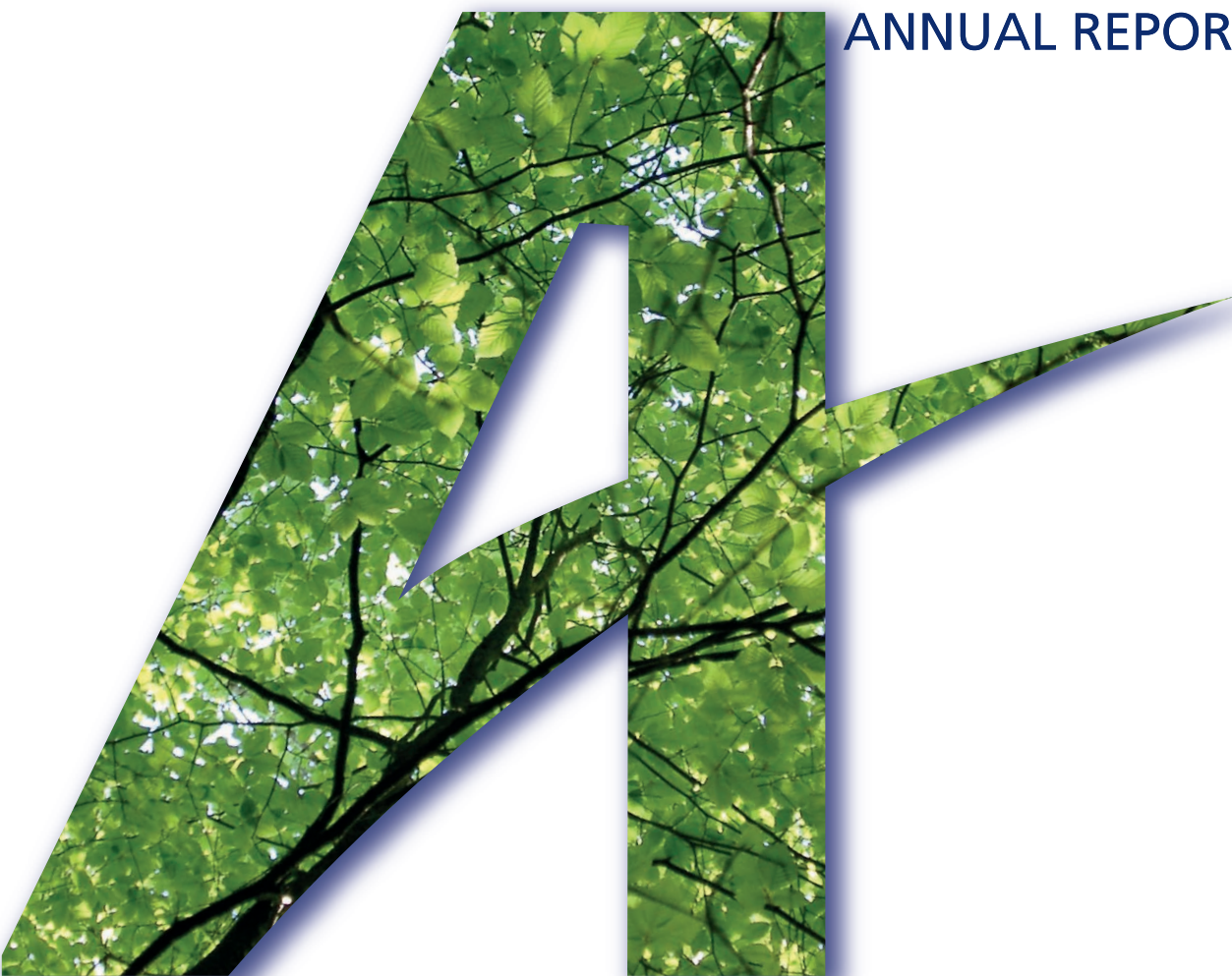


*The Association of Manufacturers  
of Domestic Appliances*

# AMDEA<sup>TM</sup>

ANNUAL REPORT 2015-2016



**Register** ✓  
**my appliance**

**FWD**  
Food Waste Disposer  
Group

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



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## Annual Report 2015-2016

### Contents

- 1 | Messages from Outgoing and Incoming Chairman
- 2 | The Chief Executive's Summary
- 3 | The Board
- 4 | Our Organisation
- 6 | Register My Appliance Campaign
- 8 | Current Topics
- 10 | External Affairs
- 12 | AMDEA and the Media
- 13 | AMDEA Members and Brands



The Association of Manufacturers of Domestic Appliances  
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Registered in England No. 1465823 at the above address.

UK Member of



# Message from Outgoing Chairman

---

I have much enjoyed my time as Chairman of AMDEA. We are experiencing more cheerful economic times and with UK appliance sales booming it is a good time for me to hand over to a new pair of hands.

Our trade association is also flourishing and we are seeing record attendances at Board meetings and increased member participation in technical meetings.

But for me there has been one key achievement that really shows what AMDEA and its members can accomplish.

At the start of 2015 we launched a major campaign to persuade consumers that registering their appliances is a sensible precaution. The new Registermyappliance portal has already attracted a lot of attention and I am optimistic that we are seeing the beginning of a gradual change in UK consumer behaviour.

I hand over to my successor with every confidence that AMDEA and its members will continue to blossom in 2016 and beyond.

**MAURIZIO PETTORINO**



*Maurizio Pettorino  
Whirlpool UK  
Appliances Ltd*

# Message from Incoming Chairman

---

As I begin my term of office I would like to thank Maurizio as outgoing Chairman and thank the professional team we have at AMDEA, led by Douglas Herbison, our Chief Executive.

Whilst our industry is highly regulated it is important not to lose sight of our consumer. We supply and manufacture a diverse range of exciting, innovative and sophisticated products designed to make consumers' lives easier and more exciting!

Leading edge technology ensures that products are energy efficient, meet stringent safety testing criteria, and minimise the impact on the environment.

We go into 2016 feeling positive that our markets will continue to grow and that AMDEA will continue to support our Industry.

**SIMON GRANTHAM**



*Simon Grantham  
Miele Company  
Ltd*



# The Chief Executive's Summary

---

It's certainly been quite a year.

In January we launched the Register My Appliance web portal. This unique project aims to persuade consumers that it is a sensible precaution to register their contact details, not only when they buy a new appliance but also for the ones they already own.

AMDEA members have saved money because the UK Government chose to adopt a regime for a WEEE Compliance Fee. Of three options submitted the one selected was designed by the Joint Trade Associations Group, chaired by AMDEA.

We have been working on outstanding issues with the UK's wiring and water regulations and discussing waste matters with the devolved administrations and local authorities.

AMDEA is involved in drafting the European Commission's guidance on the new Radio Equipment Directive. And of course we continue to comment on proposed, revised and evolving legislation to UK Government Departments, via our European trade association, CECED, and through our membership of the European standards bodies CEN/CENELEC.

I am very proud to announce that two of our Technical Managers have again been honoured by their fellows in the standardisation community. Richard Hughes has been presented with (another) IEC 1906 Award and Stuart MacConnacher has been designated an International Standards Maker by BSI.

Still on a personal note we say farewell to Chrissy McManus who has been a valued member of our technical team for four years. And we welcome our newest member of staff: Clement Skinner.

**DOUGLAS HERBISON**



**Douglas Herbison**  
Chief Executive

## AMDEA Secretariat



**Richard Hughes**  
Technical Manager



**Stuart MacConnacher**  
Technical Manager



**Sian Lewis**  
Association Executive



**Chrissy McManus**  
Technical Manager



**Barany Sothirajah**  
Technical Officer



**Clement Skinner**  
Technical Officer



**Lilian Hunter**  
Office Manager

### With external support from:

**Statistics Service**  
Gary Roethenbaugh,  
Zenith International Ltd

**Press Office and PR**  
Dee Fernandes, BFIPR

**Book-keeping & Accounts**  
Robert Payne,  
Precision Accounts Ltd

**IT Support**  
Roy Brook, TS&R Limited

**Estates Manager**  
Graham Pinner,  
Castleman & Dean

## The Board at December 2015



**Maurizio Pettorino**  
Whirlpool UK  
Appliances Ltd  
(Outgoing Chairman)



**Simon Grantham**  
Miele Company Ltd  
(New Chairman)



**David Boyle**  
Crosslee plc



**John Graham**  
Crown Domestic  
Appliances Ltd



**Steven Wichary**  
Dyson Ltd



**Peter Spencer**  
Electrolux Major  
Appliances Ltd



**Ashley Munden**  
Emerson Electric  
UK Ltd



**Guy Weaver**  
A365 Limited



**Rakesh Tiwari**  
Fisher and Paykel  
Appliances



**Denver Hewlett**  
Glen Dimplex Home  
Appliances



**Dave Tutton**  
Triton Showers



**Gianfranco Palma**  
Hoover Candy  
Group



**Steve Beaman**  
LG Electronics  
UK Ltd



**Teresa Arbuckle**  
Beko plc



**Andrew Dunning**  
Numatic  
International Ltd



**Eric Ireland**  
Smeg (UK) Ltd



**John Upperton**  
Vax Ltd



**Andreas Meier**  
BSH Home  
Appliances Ltd



**Douglas Herbison**  
AMDEA





# Our Organisation

## Structure

AMDEA is a trade association, a not-for-profit limited liability company funded by subscription revenue from its members. Our members produce a wide spectrum of appliances including large white goods, small kitchen appliances, floorcare and haircare products. The majority are electrical goods but we cover gas and solid fuel powered products as well.

The Board of Directors comprises the CEOs of member companies and is responsible for our strategic planning.

There are two main committees reporting to the Board – Commercial and Technical. Each of these has a subset of Panels and working groups; and representatives from member companies may join any of them. Many Panels are virtual bodies exchanging information by e-mail, though they may meet to discuss a particular topic, while others have regular meetings throughout the year.

## Secretariat

We have seven members of staff based in London, four of whom are **technical specialists**. We can be contacted by e-mail or by telephone.

## Communications for Members

AMDEA Members are sent e-mails every day with **updates** on legislation, standards changes, and other developments affecting our industry. At the end of the week the **TechAlert** summarises the previous week's technical mailings and gives links to the circulated documents so they can be accessed through the

Members' area of our website. We also issue **informative notes** on issues of interest as they arise.

The AMDEA **Newsletter** is e-mailed in the middle of each month to a wide-ranging circulation list. **TechNews** is a members-only e-bulletin that goes to our technical contacts 10 times a year. Our **Annual Report** is a hard copy publication sent to all our contacts at the start of the year.

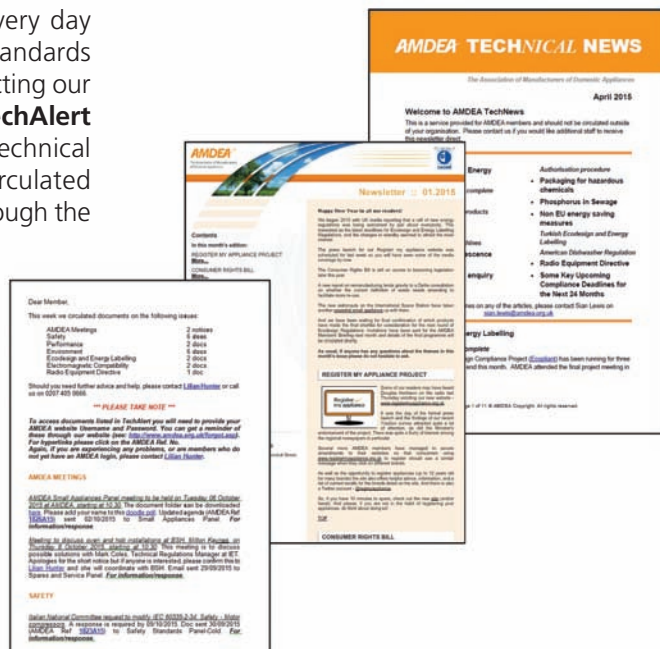
The main AMDEA **website** is [www.amdea.org.uk](http://www.amdea.org.uk), but we also have three others:

Our Time to Change campaign ([www.t2c.org.uk](http://www.t2c.org.uk)) which encourages consumers to replace ageing white goods with modern energy saving models;

A site dedicated to food waste disposers ([www.food-waste-disposer.org.uk](http://www.food-waste-disposer.org.uk))

And our new site is [www.registermyappliance.org.uk](http://www.registermyappliance.org.uk).

AMDEA members can benefit from a **Statistics Service** - participating companies receive monthly updates of their market data and a report on market trends is presented at each Board and Commercial Committee meeting. Many Members pay a small additional levy to receive channel reporting – we are planning to expand this option in 2016. Members may also licence the software to create their own reports.



# Our Organisation

## Meetings

The AMDEA **Board** of Directors meets three times a year at our London Office. It may create ad hoc Working Groups on particular issues that would hold physical meetings and/or teleconferences. The **Safety Working Group** is a permanent fixture monitoring the progress of **Registermyappliance**.

The **Commercial Committee** holds three physical meetings each year while the **Technical Committee** and **Small Appliances Panel** alternate on a quarterly basis.

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 to discuss safety topics with representatives of the UK Fire Services and the Government Departments BIS (Business, Innovation and Skills) 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.

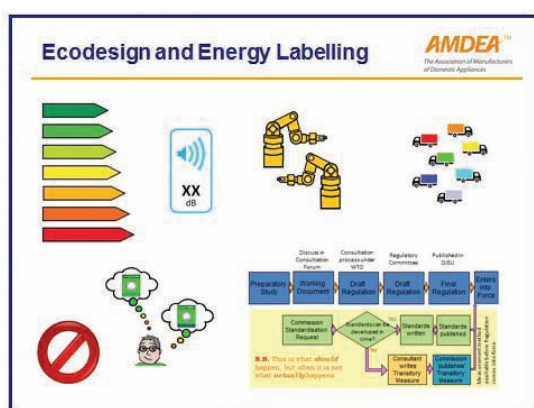
As well as the regular meetings AMDEA holds specialised **Briefing events** to which we invite external speakers. In the first half of 2015 there were two such events, one covering Ecodesign and Energy Labelling, the other the Consumer Rights Act 2015.

## Our Work

AMDEA's raison d'être is its members. We are there to represent their interests and to campaign on issues that affect them.

Much of our work is dealing with legislation, mainly in the areas of safety, performance, EMC and environmental impacts, though this last is rapidly expanding to cover many more aspects of the manufacturing process. Ecodesign, Energy Labelling, WEEE and chemicals legislation take up a significant amount of our time.

One crucially important area of work is that of standards. Our technical people are members of multiple BSI committees and working groups and hence participate in standards making at UK, European and International level. They chair several key standards groups and are much in demand for their experience and in-depth knowledge of the industry.



A slide from the Briefing on Ecodesign and Energy Labelling



The AMDEA home page



## Register My Appliance Campaign

At the beginning of 2015 AMDEA formally launched a campaign to promote registration of appliances as a sensible safety precaution for consumers. A key innovation is that consumers can register not only the new appliances that they buy but also those that they already own.

# Register my appliance

AMDEA Members contributed additional funds to set up the website, [www.registermyappliance.org.uk](http://www.registermyappliance.org.uk).

By the end of 2015 the site had more than 60 brands linking to members' own registration pages and the logo was being used in safety campaigns all over the country.

The campaign has formal endorsement from the UK Government Departments for Business, Innovation and Skills (BIS) and Communities and Local Government (CLG).

Other strategic allies include the Royal Society for the Prevention of Accidents (RoSPA), AgeUK, Citizens Advice and Trading Standards.

We have support from the Chief Fire Officers Association and the Scottish Fire and Rescue Service. We have supplied leaflets in English and Welsh for local fire services to distribute across the country.

AMDEA members have been reorganising their own websites to help make the registration process simpler and many of them are already using the logo in their own materials.

Throughout 2016 there will be continuing publicity with more emphasis on registering older appliances.





# Register My Appliance Campaign

Recalls are rare in the domestic appliance industry, but the potential consequences of an unsafe appliance can be significant. So being able to contact customers quickly if necessary is vitally important.

There were already several ways to register:

- 1 use the card supplied with the product
- 2 call the number given
- 3 complete an on-line form (for the manufacturer, retailer or a warranty provider).

The Register My Appliance portal offers an easy route to the manufacturer's on-line registration pages. Our template for the form asks for the minimum information that might help to identify an affected product and we are very clear that consumers can choose if they wish to receive other information or only a notification of a safety risk.

Most importantly, it makes it easier for consumers to register older appliances up to 12 years after they bought them.



**Register my appliance**   
*Right now*

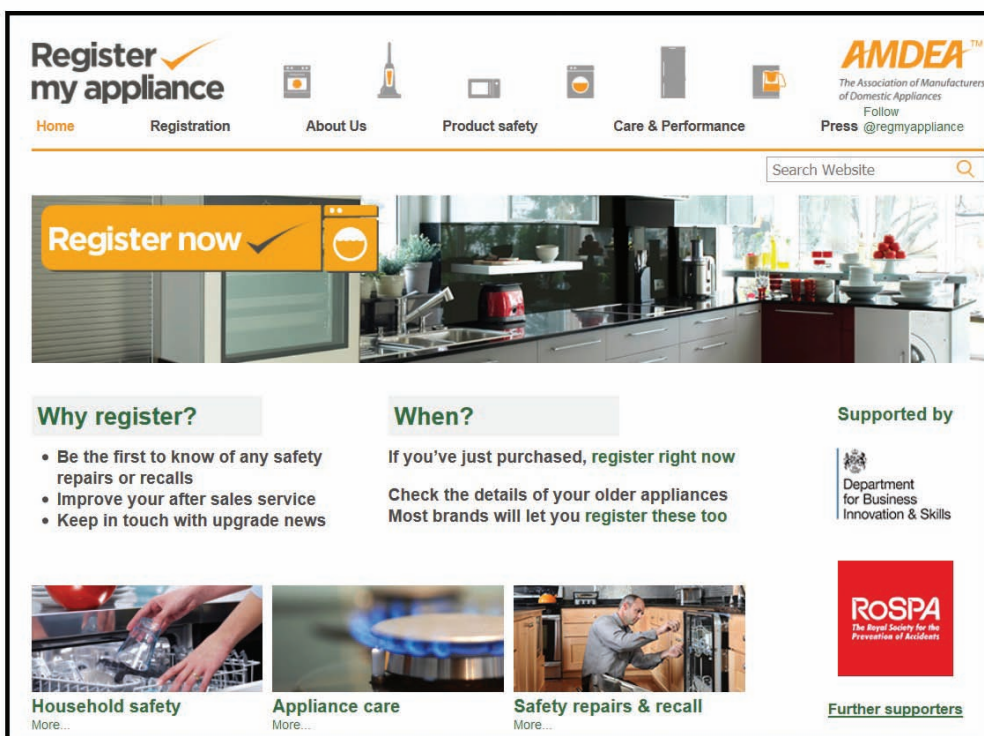
**Register your appliance for a safer home**


- Ensure manufacturers can contact you if a safety repair is needed
- Go to [www.registermyappliance.org.uk](http://www.registermyappliance.org.uk)
- Register appliances bought in the last 12 years
- Update your details if you or your appliances move

**For peace of mind register now**

The Register my appliance website is provided by AMDEA – The Association of Manufacturers of Domestic Appliances – to enable manufacturers to act quickly in case of a recall. This information is provided in partnership with the Fire Kills Campaign [www.gov.uk/firekills](http://www.gov.uk/firekills).


**FIRE KILLS**  
YOU CAN PREVENT IT



**Register my appliance** 

Home Registration About Us Product safety Care & Performance **AMDEA™**  
The Association of Manufacturers of Domestic Appliances  
Follow [@regmyappliance](https://twitter.com/regmyappliance)

Search Website

**Register now** 

**Why register?**


- Be the first to know of any safety repairs or recalls
- Improve your after sales service
- Keep in touch with upgrade news


**When?**

If you've just purchased, **register right now**

Check the details of your older appliances  
Most brands will let you register these too

**Supported by**

 Department for Business Innovation & Skills

 **ROSPA**  
The Royal Society for the Prevention of Accidents

**Household safety**  
More...

**Appliance care**  
More...

**Safety repairs & recall**  
More...

**Further supporters**



## Current Topics

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AMDEA has a technical team of four who deal with an array of legislation and standards affecting the more technical aspects of our industry. Other staff members cover consumer legislation and more generic water and waste related topics.

Many of our key issues are long-standing. Assorted standards are being reviewed at any one time. Existing law is amended and new laws proposed and even when new legislation has been passed we are involved in its implementation and enforcement. This is particularly true for European Directives or Regulations where the law applies at EU level but market surveillance and enforcement are the responsibility of the Member States.

Much of AMDEA's work in standards is related to legislation, with harmonised standards as the means of demonstrating compliance with legislation. However, while performance standards are a substantial part of our workload there are also ongoing reviews of safety standards and work on designing new standards to address environmental issues as well as to realise the vision of future interconnectivity.

The following is a selection of our current legislative preoccupations.

The safety of AMDEA members' products is governed by several pieces of legislation but primarily three Directives transposed into UK law: the Low Voltage Directive (**LVD**), Electromagnetic Compatibility (**EMC**) Directive and General Product Safety Directive (**GPSD**). Proposals to replace the last with a new European Regulation at the same time as revising market surveillance legislation has stalled in Brussels. In the meantime the UK Government decided to commission an independent review of the product recall system with the recommendations due to be published late in 2015. AMDEA was identified by BIS as a key stakeholder and we sent comments into BIS before and after the draft recommendations were written.

The **WEEE** (Waste Electrical and Electronic Equipment) Regulations provide for a Compliance Fee to be paid by Producer Compliance Schemes that cannot reach their targets for collecting WEEE in any one year. AMDEA chairs a group which designed the Compliance Fee regime that was chosen for the 2014 WEEE year. They submitted another proposal for 2015 and a decision will be taken by the UK Government in February 2016. The scheme generated £375,000 which was added to the sums brought in by the Distributor Take-Back Scheme. Local authorities were invited to bid for a share of this money to fund their local reuse and

recycling schemes. The UK exceeded its targets for the WEEE collection for 2014.

The Radio Equipment Directive (**RED**) will apply from 13 June 2016 and sets requirements for radio equipment placed on the EU market including safety and EMC. Richard Hughes of AMDEA is helping to write the European Commission's guidance on how it should be interpreted. The RED will increasingly affect our industry as appliances become more interconnected.

The **Energy Labelling** Framework Directive has been reviewed and a proposed new Regulation is expected to be law by 2017. Sian Lewis of AMDEA is a member of CECED's Energy Labelling Task Force and AMDEA attends DECC stakeholder meetings to express our industry's views. Barany Sothirajah attends stakeholder meetings commenting on the reviews of current labelling legislation as well as proposals for



*Stuart MacConnacher & Barany Sothirajah*

## Current Topics

new ones. We were again invited to meet a delegation of civil servants from South Africa who were interested in finding out how the UK implements energy labelling.

**Ecodesign** legislation has previously addressed energy use almost exclusively. However it was always intended to consider other environmental aspects and with the emergence of the Circular Economy concept it is expected that such aspects will be regulated in future. AMDEA is involved in standardisation development with Barany Sothirajah and Stuart MacConnacher concentrating on the performance standards while Richard Hughes convenes two groups developing standards related to resource efficiency as mandated by the European Commission.

The UK's **Consumer Rights Act 2015** came into force on 1 October 2015. AMDEA was involved in the early discussions as well as commenting on draft guidance documents. The Spares and Service Panel has designed an AMDEA Guidance Document. AMDEA has also been involved in discussions with MEPs and Commission staff about European legislation on consumer rights.

Chemicals are regulated by several pieces of legislation, among them **RoHS** (Restriction of the Use of Certain Hazardous Substances in Electrical and Electronic Equipment Directive) and **REACH** (Registration, Evaluation, Authorisation and restriction of Chemicals). There have been many more

substances identified for prospective restrictions or even outright bans. Key concerns in 2015 were the listing of the phthalate most commonly used in electrical cable as a Substance of Very High Concern; and a revised interpretation of the thresholds for such substances in articles.

The implementing legislation supporting the 2014 **F-Gas** Regulations was published towards the end of the year. The EU had been phasing out such gases for many years but some imported refrigeration products still use them, as do tumble dryers.



*Barany Sothirajah - one of the IEC Young Professionals 2015*

We are also monitoring the Ecodesign Preparatory Study on smart appliances. While standardisation work is still some way off completion, AMDEA has been approached by UK Government officials keen to understand the potential for managing energy demand for appliances via the use of variable tariffs.

*Richard Hughes  
at an IEC meeting*







## External Affairs

AMDEA has well-established contacts in the UK Government Departments that deal with matters of interest to our industry:

**BIS** (Business, Innovation and Skills) – safety, RED, EMC, WEEE, conformity assessment, consumer affairs and gas

**DECC** (Energy and Climate Change) – ecodesign, energy labels and other sustainability issues

**Defra** (Environment, Food and Rural Affairs) – water, circular economy, waste and F-gases

**CLG** (Communities and Local Government) – fire safety



*BIS*

In recent years we have met senior politicians (MEPs, MPs, MSPs and AMs) and their advisers as well as representatives of local government.

AMDEA was invited to join the BIS Better Regulation Delivery Office's **Business Panel** which convenes representatives of British businesses across all sectors. Richard Hughes is a member of the BIS market surveillance group.

We also talk to market surveillance authorities such as the **NMRO** (National Measurement and Regulation Office) and the **Environment Agency**; as well as bodies 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**.

Our technical teams are very active in standards work and AMDEA representatives chair various committees and working groups. A summary is shown below:

### **IEC: International Electrotechnical Commission**

Environmental Aspects; Performance of Household Appliances; Network Standby; Safety of Household Appliances; Fire Hazard Testing; and Resistance to Heat and Fire; and Quality of Electricity Supply.

### **CISPR: International Special Committee on Radio Interference**

High Frequency Appliance-related EMC, Appliances

### **CENELEC: European Committee for ElectroTechnical Standardisation**

**Convenorships:** WEEE standards; Network Standby; Material Efficiency; and Safety of Child Appealing Appliances

**Memberships:** Coordination of Standardisation for Ecodesign; Performance of Appliances; Safety of Appliances; Environmental Standards; EMF of Appliances; Characteristics of the Mains Supply; Preparation for Re-use; and Smart Appliances

### **BSI: British Standards Institution**

**Chairmanships:** Safety of Appliances; Performance of Appliances; Environmental Standards for Electrical and Electronic Equipment

**Memberships:** Policy and strategy committee for Electrical and Electronic Equipment; Conformity Assessment; EMC; EMF; Material Efficiency; Gas Appliances; Performance and Safety of Appliances including Home Laundry Appliances, Heating Appliances, Refrigeration Appliances, and Vacuum Cleaners



*European Commission pass*



## External Affairs

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AMDEA has links with an assortment of 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). Richard Hughes is Chairman of the Joint Trade Association Group (**JTA**). AMDEA is a member of the **BCCG** (Business Consumer Co-ordination Group), a forum convened by former members of the CBI's Consumer Affairs Panel. In January several of us went to Brussels to meet a selection of MEPs and Commission officials to talk about consumer law.

Our support for **HEEST** (Household Electrical and Electronic Servicing Training Forum) continues. We host their meetings and encourage our members to participate. This year the Forum made a successful bid to design a Trailblazer Apprenticeship for England to go with the qualifications and apprenticeship framework that they had previously designed for the UK and which will continue in the other devolved administrations.

We have strong links with other UK trade associations, particularly **retra** (the Radio, Electrical and Television Retailers' Association), **techUK** who represent the ICT sector, and **BEAMA**, a group of trade associations representing the Electrotechnical and Allied Manufacturing Industries in the UK. This year we joined the latter's formation of an Electrotechnical Market Surveillance group.

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### European Committee of Domestic Equipment Manufacturers

Boulevard Brand Whitlock, 114  
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)



*Paolo Falcioni, Director General*

AMDEA plays an active role in **CECED** and we are members of their National Associations Committee, Large Appliances Division and Small Appliances Division as well as the specialist groups dealing with Consumer Protection; Corporate Social Responsibility; Ecodesign and Energy Labelling; Conformity Assessment and Market Surveillance; Policy Aspects of Standardisation; Resource Efficiency; RoHS, REACH, Materials in Contact with Food, WEEE, Safety, EMC, RED, and Smart Grids. Plus of course various product-specific groups and sub-groups such as vacuum cleaners; washing machines and dishwashers; and refrigeration. Richard Hughes represents CECE on two European Commission groups: EMC and RED.



## AMDEA and the Media

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Throughout the year AMDEA provides regular items for local print and on-line media and for the trade press. We issue press releases on matters of particular moment and respond to general media queries about the industry. This year has seen a marked rise in the amount of coverage and the number of enquiries, as a consequence of our new campaign to encourage consumers to register appliances.

Our main AMDEA website is the main access point for the media and the public, with a secure area for our members only.

We also have our three dedicated campaign websites in a similar style to the main AMDEA website. **Register my appliance** is discussed on pages 6-7.

We launched **Time to Change** in 2007 to promote the benefits of replacing ageing white goods with new energy efficient models. The campaign has also argued that the UK Government should offer financial incentives for consumers to upgrade.

Our promotion of **Food Waste Disposers** (FWD) is more specialised, but ties in with ongoing discussions about waste and the circular economy. The site lists research papers related to the impact of FWD on sewerage and household waste collection. We also discuss the issues with policy makers around the UK and at European level.

We have a Twitter account for all three campaigns and a Facebook page for Time to Change and FWD.

AMDEA and Register my Appliance have been mentioned in television and radio programmes during 2015 and we have also supplied material for television programmes in relation to energy efficient appliances, standards, and small appliance technology.

Douglas Herbison writes a syndicated column for numerous local newspapers and we regularly contribute articles to the trade press on subjects such as WEEE and energy labelling. In 2015 we were also asked for comment on a diverse range of topics including fridge freezer noises, washing machine repairs, plastics in kettles and steam iron technology.

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### Our websites:

**AMDEA**<sup>TM</sup>  
*The Association of Manufacturers  
of Domestic Appliances*

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

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

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

**FWD**  
*Food Waste Disposer  
Group*

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

**Register** ✓  
**my appliance**

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

# AMDEA Members and Brands

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



**AMDEA<sup>TM</sup>**

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