



*The Association of Manufacturers
of Domestic Appliances*

ANNUAL REPORT
2012 - 2013

AMDEA ANNUAL REPORT 2012-2013

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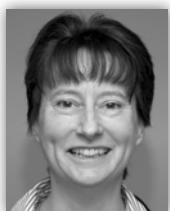
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AMDEA is the UK trade association for large and small domestic appliances; heating; water heating; floor care and ventilation. We represent our members at UK, European and International level; with government and EU political institutions; in standards and approvals; with non-governmental organisations; with consumers and in the media.

The Secretariat



Douglas Herbison
Chief Executive



Sian Lewis
Association Executive



Richard Hughes
Technical Manager



Chrissy Beer
Technical Officer



Stuart MacConnacher
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Chairman's report

It has been an interesting year, with the highlights of the Queens' Jubilee and the Olympic and Paralympic Games giving the country a reason to be cheerful as the economic situation struggled slowly out of the doldrums to the accompaniment of record levels of rainfall!

Our industry has continued to seek improvements in the energy efficiency of our products as well as their performance and we are engaged, directly and via our trade association, with policy makers and other interested parties in the development of legislation and standards.

AMDEA has expanded its campaigning activities in 2012 and the highlight of our year was our House of Commons launch event in October when we published the final report on the research project that we commissioned from Surrey University. We invited a wide range of people including MPs with environmental interests as well as those from constituencies where AMDEA members have a presence; representatives from Government Departments and Local Government as well as NGOs, other trade associations and trade press. We were able to post the documents immediately on the newly redesigned AMDEA website and even before the event took place had begun to set up meetings with interested parties to pursue follow up activities in 2013.

With new Ecodesign requirements anticipated for a growing number of our products it is clear that the environmental impact of our products will continue to be a priority in the coming year.

We will also see legislation to transpose the new Waste Electrical and Electronic Equipment Directive and the Consumer Rights Directive, with the prospect that the devolved administrations of the UK may not all see their implementation in the same way.

So we look forward to interesting times in 2013!

John Morrissey



Message from the Chief Executive

AMDEA started the year on an optimistic note with our new campaign activities well in hand and high hopes for economic recovery.

We did face some challenges as the year went by. Like many London-based companies we set up contingency plans to cope with the impact of the Olympic and Paralympic Games but in fact the summer went very well with minimal disruption, at least as far as travelling was concerned.

We were less fortunate in that the renovation works to our offices were delayed over the summer with the result that we had to reschedule and relocate some events this year because of the levels of noise in the office. However, the works are now almost finished; we have some new neighbours; and we are hopeful that our new double glazed windows will make a big difference to our energy bills this winter.

But on the whole 2012 turned out to be a good year for AMDEA.

As well as the launch of our Surrey research project at an event in the House of Commons, our much improved main AMDEA website went live and now forms the central hub for all our electronic media - the Time to Change and Food Waste Disposer (FWD) websites and the Time to Change Twitter and Facebook sites.

Our Time to Change website expanded to include, among other products, vacuum cleaners. We also added frequent updates to Facebook and Twitter.

We also helped the Local Government Association set up a pilot study of domestic FWD (and they are now planning another) as well as meeting politicians, civil servants and utility companies in England, Scotland and Wales.

The expanding scope of Ecodesign and Energy Labelling took up a lot of AMDEA staff (and members') time but we finally saw publication of the new tumble dryer regulations. There were revised proposals for vacuum cleaners; cooking appliances; space, water and room heaters; network standby and coffee machines.

We continued our dialogue with Government about the UK implementation of the current WEEE Regulation as well as what might be improved when we transpose the revised Framework Directive that was finally published this summer.

UK consumer legislation is undergoing a wide-ranging review and there have been several consultations related to enforcement, terms and conditions, and consumer rights.

Work on standards continued apace and AMDEA was particularly active in work on smart grids, electromagnetic compatibility, performance and safety.

We come to the end of 2012 with even more members so, for the seventh year running, we have again held our subscription fees at the same rates.

Douglas Herbison

The Board



John Morrissey
(Chairman)
Indesit Company UK Ltd



Eric Ireland
Smeg (UK) Ltd



Ragip Balcioglu
Beko plc



Andrew Lawson
Baumatic Ltd



David Hollander
Dyson Ltd



Gianfranco Palma
Hoover Candy Group



Joe Ferrara
Emerson Electric UK Ltd



Lorna Fellowes
Triton Showers



Ian Raiton
Whirlpool (UK) Ltd



David Boyle
Crosslee plc



Andrew Dunning
Numatic International Ltd



Guy Weaver
Appliance365 Ltd



Michael Steinle
BSH Home Appliances Ltd



Simon Grantham
Miele Co Ltd



Denver Hewlett
Glen Dimplex
Home Appliances



Ian Banes
Electrolux Major
Appliances Ltd



Michael Yates
Jarden Consumer
Solutions EMEA



Rakesh Tiwari
Fisher and
Paykel Appliances



Douglas Herbison
AMDEA

AMDEA STRUCTURE AND COMMUNICATIONS

Structure

AMDEA has a Board of Directors comprising the CEOs of member companies who are responsible for our strategic planning.

Committees and Panels

AMDEA has two main committees – Commercial and Technical. Each 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, though they may physically meet to discuss a particular topic, while others have regular meetings throughout the year.

Staff

We have six members of staff based in London, three of whom are technical specialists. We can always be contacted by e-mail or by telephone.

Communications

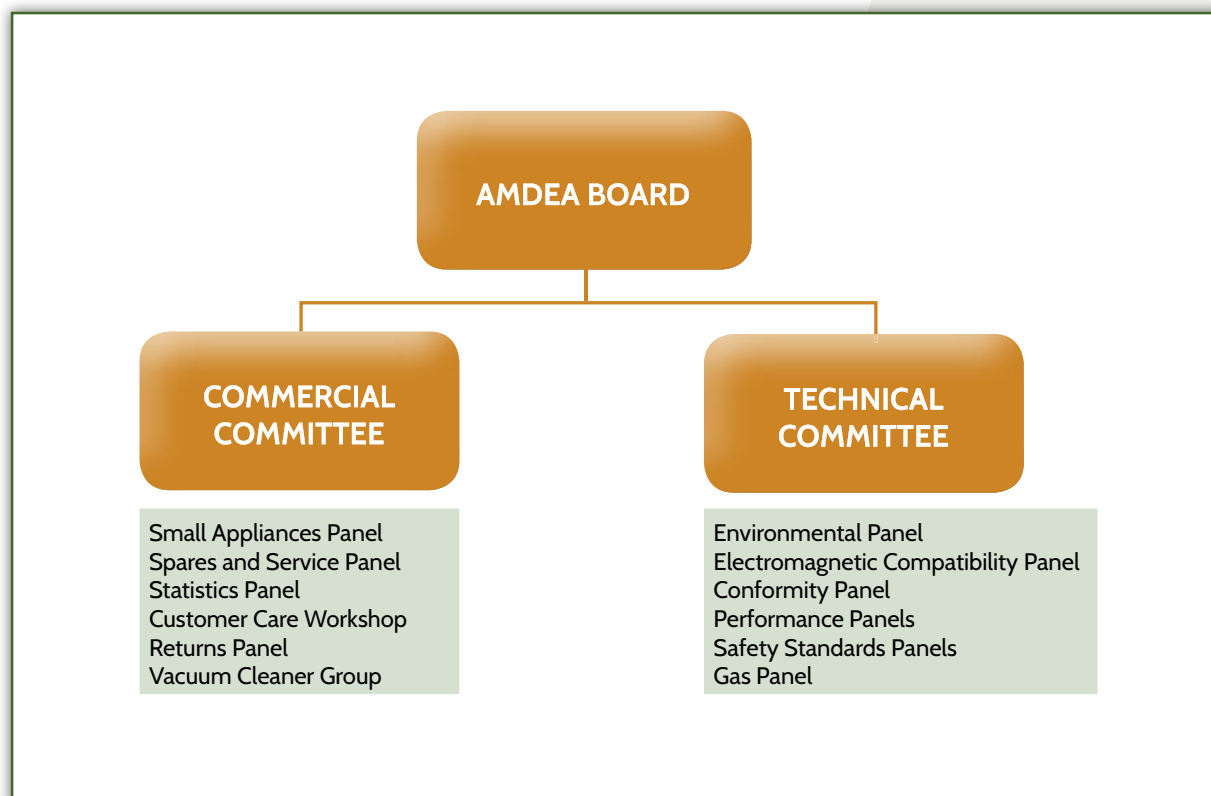
As well as the ordinary meetings AMDEA holds specialised Briefing events for members on topical issues with external speakers supplemented by presentations from our own staff.

The main AMDEA website www.amdea.org.uk has been upgraded this year so we now have three websites in all, with the second being the Time to Change campaign site www.t2c.org.uk and the third dedicated to food waste disposers www.food-waste-disposer.org.uk.

Our monthly **Newsletter** is published as an e-bulletin and is also available to non-members while **TechNews** is issued 10 times a year to member contacts only. We also circulate a quarterly **Campaign News**.

We send daily e-mail updates on legislation, standards changes and other topical developments affecting our industry and every Friday a summary of the previous week's technical mailings (**TechAlert**) is e-mailed with links to the circulated documents that can then be accessed through the members' area of the website. We also issue informative notes on issues of concern as they arise.

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



External links

AMDEA is a member of the CBI (Confederation of British Industry) and Douglas Herbison is on their Trade Association Council.

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We are also members of the Microwave Technologies Association of which Sian Lewis is the Deputy Chairman.

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The Association of Manufacturers of Domestic Appliances

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Welcome to the website of **AMDEA**, the Association of Manufacturers of Domestic Appliances, the UK trade association for the manufacturers of small and large domestic appliances.

Visit [AMDEA's Website](#) to learn more about appliances.



The latest energy rating for all energy consuming appliances will be introduced from 1st July 2010. The pie chart shows the distribution of energy ratings for all appliances.

Read More



Energy Efficient logo with a bar chart showing energy efficiency levels.

Read More



Energy Efficient logo with a bar chart showing energy efficiency levels.

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Energy Efficient logo with a bar chart showing energy efficiency levels.

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AMDEA CAMPAIGNING

Last year the AMDEA Board decided that our promotional activities should be expanded.

In previous years our main interaction with the public has been the promotion of the great advances in energy efficiency of our members' products, mainly through the Time to Change website and our "oldest fridge" competitions. Now we are seeking to promote the benefits of other appliances and to make more of their role in modern society.

Websites and social media

We have redesigned our main website www.amdea.org.uk. This is now a modern site with illustrative graphics; facts and figures related to household appliances, plus explanations of energy labels; items of news; and information about AMDEA and its members. The archive of documents now sits in the separate Members' Area, as do the Codes of Practice related to technical issues.

Our Time to Change website (www.t2c.org.uk) still offers advice to consumers and includes an updated version of the calculator that lets customers see how much energy (and money) they could save by replacing an ageing large appliance with a modern one. The campaign is also on Facebook and Twitter.

Our third website (www.food-waste-disposer.org.uk) promotes food waste disposers (FWD) as a way of reducing the amount of household waste going to landfill and an aid to local authorities struggling to meet their refuse collection targets.

Research

In the spring of 2012 we commissioned Surrey University to conduct a research project looking at consumers' behaviour in relation to their use of domestic appliances. The study involved five private households in the Woking area and explored how they used the energy-saving features of their existing appliances and the impact of replacing older appliances with newer models with and without changing behaviour. The final report was published in October and formally launched at a reception in the House of Commons.

House of Commons event

The reception was sponsored by Richard Harrington, MP who has two AMDEA members within his constituency and the invited guests included AMDEA members' constituency MPs as well as politicians, civil servants, NGOs and others interested in energy saving.

The event was well attended on the day with others sending apologies but expressing support and asking for meeting dates. AMDEA has started the process of engagement with these people and this will continue into 2013.

KEY ACTIVITIES IN 2012

Legislation affecting our industry includes, for example, product performance, product safety, environmental impact, consumer rights and competition. It might seem as if we spend most of our time talking about energy labelling and waste but these are merely the most high profile.

Product legislation is typically set at EU level and then transposed into UK law. AMDEA also attempts to understand and influence areas that are not regulated today but which are likely to become regulated in the future - examples are greenhouse gas emission, smart grids, and durability.

AMDEA talks to those involved in policy-making at all levels but we are also engaged with the technical aspects of evolving legislation and are active members of numerous standards committees and working groups. We also respond to formal consultations, either directly or through CECED and/or the CBI.

EU Directives and Regulations go through a defined process involving three main bodies, the European Commission, the Council of Ministers (representatives of Member States) and the European Parliament.

These bodies operate in different ways and AMDEA works with our European partner CECED to influence each body to deliver a consistent industry message.

EU Directives have to be transposed into law in each Member State and these and any implementing legislation are then enforced at national level. Here again our contacts with BIS, Defra and the relevant market surveillance authorities are crucial for all our members.

The National Measurement Office (NMO) is the Market Surveillance Authority for Ecodesign, Energy Labelling and RoHS. The Environment Agency is the Market Surveillance Authority for WEEE. AMDEA maintains good relations with both these bodies and, as well as direct communication with them, we are happy to offer member companies support in their own dealings with queries from these bodies.

Compliance with standards is the way most companies use to demonstrate conformity with CE marking Directives. There were existing procedures for demonstrating compliance but these gave no powers to the European Parliament and a new EU Regulation has now been produced to address this and other standards-related matters.

AMDEA advises on the implementation of standards, their development and their impact on the UK market. We have representation in BSI (British Standards Institution), CENELEC (European Committee for Electrotechnical Standardization), IEC (International Electrotechnical Commission) and CISPR (Special International Committee on Radio Interference).



PRODUCT SAFETY

The two main European Directives covering the safety of consumer products placed on the market are the Low Voltage Directive and the General Product Safety Directive.

They are both currently being amended, the first to meet new requirements for CE marking, market surveillance, and the accreditation of conformity assessment bodies; the last to improve the market, enhance customs checks at European ports, and help ensure that any products identified as dangerous can be removed as soon as possible.

Key aspects of consumer safety currently occupying the international standards community are the permitted external surface temperatures for some appliances; so-called “child-appealing” products; and food safety.

Also linked to safety is legislation on unfair contract terms, which is undergoing change at the EU level as part of the Consumer Acquis. UK specific legislation such as the Sale of Goods Act and the Plug and Socket Regulations are also important.

ELECTROMAGNETIC COMPATIBILITY

This is another CE marking Directive that is undergoing revision to bring it into line with the requirements to improve market surveillance etc. The standards applicable to our products are also undergoing radical change, in part driven by the move from analogue to digital TV which changes the electromagnetic environment in which our products need to operate.

AMDEA attends the European Commission's body responsible for overseeing the operation of the EMC Directive on behalf of CECED.



ENERGY

In tandem with Energy Labelling legislation we now have Ecodesign Regulations – intended to reduce the environmental impact of products throughout their lifecycle. So far the product-specific Regulations have concentrated on the energy consumed during the “in-use phase” of products. But moves are now afoot to extend this to non energy aspects. Under the same Framework Directive we also have the Standby and External Power Supplies Regulations.

AMDEA has been involved in both the work on standards to support these Regulations and the evolution of the legislation itself. In 2012 we were involved in discussions with industry, policy makers, standards committees and public consultations for cooking appliances, heaters of all kinds, tumble dryers, vacuum cleaners, coffee machines and network standby.

WASTE

The recast Waste Electrical and Electronic Equipment (WEEE) Directive was published in the summer of 2012. AMDEA convened and chairs the Joint Trade Association Group, a collection of trade associations and compliance bodies, who meet regularly with BIS to discuss how the existing UK Regulations are implemented and to look at how the UK will transpose the revisions.

The recast Directive also provides for the use of standards. AMDEA is a member of the relevant CENELEC Committee and is also in discussion with the European Commission.

AMDEA's Food Waste Disposer (FWD) Group continued talking to politicians, the Environment Agency, the Scottish Environmental Protection Agency, and water companies. We also helped the Local Government Association to set up a research project to assess the use of FWDs on a new housing development.



CHEMICALS

The recast Directive on Restriction of Hazardous Substances (RoHS) is being transposed into UK law. The number of restricted substances remains the same but the processes used by companies to demonstrate conformity may need to change because the Directive is "CE marking". AMDEA was a member of the CENELEC committee that wrote the standard covering how to manage compliance of substances along the supply chain. This standard is now published and has been listed in the Official Journal of the European Union.

Under the REACH (Registration, Evaluation, Authorisation and restriction of Chemicals) Regulation the European Chemical Agency agrees on the identification of more "Substances of Very High Concern" for the Candidate List, which AMDEA circulates to members. We also inform members of additions to the lists of authorised and restricted chemicals.

CONSUMERS

This year saw the publication of the new Consumer Rights Directive which harmonises requirements for distance selling. It will be transposed in the UK at the end of 2013 (AMDEA has commented on the consultation) but the UK has also been consulting on changes to its domestic consumer law. An enormous consultation on consolidating the Sale of Goods Act and related legislation was discussed by AMDEA's Spares and Service Panel and Commercial Committee members. We also commented on proposals for consumer law enforcement and the midata review.

CONCLUSION

Finally we would like to pay tribute to three men who have aided us in aspects of all of the above and who finally decided in 2012 that it was time for a change. Two of them are retiring from the industry and we wish them well.

Adrian Blades chaired our Safety Panel for many years and his expertise has been invaluable to AMDEA and its members.

Ray Isted has been an inspirational chairman of the Commercial Committee and we will miss his knowledge and his enthusiasm.

Colin Watson has been our Technical Committee chairman since 1988. While he is stepping down as chairman he will remain a member of the Committee so we are not losing him altogether.

AMDEA would like to express our gratitude and appreciation for all that these gentlemen have done for our industry and its trade association.

OUTSIDE REPRESENTATION

AMDEA has representatives on many stakeholder groups. The main ones are listed below, starting with the Standards Committees.

IEC:	International Electrotechnical Commission	
Committee	Subject	Delegate
ACEA	Advisory Committee on Environmental Aspects	Richard Hughes
TC 59*	Performance of Household Appliances	Stuart MacConnacher Chrissy Beer
TC59/MT9	Standby	Richard Hughes
TC 61*	Safety of Household Appliances	Stuart MacConnacher
SC 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
<i>Working Group</i>		<i>Convenor</i>
TC 61 MT4	Resistance to Heat and Fire and Temperatures of Accessible Surfaces	Stuart MacConnacher

* and Subcommittees and Working Groups

CISPR:	International Special Committee on Radio Interference	
Committee	Subject	Co-Convenor
CISPR/F	High Frequency Appliance-Related EMC	Richard Hughes

CENELEC:	European Committee for ElectroTechnical Standardisation	
Committee	Subject	Chief Delegate or Delegate
TC 59X	Performance of Appliances	Stuart MacConnacher Chrissy Beer
TC 61	Safety of Appliances	Stuart MacConnacher
TC 108X	Safety of Domestic Electronic Equipment	Richard Hughes
TC111X*	Environmental Standards	Richard Hughes
JWG 61/106	EMF of Appliances	Richard Hughes
<i>Working Group</i>		<i>Convenor</i>
JWG100X/59X	EuP Mandates Standby and Power Supply	Richard Hughes
TC61WG8	Child Appealing Appliances	Stuart MacConnacher
TC8X WG4	European Mains Supply Voltages	Richard Hughes
TC58X/WG7	Smart Appliances	Richard Hughes
M/495WG	Coordination of Ecodesign	Richard Hughes

*and Working Groups

OUTSIDE REPRESENTATION

BSI:	British Standards Institution	
Committee	Subject	Chairman*
L/4	Briefing Committee for the IES's Advisory Committee on Safety	Richard Hughes
CPL/59	Performance of Appliances	Stuart MacConnacher
CPL/59/1	Home Laundry Appliances	Stuart MacConnacher
CPL/59/13	Refrigeration Appliances	Stuart MacConnacher
CPL/61	Safety of Electrical Appliances	Stuart MacConnacher
CPL/61/07	Heating Appliance Group	Stuart MacConnacher
EPL/108	Safety of Domestic Electronic Equipment	Richard Hughes
GEL/111	Environmental Standards for Electrical and Electronic Equipment	Richard Hughes

* AMDEA is involved in many other committees other than those identified above. This only lists those Committees we chair.

GOVERNMENT DEPARTMENT GROUPS	
Organisation	Representation
BIS & Defra Joint Working Groups - Refrigeration Industry Group	Stuart MacConnacher
F-Gas Group	Stuart MacConnacher
EuP Group	Richard Hughes/Chrissy Beer
BIS Working Groups - Electronics Regulatory Group	Richard Hughes/Chrissy Beer
Low Voltage Directive	Richard Hughes
EMC Directive	Richard Hughes
ConCass (Conformity Assessment / New Approach)	Richard Hughes
Market Surveillance Co-ordination	Richard Hughes
WEEE	Richard Hughes

AMDEA is also a member of a number of other organisations and these are listed in alphabetical order below.

ACRIB (Air Conditioning and Refrigeration Industry Board) Board Technical Committee	Stuart MacConnacher Stuart MacConnacher
CECED (European Committee of Domestic Equipment Manufacturers)	See page 13
COCAA (Carbon Monoxide Consumer Awareness Alliance)	Sian Lewis
CBI (Confederation of British Industry) Trade Association Forum	Douglas Herbison
Gas Safe Register	Sian Lewis
HEEST (Household Electrical and Electronic Servicing Training Forum)	Douglas Herbison Sian Lewis
Microwave Technologies Association	Sian Lewis

AMDEA MEMBERS and BRANDS

AMDEA Members	Brands
Aga Rangemaster plc	AGA, Falcon, Fired Earth, LaCornue, Leisure Sinks, Marvel, Mercury, Rangemaster, Rayburn, Redfyre, Stanley, Waterford
Appliance365 LLP	Cuisina, Eurolec, Homark, Qudos
Baumatic Ltd	Baumatic, Homeking
Beko plc	Altus, Beko, Blomberg, Flavel, Grundig, Leisure
BSH Home Appliances Ltd	Bosch, Siemens, Gaggenau, Neff
Bristan Group Ltd	Bristan, Heritage
Crosslee plc	Hostess, Odell, Royal Cozyfires, White Knight
De Dietrich Kitchen Appliances Ltd	De Dietrich, Fagor
Dualit Ltd	Dualit, Rhino
Dyson Ltd	Dyson
Electrolux Major Appliances Ltd	AEG, Electrolux, Zanussi
Elstat Electronics Ltd	Elstat
Emerson Electric UK Ltd	InSinkErator, Emerson Commercial and Residential Solutions
Fisher and Paykel Appliances	Fisher & Paykel
Franke UK Ltd	Franke, Carron Phoenix
Glen Dimplex Home Appliances	Belling, Lec, New World, Stoves
Hoover Candy Group	Candy, Hoover, Iberna, Otsein, Rosieres, Susler, Vyatka, Zerowatt
Hozelock Ltd	Hozelock
Husky Retail Ltd	Husky
Indesit Company UK Ltd	Indesit, Hotpoint
Interpet Ltd	Blagdon, Interpet, Kent
Jarden Consumer Solutions EMEA	Bionaire, Crock Pot, FoodSaver, Holmes, MrCoffee, Seal a Meal, Sunbeam, Oster, Villaware
LG Electronics UK Ltd	LG
Marleton Cross Ltd (MX Group)	MX, Neptune
Miele Company Ltd	Miele
NFC Specialist Products Ltd	NFC
Numatic International Ltd	Charles, George, Harry, Henry, Hetty, James, Numatic
Smeg (UK) Ltd	Smeg
Strix Ltd	Aqua Optima, Evolve Strix
Triton Showers	Triton Showers
U-line	U-line
Vax Ltd	Vax
Westye Group Europe Ltd	Sub-Zero, Wolf
Whirlpool (UK) Ltd	Ignis, KitchenAid, Maytag, Whirlpool
2DHeat Ltd	2DHeat

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

AMDEA is actively involved in CECED's activities as shown below:

CECED: European Committee of Domestic Equipment Manufacturers	
Committees and working groups	Representative
National Associations Committee	Douglas Herbison
Large Appliances Division	Douglas Herbison
Small Appliances Division	Douglas Herbison & Chrissy Beer
Technical	Stuart MacConnacher & Richard Hughes
NASA (New Approach, Safety, Accessibility)	Stuart MacConnacher & Richard Hughes
Ecodesign	Chrissy Beer & Richard Hughes
Energy Labelling	Sian Lewis
Fair Trade	Richard Hughes
International Standardisation	Richard Hughes
Waste and Materials	Chrissy Beer & Richard Hughes
WEEE Core Group	Richard Hughes
WEEE WG Group	Richard Hughes & Chrissy Beer
RoHS Core Group	Chrissy Beer & Richard Hughes
Smart Grids	Richard Hughes
Cold Products	Stuart MacConnacher & Chrissy Beer
Wet Products	Stuart MacConnacher & Chrissy Beer
Water Heating	Chrissy Beer
Vacuum Cleaners	Chrissy Beer & Richard Hughes
Limitation Clause	Stuart MacConnacher
Energy Strategy	Sian Lewis
Energy and Resources Task Force	Chrissy Beer & Richard Hughes

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