

The Association of Manufacturers of Domestic Appliances

Annual Report 2018–2019

The Board at December 2018



Teresa Arbuckle (Chair) Beko plc



Peter Booth LG Electronics UK Ltd



David Boyle Crosslee plc



Neil Clark Franke UK Limited



Mark Davison Glen Dimplex Home Appliances



Andrew Dunning Numatic International Ltd



Mike Giddings Smeg (UK) Ltd



John Graham Crown Domestic Appliances Ltd



Howard Grindrod Hisense UK Limited



Andreas Meier **BSH Home** Appliances Ltd



David Meyerowitz Hoover Candy Group



Ashley Munden Emerson Electric UK Ltd



John Pickering Miele Co Ltd



Peter Spencer Electrolux Major Appliances Ltd



Andrzej Tuleja Whirlpool (UK) Ltd



Dave Tutton Triton Showers



Guy Weaver A365 Limited



Steven Wichary Dyson Ltd



Douglas Herbison (Secretary) AMDEA



David Winterbottom Vax Ltd



Dave Yearsley Haier Appliances Co UK



The Association of Manufacturers of Domestic Appliances



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What AMDEA Does

AMDEA is the UK trade association for manufacturers of all types of domestic appliances, using electricity, gas or solid fuel.We are entirely funded by annual subscriptions paid by our members.

Membership

We have one category of Full Member**ship** open to companies whose primary business model is supplying appliances. We also have an RMA Associate Membership for companies who want to be part of Register My Appliance but who cannot, or choose not to, become full AMDFA members.

AMDEA advises members on UK and European legislation and standards applicable to our sector. As well as our Briefing events, Committee and Panel meetings we often host visiting civil servants and other stakeholders so that our members can engage with them and vice versa.

AMDEA Websites

AMDEA also has a campaigning role.

We currently have three separate initiatives, each with its own dedicated website:

www.t2c.org.uk



Time to Change is the oldest, encouraging consumers to replace

their old appliances with new, more energyefficient models.

www.food-waste-disposer.org.uk



Another is our promotion of the benefits of Food Waste Disposers.

www.registermyappliance.org.uk

Register my appliance And last but not least **Register** My Appliance.

AMDEA represents our members' interests via our engagement with both policy makers and market surveillance authorities on existing and developing legislation, mainly in the areas of safety, performance, EMC and environmental impacts, though we also deal with consumer legislation, competition law and trade matters.

Standardisation Our key activity is our work in standards. The AMDEA technical team and representatives of our members are active in numerous BSI committees and working groups via which they also participate in standards-making at UK, European and International level. Both AMDEA and members of our Secretariat have won awards for this work.

Statistics

Our **Statistics Service** is provided by an independent third party as part of the full membership package. Members receive monthly **reports** and can choose to pay a small additional fee to receive **channel reporting** and/or a **licence** to use the software to create their own reports. Key market trends are presented at each Board meeting.



A Letter from the Chair



Dear all

It has been an exciting few months since I was elected Chair of AMDEA to succeed Simon Grantham, who left Miele Company Ltd earlier this year.

Safety is, as always, our industry's first priority and AMDEA has set up a new Consumer Group to crystallise AMDEA's efforts in this area.

The Consumer Group's responsibilities will include activation of the fourth annual Register My Appliance (RMA) Day on 24 January 2019, as well as planning our industry's changeover to the new energy labels which will start to appear at the end of 2020. This will be good news for all consumers, as this will phase in further energy savings, and the new labels should be easier for consumers to under-

Teresa Arbuckle AMDEA Chair

stand. In addition, the Consumer Group will look at ways to encourage consumers to swap their ageing appliances for more energy saving models, in line with government objectives to level out peak demands for energy.

We also welcomed the Government's establishment of the new Office for Product Safety and Standards, with its ambition to coordinate market surveillance across the country. There is growing public awareness of sustainability issues and the impact that we are all having on our planet. In the UK, Defra launched its 25-year plan for the environment. Internationally, work is ongoing to develop measurement standards for a range of environmental aspects of product design to support a more circular economy. Here again, AMDEA is working more closely with Defra to share the appliance industry's views on recycling, sustainability, and circular economy concerns.

The uncertainty surrounding the UK's future relationship with Europe continues to be problematic and AMDEA is working proactively with government departments and other bodies to ensure that UK consumers will continue to have access to safe, modern and sustainable products in the future.

It is clear that 2019 will be a challenging year but I am confident that AMDEA and its members will rise to the occasion.

- G

Teresa Arbuckle



Who We Are



Chief Executive Douglas Herbison - our politics and economics specialist, Douglas is an expert on both UK and EU political structures.



Lilian Hunter (above) is PA to the CEO and office manager. She is also the membership secretary and maintains the AMDEA Technical Library, including issuing the weekly TechAlert.

Sian Lewis (below) is AMDEA's external affairs and communications manager and editor of our publications.



Barany Sothirajah (left) is our specialist in performance standards and legislation, focussing on Ecodesign and Energy Labelling. She also covers chemicals legislation and all matters pertaining

to gas appliances.

The Technical Team



Richard Hughes (above) is AMDEA's authority on circular economy standards, plus UK and EU legislation on safety, EMC, radio equipment, market surveillance and all things electronic.





safety and cybersecurity.

Clement Skinner (left) is now our main man in safety standards. He is also involved

in "smart" standardisation – both for



Stuart MacConnacher (above), formerly an AMDEA Technical Manager, is now our consultant on appliance safety and F-gases.



Plus external support from:

Gary Roethenbaugh, Zenith Global Ltd Dee Fernandes, BFIPR Robert Payne, Precision Accounts Ltd Roy Brook, TS&R Ltd Graham Pinner, Castleman & Dean Ltd Peter Groves, C|| Law

AMDEA Statistics Service Press Office and AMDEA Campaigns Accounts and HR IT Support Estates Manager Competition Law Advisor

A Message from the Chief Executive



Douglas Herbison AMDEA Chief Executive

2018 has been an exciting year, in spite of, or perhaps because of the continuing uncertainty around the UK leaving the EU. AMDEA has certainly spent a lot of time responding to requests for information from UK Government departments and attending various meetings, both at home and in Brussels, to assess the likely impact on our industry.

You may remember that AMDEA was a member of the Government Working Group on Product Safety and Standards. Two outcomes from their final report were the creation of a new national Office for Product Safety and Standards, followed by publication of a BSI Code of Practice on corrective actions (PAS 7100), which AMDEA helped to develop. AMDEA held numerous meetings with the Office throughout the year, including them speaking at one of our Member Briefing events.

RMA Day 2018 was our most successful to date, with the usual message of support from the Business Minister. We are, as ever, immensely grateful to all our allies, particularly Electrical Safety First and the Fire and Rescue Services, who do so much to promote RMA on our behalf.

Our work on international standards has followed two main strands: continuing to propose and develop improvements via BSI, while working with other stakeholders to overcome delays in listing the Harmonised Standards that our members can use to demonstrate compliance with European legislation.

A key achievement this year was helping to persuade Defra to set more realistic targets for the recovery of waste electrical and electronic products (WEEE), thereby saving our members money - always a popular result.

A new topic for 2018 was cybersecurity. AMDEA acquired contacts in the Department for Digital, Culture, Media and Sports as they sought feedback on their proposed Code of Practice.

While we go into 2019 with a degree of uncertainty, I am confident that AMDEA will continue to provide its members with the services that they deserve.

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Douglas Herbison



Who We Deal With

AMDEA has been an independent trade association since the 1970s. Over the years we have formed strong relationships with many other bodies, both at home and abroad.

Our membership of **BSI** (British Standards Institution) committees and working groups also gives us membership of committees and working groups in the European standards bodies, especially **CENELEC** (European Committee for ElectroTechnical Standardization), as well as the international standards bodies, particularly **IEC** (International Electrotechnical Commission). We are also involved in joint working groups formed by **CEN** (European Committee for Standardization) and **CENELEC** and similarly by **IEC** and **ISO** (International Organization for Standardization).

We deal with non-governmental organisations such as **EST** (Energy Saving Trust) and **WRAP** (Waste and Resources Action Programme). Notable among our key allies in promoting **Reg**ister **My Appliance** are **ESF** (Electrical Safety First) and the national Fire and Rescue Services, especially **LFB** (London Fire Brigade), who also attend our Safety Liaison Panel meetings.

AMDEA is also one of the Gas Safe Register's stakeholders.

Douglas Herbison is a member of an informal group of Brussels-based organisations discussing the implications of BREXIT.

As well as syndicated articles for local news outlets we contribute to the two trade magazines, **ERT** and **IER**, and often present awards at their annual events.



Working with the Government

We may meet senior politicians and/or their advisers, Councillors and representatives of local government in the UK. But we mostly deal with UK civil servants and consultants in the various Government Departments: **BEIS** (Business, Energy and Industrial Strategy); **Defra** (Environment, Food and Rural Affairs); the **Home Office** – fire safety campaigns and statistics; **DCMS** (the Department for Digital, Culture, Media and Sport); **DExEU** (the Department for Exiting the European Union) and **DIT** (the Department for International Trade).

AMDEA is a member of the BEIS **Business Reference Panel** and their new **Office for Product Safety and Standards** has been a regular visitor this year. We are also a member of their virtual stakeholder group on international trade.



Who We Deal With

Links with Other Trade Associations

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**.

AMDEA is one of 10 trade associations working with three Producer Compliance Schemes in the **JTA** (Joint Trade Associations Group) which submits an annual proposal for the WEEE Compliance Fee mechanism.

We are a member of the **EMS** (Electrotechnical Market Surveillance) **Group** set up by BEAMA to address the risks posed by counterfeit electrical products.

AMDEA is also one of three trade associations supporting the **HEEST** (Household Electrical and Electronic Servicing Training) **Forum**.



We are national association members of **APPLiA** Home

Appliance Europe (formerly CECED) and they are one of our routes into the European Commission.

Richard Hughes represents APPLiA at the EMC Working Party and the Radio Equipment Directive Working Group. We are actively involved in many of their working groups. We are also in touch with all the other appliance trade associations in Europe.



MTA celebrating their 40th Anniversary

Sian Lewis (seen above third left) is Deputy Chairman and Finance Officer of the **MTA** (Microwave Technologies Association), which celebrated its 40th anniversary this year. She is also a member of the **BCCG** (Business Consumer Co-ordination Group), a cross-section of UK businesses offering policy makers views on consumer rights legislation in the UK and EU.

The trade associations we talk to most are:

retra (the Radio, Electrical and Television Retailers' Association); **techUK**, who represent the ICT sector; **BEAMA**, a group of trade associations representing the Electrotechnical and Allied Manufacturing Industries in the UK; **CESA** (Catering Equipment Suppliers Association); **HHIC** (Heating & Hotwater Industry Council); and **SEAMA** (Small Electrical Appliances Marketing Association).

We also have links with **AHAM** (Association of Home Appliance Manufacturers) in the USA.



Highlights of 2018

Be safer in seconds

It's Product Safety Week

Register your appliances to be the first to know about recalls or safety repairs.

It's quick, easy and free

Register my appliance

RMA Day

Our fourth and most successful-to-date RMA Day saw us trending on Twitter.



WEEE

Defra issued its WEEE targets for 2018 – they were lower than originally envisaged in re-

sponse to forecast data supplied by AMDEA and REPIC, thereby saving our members a lot of money.

The JTA (of which AMDEA is a founder member) submitted its annual proposal for an updated methodology for the WEEE Compliance Fee.



Defra's Plan

AMDEA continued to contribute to the multiple standardisation activities in Europe to support the Circular Economy and was invited to the launch of Defra's 25-year plan.

A New Brand for CECED



Our European Trade Association marked its diamond jubilee by rebranding – with a change of name from CECED (European Committee of Domestic Equipment Manufacturers) to APPLiA Home Appliance Europe. Douglas Herbison attended the launch event in Brussels.

Working Together

AMDEA, BEAMA and APPLiA organised a joint "smart standardisation" event in London in November 2018.



Trailblazing at World Skills UK Live

The new Trailblazer apprenticeship for installation and repair of appliances was published and is gradually being offered by colleges around the country. AMDEA attended the WorldSkills UK Live event in Birmingham where appliances were featured for the first time.



Highlights of 2018

Food Waste Disposers



AMDEA attended a community event in Upper Rissington following up on a Local Government Association trial of food waste disposers.

Smart Security

DCMS asked for our members' feedback on their draft "cybersecurity label" and we organised a discussion with our members, following which they made amendments before its publication in the autumn.

Cold Standards

AMDEA continued our efforts to amend the CENELEC safety standard 60335-2-24: Safety – Refrigerating appliances, ice-cream appliances and ice makers to align with the international standard. AMDEA had proposed the changes to one of the fire resistance tests that were included in the revised IEC standard published in 2017.

Keeping Products Safe

The BSI published PAS 7100: Code of practice on consumer product safety-related recalls and other corrective actions - a new Publicly Avail-

able Specification which AMDEA helped to develop. This was one of the recommendations in the report from the Government Working Group on Product Recalls and

> Safety in which AMDEA participated.

Safety First

AMDEA promoted International Product Safety Week with the support of the Office for Product Safety and Standards.We published the results of a consumer survey and issued Top Tips for buying safe appliances on-line.

European **Standards**

AMDEA was one of 34 organisations who co-signed a letter to the Secretary of State of BEIS, Greg Clark, in support of BSI's membership of CEN and CENELEC after Brexit.



Following the UK referendum and the triggering of Article 50 for the UK to leave the EU. AMDEA has been involved in sundry activities with government departments and BSI to clarify the multitude of legal and technical issues arising from these decisions.



Safety

Obviously, the safety of appliances and their users is the first concern for AMDEA members.

Following our work on the Government Working Group on Product Recalls and Safety, AMDEA played an important role within the BSI Steering Group that developed the new PAS 7100: Code of practice on consumer product safety related recalls and other corrective actions which was published in March 2018.

The new Office for Product Safety and Standards within BEIS presented at our AMDEA Briefing Event on market surveillance in the spring. They also visited AMDEA several more times during the year.



AMDEA ran two of our Safety Workshops in 2018 – one on safety risk assessments; the other on what

companies need do to ensure that their products continue to be safe, with a guest speaker from Trading Standards.

Standards and their Support for Safety and Other Legislation

AMDEA has long been active in the world of safety standards, not only in BSI committees and working groups, but also at European and International level. We have often initiated changes to standards, since our network of contacts allows us to discuss ideas with other stakeholders prior to proposing formal amendments.

Our most recent success was the 2017 revision to the IEC safety standard for fridge-freezers. This included enhanced fire resistance testing as proposed by AMDEA via BSI following discussions with the London Fire Brigade and our Safety Liaison Panel. Throughout 2018 we continued to press for the equivalent European Standard to be aligned as soon as possible.

For decades, standards have been used to support EU legislation by providing manufacturers with a clear set of requirements for demonstrating conformity with the law.



In recent years the process for accepting these standards as proof of compliance has become slower and more bureaucratic, and early in 2018 the European Commission introduced a new scheme for evaluating them. AMDEA has been involved in various efforts to help restore this effective link between standardisation and the law.

Left: The UK delegation at work during the recent CENELECTC61 meeting in Italy. Stuart MacConnacher of AMDEA is in the front row, third from the right.



Safety



Our third annual RMA Day, on 23 January 2018, was our most successful yet.

As in previous years, RMA Day was preceded by our winter Prize Season,

when some of our members offer free entry into a prize draw to customers who register any of their brands in the preceding two months.

Our annual consumer survey concentrated on refrigeration products and found that, while a gratifying number of consumers said that they always registered, a significant number had moved into property with an appliance already installed and had no idea of how old it was or if it was registered.

In November we conducted some more consumer research for International Product Safety Week, supported by the Office for Product Safety and Standards. The theme for this year was on-line shopping so we also gave out 7 "top tips" for buying appliances safely on-line.



First launched in 2015, www.registermyappliance.org.uk offers consumers an easy route to registering well over 60 brands of appliances up to 12 years old. Now optimised for mobile access, the site also lists product recalls as well as providing helpful hints on how to keep appliances working safely and efficiently.

A list of our key supporters can be found on the website, but we would like to take this opportunity to thank all our allies for their sterling efforts to promote product registration.

We are especially grateful to BEIS, the local Fire and Rescue Services (especially London Fire Brigade), and Electrical Safety First, who continue to make helpful suggestions for improvements, as well as promoting RMA in their own campaigns.

AMDEA's new Consumer Group is formatting recommendations for enhancement and improvement of RMA going into 2019.





Energy

Ecodesign and Energy Labelling Legislation

We contribute comments to both APPLiA (and hence to the European Commission and European Parliament) and to BEIS and Defra who consolidate the UK position. We are involved in



developing the performance standards used to measure the ever-growing list of requirements. AMDEA also works with the market surveillance bodies.

After a short lull since the last round of product-specific Regulations for the framework Ecodesign and Energy Labelling Directives were all implemented, 2018 saw draft proposals for revisions to both.

As part of the EU's Circular Economy package, measures to address material efficiency provisions are now planned. AMDEA has been at the forefront of developing European standards to measure these aspects via a new CENELEC Committee, JTC10, which is writing eight standards among which are those measuring ways of extending product lifetime and re-using components or recycling materials both at end of life and in the design phase.

In 2017 the new EU Energy Labelling Regulation (to replace the Directive) rescaled the energy classes and provided for three phases of revisions, with the labels for large white goods being in the first batch. It also contained provisions for a database in two parts – one giving consumers access to all the energy labelling information; the other with confidential technical data for Market Surveillance Authorities.



There were delays in approving the Regulations and in testing the database. The General Court of the European Union announced that it would annul the Energy Labelling Regulation for vacuum cleaners, as part of a long-running legal dispute.

We expect to see the new energy labels for white goods in the shops by the end of 2020, with B being the highest available class at that point.

Smart Appliances

AMDEA is involved in much of the emerging standardisation work. We were approached by the Office for Product Safety and Standards for assistance with a research project looking at possible safety risks in the future.

In November AMDEA, BEAMA and APPLiA ran a joint smart standardisation workshop for members of our associations, BSI and representatives of Government departments, to discuss the need for an international approach to standards for smart appliances.



Sustainability

WEEE

AMDEA has a long history with the UK Waste Electrical and Electronic Equipment Regulations.



Our members set up REPIC, one of the Producer Compliance Schemes (PCS). We also founded the JTA (Joint Trade Association Group), which is now an alliance of 10 trade associations working with three PCSs to improve the UK's WEEE regime. Every year the JTA submits a proposal for a Compliance Fee mechanism.

Early in 2018 a small group of AMDEA Board members and REPIC approached Defra to express concerns that the estimates used for setting WEEE recovery targets each year were overly optimistic. We provided them with our own estimates and the 2018 targets were revised accordingly, saving our members a great deal of money.

EPR

Extended producer responsibility (EPR) is a mechanism whereby producers are required to pay for the environmentally sound treatment and disposal of products at the end of their life: hence the cost of WEEE compliance.

But EPR is also applied to items such as batteries and packaging. Both the UK Government and the EU have been looking at ways to ensure that the true cost of collecting and treating various waste streams can be paid for via EPR.

Defra was expecting to launch a consultation on this topic before the end of 2018.

Plastic

Another driver for EPR is the growing media coverage of the level of plastic pollution in our environment. This has led to a range of legislative proposals and industry initiatives in the UK and EU.

For example, the European Commission has proposed a new Directive on the reduction of the impact of certain plastic products on the environment which could have repercussions for our sector, even though we are not its primary target.

Not to be outdone, in his autumn budget the UK Chancellor announced a 30% tax on any business whose plastic packaging is less than 30% recyclable, or if they import packaging which is less than 30% recyclable.



AMDEA Members and Brands

AMDEA Members	Brands
A365 Limited	Cuisina, Eurolec, Ferretti, Homark, Qudos
Aga Rangemaster	AGA, Falcon, Fired Earth, LaCornue, Leisure Sinks, Marvel, Mercury, Rangemaster, Rayburn, Redfyre, Stanley
Aqualisa Products Ltd	Aqualisa, Gainsborough, AQ by Aqualisa
Beko plc	Beko, Blomberg, Flavel, Grundig, Leisure
Bristan Group Ltd	Bristan, Heritage Bathrooms
BSH Home Appliances Ltd	Bosch, Neff, Siemens, Gaggenau
Crosslee plc	Hostess, Odell, Royal Cozyfires, White Knight
Crown Domestic Appliances Limited	Iceking, Royale, Snowwhite, Sovereign
Dualit Ltd	Dualit, Architect, Bake Off, Classic, Lite, NX Capsules, Rhino, Soft Touch, Vortecs
Dyson Ltd	Dyson
Electrolux Major Appliances Ltd	AEG, Electrolux, Frigidaire, Zanussi
Emerson Electric UK Ltd	InSinkErator
Fisher and Paykel Appliances	Fisher & Paykel
Franke UK Ltd	Franke, Carron Phoenix, KWC
Glen Dimplex Home Appliances	Belling, Britannia, GDHA, Lec, New World, Stoves'
Grey Technology Ltd	Gtech
Haier Europe Trading S.R.L. (UK)	Haier



AMDEA Members and Brands

AMDEA Members	Brands
Hisense UK Limited	Hisense, Gorenje
Hoover Candy Group	Candy, Hoover, Baumatic, Gasfire, Hoover-Otsein, Iberna, Jinling, Rosières, Süsler, Vyatka, 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
Marleton Cross Ltd (MX Group)	MX, Neptune
Maurice Lay Distributors Ltd	Caple
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	Strix, Aqua Optima
SZ & W Ltd	Sub-Zero, Wolf
Triton Showers	Triton Showers
Vax Ltd	Vax
Vestel UK Limited	Electra A, Servis
Whirlpool UK Appliances Ltd	Bauknecht, Hotpoint, Ignis, Indesit, KitchenAid, Maytag, Whirlpool



Contact Us



The AMDEA Secretariat is based in London and can be contacted by e-mail, telephone or post for any enquiries.

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	Websites
Main website:	www.amdea.org.uk
Campaign websites:	www.registermyappliance.org.uk @regmyappliance www.food-waste-disposer.org.uk www.t2c.org.uk or find us on Facebook

Publications

Once a Year	Annual Report – in hard copy and also a pdf on the website
10 times a Year	TechNews – an e-bulletin for our members
Once a Month	AMDEA Newsletter - anyone can subscribe
Once a Month	Bulletin for RMA Associate Members
Once a Week	TechAlert – a summary of the previous week's technical e-mails

AMDEA is the trade association for large and small domestic appliances; heating; water heating; floorcare and ventilation. We represent manufacturers at UK, European and International level; with government and EU political institutions; in standards and approvals; with non-governmental organisations; with consumers and in the media. AMDEA protects and promotes its members' interests in all these fields.

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The Association of Manufacturers of Domestic Appliances









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