMDEA website is [www.amdea.org.uk](http://www.amdea.org.uk), which offers a wealth of information to the press and public. This year we launched our new site - [www.registermyappliance.org.uk](http://www.registermyappliance.org.uk). And we also have our two campaign sites - Time to Change ([www.t2c.org.uk](http://www.t2c.org.uk)) and food waste disposers ([www.food-waste-disposer.org.uk](http://www.food-waste-disposer.org.uk)).

The Annual Report is a hard copy publication sent to all our contacts each New Year.

Our Newsletter is an e-bulletin distributed to several hundred people every month.

TechNews is e-mailed to member contacts only and has 10 issues a year.

Every Friday we circulate TechAlert, a summary of the previous week's technical mailings with links to the documents in the Members' area of our website.



## Meetings

The AMDEA Board of Directors holds three meetings a year as a body but also has ad hoc Working Groups that may meet or, more usually, hold teleconferences.

Our Commercial Committee also meets three times a year while the Technical Committee and Small Appliances Panel are both biannual.

The Spares and Services Panel meets four times a year with at least one visit to a site of interest in the UK.

Our Safety Liaison Panel meets at regular intervals with representatives of the Fire Services and the Government Departments BIS and CLG (Communities and Local Government).

We also convene ad hoc meetings of other Panels or combinations of Panels for a specific issue, for instance to debate an industry response to a formal consultation.

AMDEA also offers free Member Briefings to which we invite external speakers to talk about specific topics of interest.

## Statistics Service

AMDEA members are all eligible to join our statistics service. Participating companies are sent monthly reports on their market data and a report on the trends is presented at each Board and Commercial Committee meeting. Members may also licence the software to create their own reports.

Participating companies can also opt to pay a small fee to receive an extra channel reporting option.



## CURRENT TOPICS

AMDEA'S technical team spend most of their time working on legislation and standards in four main areas – safety, performance, environmental impact, and electromagnetic compatibility – but we are also involved in other areas such as consumer legislation.

### Safety

This is the most important aspect of our members' products and AMDEA members are dedicated to ensuring that their products are safe for their customers to use.

AMDEA has a Panel that produces guidance for the members on various aspects of safety. We also meet regularly with representatives of the fire services and local and central government to discuss matters such as the London Fire Brigade's research into capacitors and any relevant safety campaigns being launched by the Department for Communities and Local Government.

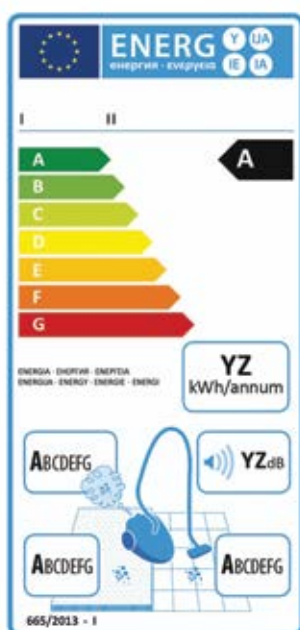
We are involved in European and international standards work on various aspects of safety, including ways to minimise the risks to vulnerable persons and small children.

AMDEA set up the **Register My Appliance Project** which aims to encourage consumers to register their appliances so that they can easily be contacted in the event that a manufacturer discovers a safety issue with a product that they own.

### Ecodesign and Energy Labelling

These two related pieces of legislation continue to be a significant part of AMDEA's work. As well as a review of those appliances already covered there are plans to look at a range of small appliances for the next round of product-specific regulations. And the European Commission has now started to introduce non-energy related requirements, such as durability and material efficiency, in Ecodesign Regulations and AMDEA is leading the standardisation activity on these.

Both the Framework Directives are being reviewed (even though product specific Regulations are still being phased in under the existing framework Directives) so we expect to be doing more work on these aspects of domestic appliances for the foreseeable future.



This year we saw a remarkable amount of media coverage when the new vacuum cleaner regulations took effect. The new Regulations for ovens, hobs and hoods have a first compliance date of 1 January 2015 along with new requirements to display the energy label information on-line.

As well as the performance standards that are used for Ecodesign and Energy Labelling we also look at all draft performance standards for other products at the European and international level. Vacuum cleaners and instantaneous water heaters (showers) have seen the most progress in the last year but there are proposals for updates for a huge range of large and small appliances. Timescales continue to be a challenge as the regulation deadlines are often very short for the standardisation process to be completed in time.



## CURRENT TOPICS

### Waste

AMDEA set up a not-for-profit company with techUK and the Lighting Industry Association as part of a proposal to BIS for a mechanism to administer the new compliance fee option under the WEEE Regulations 2013.

AMDEA convenes the standardisation activities in CENELEC related to the WEEE Directive and this year saw the first standard published. Compliance with these standards is now being required in some countries such as Ireland and the Netherlands.

In the spring of 2014 our Food Waste Disposer (FWD) Group participated in an on-line debate with international experts discussing the global practical considerations of using FWD for household food waste. Local Government Association-funded trials in England are continuing.

EU Waste legislation, including the WEEE Directive, emphasises the waste hierarchy of Reduce, Re-use, Recycle and Recovery leading to the concept of a 'circular economy' where the intent is to prolong product life (e.g. by preparing for re-use) and keep resources within the economy when a product has reached the end of its life. This concept also features within considerations of material efficiency under the Ecodesign Directive. Although re-use is seen as beneficial it does have to be considered very carefully. For instance, it is important that any products prepared for re-use remain safe and that consideration be given to reduced energy and water usage in modern products. For this reason AMDEA is involved in the CENELEC committee that is developing a standard in support of the WEEE Directive.

### Consumers and competition law

AMDEA held another of our Member Briefings to discuss recent and pending changes to consumer law. The bulk of the European Consumer Rights Directive requirements took effect in June, with the requirements for telephone call charges being the most confusing to implement. The UK's Consumer Rights Bill to replace the Sale of Goods Act and related legislation has been discussed in both Houses of Parliament and is still expected to come into force in 2015. AMDEA has been involved in the BIS organised working group developing guidance for the new law.

AMDEA revised its Association Guidelines to remind members of their competition and antibribery obligations and we also decided to engage a competition lawyer to attend our Board meetings.

We also became a member of the newly formed Business Consumer Co-ordination Group which aims to provide a focus for business views on consumer issues.

### Other aspects

Other areas of legislation and standards that affect our members include chemicals legislation - REACH and RoHS - plus biocides and materials in contact with food.

Increasingly products are becoming 'internet enabled' and can be controlled by smartphones. So AMDEA members need to consider a new Directive covering Radio Equipment which must be transposed into national law by 2015. This new Directive covers equipment which intentionally emits and/or receives radio waves (e.g. Wi-Fi) and radiodetermination (e.g. GPS receivers).

The European Gas Appliance Directives is being revised as an EU Regulation. AMDEA is on the UK committees that look after the related standards, which will inevitably need revising once the Regulation has been finalised.

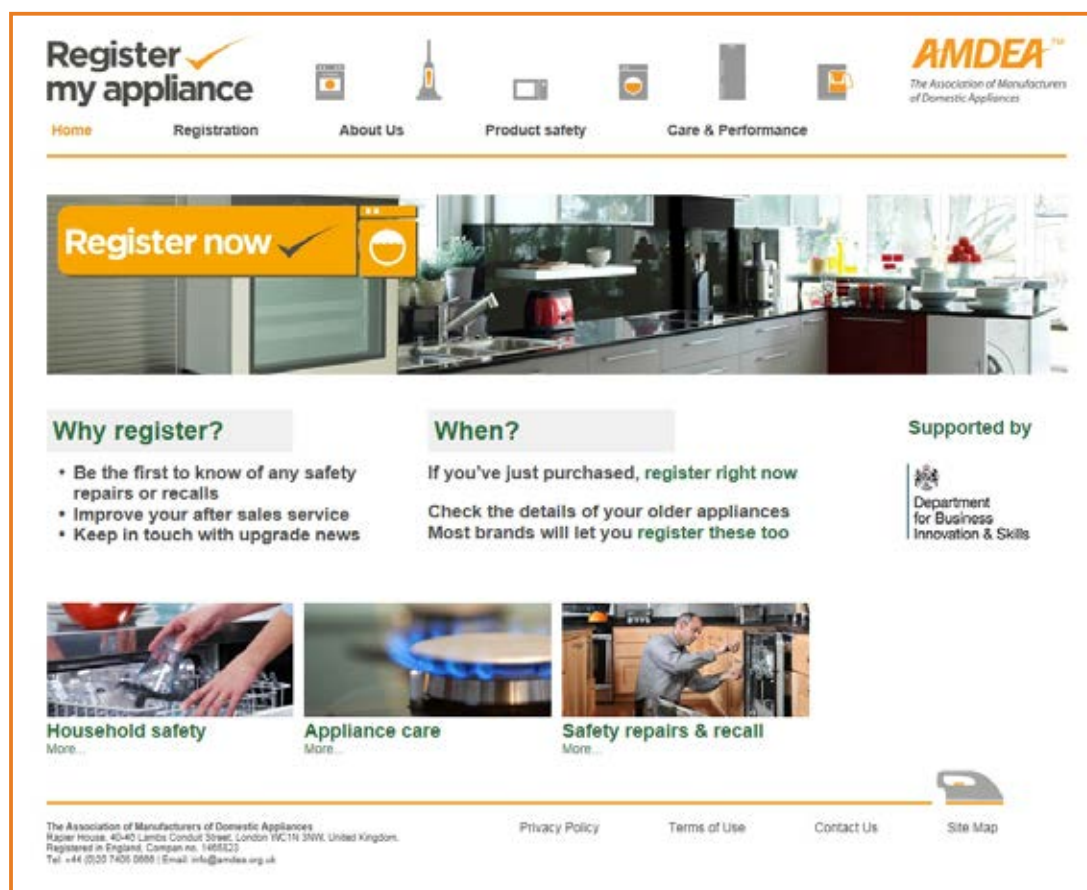


## THE REGISTER MY APPLIANCE CAMPAIGN

### The Project

The Register My Appliance Project is being funded by AMDEA members with the objective of encouraging consumers to register their appliances so that in the event of a product recall the company can contact them speedily to rectify any problem.

This year we launched a new website, [www.registermyappliance.org.uk](http://www.registermyappliance.org.uk).



This offers a gateway to our members' own website registration pages where customers can now register not only new appliances but ones that they already own. The site also offers helpful advice; information about safety legislation and standards; and a listing of any recalls activity being conducted by our members.

Our members are currently working on amending their websites to try and ensure that consumers are offered a similar experience of registration no matter which brand they choose. We will be expanding the number of brands available and making improvements to the design and functionality as time goes on.

The site went live for testing with 47 brands ahead of the launch event for stakeholders on 4 November. The main launch to the press and public is scheduled for early 2015 and marks the beginning of the first promotional campaign.

Several of our members have conducted repair actions in the past few years that have been very successful in tracing almost all of the affected products and they are convinced that the key to this was being able to contact their customers.

## THE REGISTER MY APPLIANCE CAMPAIGN

### The launch event

AMDEA held a lunchtime reception to explain the Register My Appliance Project to a range of bodies and individuals with an interest in consumer safety and to mark the soft launch of the new website.

Maurizio Pettorino, Chairman of AMDEA welcomed a diverse selection of guests to the Royal Society in Carlton House Terrace. Jo Swinson, the Minister for Consumer Affairs, had recorded a video for us and Leon Livermore, Chief Executive of the Trading Standards Institute gave a speech welcoming the initiative. Douglas Herbison of AMDEA then explained what we were doing and what we hoped to achieve in the future.

The event was very well attended with many of the guests expressing great interest in the project. They were invited to provide their contact details if they wanted to meet AMDEA for discussions of how they might get involved in the Register My Appliance Project. Many people did so and AMDEA was then very busy towards the end of 2014 arranging meeting dates.



## EXTERNAL LINKS

AMDEA has well-established contacts in the UK Government Departments, notably:



**BIS** (Business, Innovation and Skills)

- WEEE, safety, EMC, RED, market surveillance and consumer affairs

**DECC** (Energy and Climate Change)

- ecodesign, energy labels and other sustainability issues

**Defra** (Environment, Food and Rural Affairs)

- ecodesign, water and waste

**CLG** (Communities and Local Government)

- fire safety

In recent years we held meetings with senior politicians (MEPs, MPs, MSPs and AMs) and their advisers as well as with a wider spectrum of local government, notably the GLA (Greater London Authority). We also talk to market surveillance authorities such as the NMO (National Measurement Office) and the Environment Agency; and NGOs such as EST (Energy Saving Trust) and WRAP (Waste and Resources Action Programme).

AMDEA is a member of the CBI (Confederation of British Industry) and Douglas Herbison sits on their Trade Association Council. We are also members of the Trade Association Forum, which this year split off from CBI into a separate body entirely. AMDEA was invited to their launch event at the House of Lords.

AMDEA belongs to several other organisations including the Gas Safe Register and Electrical Safety First. Sian Lewis is Deputy Chairman and Finance Officer of the MTA (Microwave Technologies Association). Stuart MacConnacher is on the Board and the Technical Committee of ACRIB (Air Conditioning and Refrigeration Industry Board).

Our support for HEEST (Household Electrical and Electronic Servicing Training Forum) continues. We host their meetings and encourage our members to participate.

We have strong links with other UK trade associations, particularly retra (the Radio, Electrical and Television Retailers' Association) and techUK (formerly Intellect) who represent the ICT sector. We are currently discussing with both of them proposals for a joint industry conference in 2016.

Some time ago AMDEA set up the Joint Trades Association Group (a forum for trade associations and producer compliance schemes) to look at ways of improving the UK WEEE system. In 2014 we set up a not for profit company jointly with techUK and the Lighting Industry Association as part of a proposal to BIS for a compliance fee scheme.

We are also members of CECED (European Committee of Domestic Equipment Manufacturers) and they are one of our routes into the European Commission.

**European Committee of Domestic Equipment Manufacturers**

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1200 Brussels  
Belgium  
tel: +32 2 738 78 10  
e-mail: [secretariat@ceced.eu](mailto:secretariat@ceced.eu)  
website: [www.ceced.eu](http://www.ceced.eu)



AMDEA plays an active role in CECED and we are members of many of their committees and working groups as shown below.

**National Associations Committee**  
**Large Appliances Division**  
**Small Appliances Division**

**Working Groups (and Sub Groups)**

Resource Efficiency  
Waste and Materials (WEEE, RoHS and F-Gases)  
Consumers  
Energy Label Task Force  
Ecodesign (Networked Standby, External Power Supply, Motors and Smart Grids)  
Safety and Accessibility  
Internal Market  
Trade  
International Standardisation  
Cold  
Wet (Washing Machines, Tumble Dryers, Washer-Dryers and Dishwashers)  
Coffee Machines  
Vacuum Cleaners  
Irons  
Air-conditioning  
Local Heaters  
Water Heaters



## STANDARDS WORK

Much of AMDEA's work is concentrated on standards, mainly because they are the principal means of demonstrating compliance with EU Directives and Regulations. There are also UK-specific requirements for plugs and sockets, registered electrical work, and controlled gas installations, among others.

AMDEA is involved in the development of standards through our representation in BSI (British Standards Institution); CENELEC (European Committee for Electrotechnical Standardization); IEC (International Electrotechnical Commission); and CISPR (Special International Committee on Radio Interference). We also have representation on CEN (European Committee for Standardisation) and ISO (International Standards Organisation).

AMDEA's technical staff are the UK representatives on many Standards Committees. We convene a number of CENELEC working groups, which gives us direct access to officials from the European Commission. We are particularly in demand for our knowledge of standardisation procedures, editing skills, native speaker status (as the primary language of the international standards community is English) and experience in chairing groups.

We also, on occasion, host meetings and this year was no exception with several CENELEC Working Groups and an IEC committee meeting at AMDEA in the spring, as well as a visit from the Japanese standards body wanting to consult AMDEA.



IEC Advisory Committee on Environmental Aspects May 2014



Richard Hughes at IEC TC111 meeting November 2014



CENELEC Fans Working Group April 2014



Japanese Standards Association visitors

The key committees and working groups in which AMDEA is involved are:

**IEC** - Advisory Committee on Environmental Aspects; Environmental Standards for Electrical and Electronic Products and Systems; Safety of Household Appliances; Safety Aspects of Electromagnetic Fields (EMF); Standby; Performance of Household Appliances; Fire Hazard Testing; and Resistance to Heat and Fire.

**CISPR** - High Frequency Appliance-related EMC

**CEN/CENELEC** - Ecodesign standards including Standby Power, External Power Supplies, Performance of Appliances, Network Standby and the Ecodesign Coordinating Committee. Safety standards including general appliance requirements and EMF and EMC standards. Environmental matters including Waste Electrical and Electronic Equipment (WEEE), resource efficiency, and Restriction of Hazardous Substances (RoHS). AMDEA is a member of the Policy and Strategy Committee for the electrotechnical sector.

**BSI** - AMDEA is a member of many committees dealing with issues affecting our industry and we chair the following: Performance of Appliances; Performance of Home Laundry Appliances; Performance of Refrigeration Appliances; Safety of Electrical Appliances; Heating Appliance Group; Safety of Domestic Electronic Equipment; Environmental Standards for Electrical and Electronic Equipment; and the Briefing Committee for the IEC's Advisory Committees on Safety (ACOS) and the Environment (ACEA).



## AMDEA MEMBERS AND BRANDS

<b>Aga Rangemaster plc</b> AGA, Falcon, Fired Earth, LaCornue, Leisure Sinks, Marvel, Mercury, Rangemaster, Rayburn, Redfire, Stanley, Waterford	<b>Hozelock Ltd</b> Hozelock
<b>A365 Limited</b> Cuisina, Eurolec, Homark, Qudos	<b>Husky Retail Ltd</b> Husky
<b>Beko plc</b> Altus, Beko, Blomberg, Flavel, Grundig, Leisure	<b>Indesit Company UK Ltd</b> Indesit, Hotpoint
<b>Bristan Group Ltd</b> Bristan, Heritage	<b>Interpet Ltd</b> Blagdon, Interpet, Kent
<b>BSH Home Appliances Ltd</b> Bosch, Siemens, Gaggenau, Neff	<b>Jarden Consumer Solutions EMEA</b> Bionaire, Breville, Crock Pot, FoodSaver, Holmes, MrCoffee, Nicky Clarke Electric, Seal a Meal, Sunbeam, Oster, Villaware
<b>Crosslee plc</b> Hostess, Odell, Royal Cozyfires, White Knight	<b>LG Electronics UK Ltd</b> LG
<b>Crown Domestic Appliances Limited</b> Royale, Snowwhite, Sovereign, Montpellier	<b>Maurice Lay Distributors Ltd</b> Caple
<b>Dualit Ltd</b> Dualit, Architect, Bake Off, Classic, Lite, NX Capsules, Rhino, Soft Touch, VortecS	<b>Marleton Cross Ltd (MX Group)</b> MX, Neptune
<b>Dyson Ltd</b> Dyson	<b>Miele Company Ltd</b> Miele
<b>Electrolux Major Appliances Ltd</b> AEG, Electrolux, Zanussi	<b>Numatic International Ltd</b> Charles, George, Harry, Henry, Hetty, James, Numatic
<b>Elstat Electronics Ltd</b> Elstat	<b>Samsung Electronics (UK) Ltd</b> Samsung
<b>Emerson Electric UK Ltd</b> InSinkErator	<b>Smeg (UK) Ltd</b> Smeg
<b>Fisher and Paykel Appliances</b> Fisher & Paykel	<b>Strix Ltd</b> Aqua Optima, Evolve, Strix
<b>Franke UK Ltd</b> Franke, Carron Phoenix	<b>SZ &amp; W Ltd</b> Sub-Zero, Wolf
<b>GHD</b> ghd	<b>Triton Showers</b> Triton Showers
<b>Glen Dimplex Home Appliances</b> Belling, Britannia, GDHA, Lec, New World, Stoves	<b>U-Line</b> U-Line
<b>Grey Technology Ltd</b> Gtech	<b>Vax Ltd</b> Vax
<b>GVS Filter Technology UK Ltd</b> GVS	<b>Vestel UK Limited</b> Electra A, Servis
<b>Haier Europe Trading S.R.L. (UK)</b> Haier	<b>Whirlpool (UK) Ltd</b> Bauknecht, Ignis, KitchenAid, Maytag, Whirlpool
<b>Hoover Candy Group</b> Baumatic, Candy, Homeking, Hoover, Iberna, Otsein, Rosieres, Susler, Zerowatt	



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