

ANNUAL REPORT 2016 - 2017



2016 ANOTHER SUCCESSFUL YEAR





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16 AMDEA Members and Brands



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Registered in England No. 1465823 at the above address.

www.amdea.org.uk



www.registermyappliance.org.uk





A Message from our Chairman

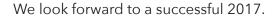
2016 has certainly been full of interest as my first whole year as AMDEA Chairman.

I was especially proud to welcome CECED members to Edinburgh this year. It was heartening to see so many of our colleagues across Europe flocking to the UK to discuss common issues in a spirit of such friendliness and co-operation.

Throughout the year AMDEA members have been promoting appliance registration, individually and via 'Register my appliance'. Our industry is proud to set an example for others by demonstrating our commitment to the safety of our customers.

In commercial terms too our industry has continued to grow in the UK, driven by the fast pace of innovative new products and services available to consumers.

At present there is discussion about the UK's future relationship with the EU and potentially this could be challenging for our industry. But I am confident that AMDEA can continue to speak for us in UK government circles and in Europe and that we will continue to benefit from their close links to the standards bodies and others at home and abroad.





Simon Grantham



The Board at December 2016

David Boyle Crosslee plc

Steven Wichary Dyson Ltd

Guy Weaver A365 Limited

Dave Tutton Triton Showers

Teresa Arbuckle Beko plc

Smeg (UK) Ltd

CHAIRMAN Simon Grantham Miele Company Ltd





Ashley Munden Emerson Electric UK Ltd



Gianfranco Palma Hoover Candy Group



Denver Hewlett Glen Dimplex Home . Appliances



Steve Beaman LG Electronics UK Ltd



Mike Giddings



John Graham **Crown Domestic** Appliances Ltd



Peter Spencer Electrolux Major Appliances Ltd



Andrew Dunning Numatic International Ltd



Maurizio Pettorino Whirlpool UK Appliances Ltd



Rakesh Tiwari Fisher and Paykel Appliances



AMDEA









It has been an exciting year for AMDEA with some memorable moments.

The highlight was undoubtedly welcoming CECED colleagues from all over Europe (and beyond) to Edinburgh. Judging by the comments everyone had a great time. And the meetings went well too!

Register my appliance has continued to grow as we expand our list of supporters and find ever more ways to promote our message. Our first ever national Register My Appliance Day was on 23 January; we welcomed our first non-AMDEA brand to the website in the spring; and in the autumn, our first competition season launched with an array of exciting prizes to be won.

I was invited to join the new Product Recall Steering Group set up by Government following its review of the UK system last year. This was then expanded to become a Working Group on Product Recall and Safety concentrating on white goods for the rest of the year. This gave AMDEA the opportunity to explain just how much work goes on behind the scenes to make products safe, as well as giving a boost to Register my appliance.

AMDEA is the proud recipient of this year's BSI Industry Leadership Award, which recognises exceptional support for standards-making by a trade association or professional body or an individual company.

The EU Referendum in June provided an unexpected hiatus. Our new Prime Minister revamped certain of the Government Departments, including those that AMDEA deals with most.

We will continue to talk to UK Government departments about new or evolving legislation both at UK and EU level. We will continue to contribute to standardisation at UK, European and international level. We will continue to offer our members the best service that we can.



As it happens 2016 has been my tenth year as AMDEA's Chief Executive. So, I would like to conclude by saying how proud I am of what we have achieved in those 10 years and that I am sure we can look forward to some interesting times in 2017.

Douglas Herbison



AMDEA Secretariat





Douglas Herbison Chief Executive



Richard Hughes Technical Manager

Sian Lewis Association Executive

Lilian Hunter Office Manager PA to CEO





Barany Sothirajah Technical Officer

Stuart MacConnacher Technical Manager

Clement Skinner Technical Officer

External Support

Gary Roethenbaugh, Zenith International Ltd Dee Fernandes, BFIPR Robert Payne, Precision Accounts Ltd Roy Brook, TS&R Limited Graham Pinner, Castleman & Dean Ltd AMDEA Statistics Service Press Office and PR Accounts and HR IT support Estates Manager

Our Websites



Food Waste Disposer

www.food-waste-disposer.org.uk



www.registermyappliance.org.uk







www.amdea.org.uk

AMDEA is a trade association funded by member subscriptions. We are governed by a Board of Directors comprising the CEOs of member companies.

We are here to advise our members, to represent them, and to lobby on their behalf.

The AMDEA secretariat can be contacted by e-mail, telephone or post for any enquiries. The main AMDEA website is **www.amdea.org.uk**.

We share information with our members in various ways:

- Electronically via e-mail and documents stored on our website
- At AMDEA meetings With Briefing events on specific topics
- As need dictates we also hold teleconference/web meetings

We also publish:

- **TechAlert** our Friday summary of the previous week's technical e-mails
- **TechNews** a regular e-bulletin sent to our members' technical contacts
- **The AMDEA Newsletter** a monthly selection of appliance-related news
- **The Annual Report** our only hard copy publication, also available on our website

AMDEA and its members engage with policy makers and market surveillance authorities on current and developing legislation, mainly in the areas of safety, performance, EMC and environmental impacts, though we also cover consumer legislation and competition law.

We are also very active in standardisation. The AMDEA technical team are members of numerous BSI committees and working groups and thus participate in standards-making at UK, European and international level.

Our Statistics Service is provided by an independent third party as part of the membership package. Members may also pay a small additional fee to receive channel reporting and/or use the software to create their own reports.

AMDEA also has a campaigning role. We currently have three separate initiatives, each with a dedicated website:

www.t2c.org.uk - promoting energy saving appliances

www.food-waste-disposer.org.uk - arguing the benefits of food waste disposers

www.registermyappliance.org.uk - encouraging consumers to register appliances







23 January 2016 was Register My Appliance Day.

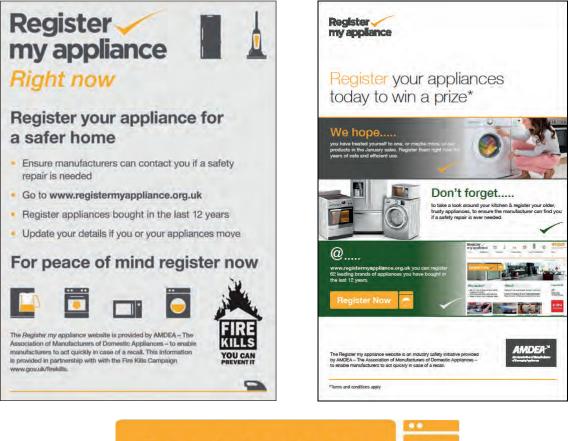
In the first of what we hope will be an annual event, AMDEA members e-mailed all their customers to remind them to register any new appliances that they might have bought in the sales AND any older appliances that they already had.

AMDEA set up the website **www.registermyappliance.org.uk** in 2015 to make it easy for consumers to register their appliances as a sensible safety precaution.

Our campaign has formal endorsement from the UK Government and support from an ever-widening range of allies including the Royal Society for the Prevention of Accidents (RoSPA), ageUK, Citizens Advice, Trading Standards and the Fire and Rescue Services.

By the end of 2016 we had well over 60 brands represented on the site, including our first **RMA Associate Member**.

In the autumn, we ran our first RMA **Competition** – an array of prizes could be won by anyone registering an appliance between 1 November 2016 and 31 January 2017 (Register My Appliance Day).











Summer in Edinburgh!

CECED, the pan-European trade association for our industry, holds two rounds of meetings a year of its main committees. The winter session is held in Brussels and the summer session in the home country of one of its national association members.

This year it was the UK's turn and AMDEA decided that we should go to Edinburgh, the capital of Scotland for over 600 years, with its old and new town designated a World Heritage Site.

In between the meetings there was time for sight-seeing and sampling the local cuisine.

As it happened the weather was remarkably fine and dry for early June, getting unexpectedly hot towards the end of the week!

AMDEA had organised a guided walking tour of the old town for anyone interested, as well as a dinner for the national associations.







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But the main social event was the Gala Dinner at the Castle to which everyone was invited.

Escorted up from the main entrance, the diners gathered in the setting sun before being piped into the dining hall for a welcome speech from AMDEA's Chairman, Simon Grantham, and another from CECED's Chairman, Reinhard Zinkann.

There followed a repast of Scottish specialities with the obligatory pause for the traditional Addressing of the Haggis.

Afterwards the guests were treated to a pipe band marching in the courtyard before they made their way back down the hill.

Over 90 people attended the Gala Dinner, coming from all over Europe and beyond.

The week was an outstanding success and will be long remembered by AMDEA as the highlight of 2016!



2016 was another action-packed year for AMDEA. Highlights are:

- Being the first ever winner of the BSI's new Industry Leadership Award in recognition of how AMDEA and its members have supported standards-making and the benefits of using standards.
- Being invited to join the Government's Working Group looking at ways to improve recalls in the UK.
- The success of Register my appliance, which has continued to go from strength to strength.
- Preparing standards to support future Ecodesign Regulations covering material efficiency. A Standardisation Request was issued by the European Commission for the development of standards to measure aspects such as durability and "dismantleability". A new Joint Working Group between CEN and CENELEC was formed to prepare these standards and Richard Hughes was selected as its convenor.
- Amendments to vacuum cleaner standards. Barany Sothirajah has been organising data collection to inform the Commission's promised review, prior to the next tier of Ecodesign and Energy Labelling requirements. She has also been co-ordinating UK comments on a range of proposals to update the measurement methods in this product category.
- Another year, another WEEE Compliance Fee proposal. The JTA, a group comprising nine trade associations, assisted by three Producer Compliance Schemes, had twice submitted the successful bid to the UK Government. Chaired by Richard Hughes they are hoping for a hat trick, and the consultation on the three rival bids closed in November.
- Amending the IEC safety standard to strengthen the fire resistance of refrigerating appliances. This has been discussed at length by AMDEA's Safety Liaison Panel. Stuart MacConnacher and Clement Skinner have been working to convince their colleagues in other national standards bodies that they need to make changes. Clement Skinner has also become involved in work on capacitor standards.
- Proposed bans on four phthalates identified as harmful to humans, one of which is the most commonly used plasticiser in electrical cable. Barany Sothirajah has been keeping members updated on this and other REACH and ROHS matters.
- Revisions to the Low Voltage (electrical safety) and EMC Directives. Not only were there delays to the publication of the lists of Harmonised Standards but three standards were subject to objections by the UK and Germany so were not included in the list for the new LVD. In addition, the UK did not transpose the Directives on time because of the referendum hiatus. We were particularly vocal in respect of the Harmonised Standards, notably the delays in listing them in the Official Journal.



- A new Radio Equipment Directive, which replaces the previous Radio Equipment and Telecommunications Terminal Equipment Directive, became effective this year. As with the LVD and EMCD, the UK failed to transpose this Directive on time. Richard Hughes has supported CECED by attending the appropriate Commission regulatory committee as there are still many unknowns, including a total absence of Harmonised Standards covering safety and EMC. A new CEN-CENELEC Working Group was set up to follow this new Directive and AMDEA is a member.
- The European Commission has plans to enhance the digital economy, with draft legislation to give consumers additional rights in relation to on-line sales of goods and digital content. AMDEA is involved in CECED's activities in this area and we are also speaking to policy makers via our membership of the Business Consumer Co-ordination Group.
- The final phases of the F-Gas Regulations are now in force. The announcement of the Kigala Amendment to the Montreal Protocol triggered some media interest in HFCs and AMDEA was able to explain that the EU has been phasing them out for two decades.
- The latest buzz words are "circular economy" and AMDEA has been arguing that policy should not concentrate on the waste aspects in isolation. The combination of Ecodesign and WEEE Regulations means that our sector is already ahead of many others in terms of consideration of lifecycle. UK enthusiasm for "producer responsibility" can also be informed by our experiences.
- The new Energy Labelling Regulation to replace the framework Directive. AMDEA is a member of CECED's Energy Labelling Task Force which informs CECED's submissions to the European Commission and lobbies MEPs. AMDEA also sends commentary to the UK Government Department advising on the UK's approach and we meet their representatives to express our members' views.
- The omnibus review of the Ecodesign and Energy Labelling of large white goods. Barany Sothirajah is tracking the review studies and the consumer questionnaires.
- AMDEA has also been making efforts to convince government representatives that interconnected appliances are not a magic bullet for their energy policy. Clement Skinner is our main contact for all things "smart".
- Simplification of Ecodesign Regulations involving 'double Regulation'. Ecodesign Regulations can cover whole equipment (such as washing machines) and the components used within such equipment (such as motors or fans). This is of concern to domestic appliance manufacturers as it can involve unnecessary compliance costs without any benefit for consumers or the environment. AMDEA has been supporting CECED in developing and presenting proposals on this topic to market surveillance authorities.

www.amdea.org.uk

Standardisation Work



The AMDEA Technical Team are members of multiple BSI (British Standards Institution) committees and, via them, are also members of committees and working groups in the European standards bodies, notably the European Committee for Electrotechnical Standardisation (CENELEC), and the International Electrotechnical Commission (IEC). There are also joint working groups between CEN and CENELEC, and also IEC and ISO. CEN is the European

Committee for Standardisation and ISO is the International Organisation for Standardisation. Some representatives from our member companies also sit on groups as industry spokespersons.

AMDEA staff chair many groups and convene others and are much in demand for their expertise, not only technical but also linguistic - since English is the main language of the European and international standards communities.

The following is a summary of AMDEA's main standards activities:

International

Joint IEC and ISO: Environmentally Conscious Design

IEC: Advisory Committee on Environmental Aspects; Performance of Household Appliances; Standby; Safety of Household Appliances; Environmental Standards for Electrical and Electronic Products and Systems; Systems Aspects for Electrical Energy Supply

CISPR: International Special Committee on Radio Interference

High Frequency Appliance-related EMC for Domestic Appliances

European

Joint CEN & CENELEC

Convenorship: Material Efficiency under Ecodesign

Membership: Ecodesign Coordination Group, Ecodesign Measurement Uncertainty and Verification Tolerances, Radio Equipment Directive

CENELEC

Convenorships: Network Standby; Safety of Child Appealing Appliances

Memberships: Coordination of Standardisation for Ecodesign; Performance of Appliances; Safety of Appliances; Environmental Standards; Characteristics of the Mains Supply; Preparation for Re-use; WEEE standards

BSI: British Standards Institution

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

Memberships: Policy and Strategy Committee for Electrotechnical Equipment; Conformity Assessment; EMC; EMF; Material Efficiency; Gas Appliances; Performance and Safety of Appliances



AMDEA sees communication with members as our main priority. The following is a summary of our standing groups and what they do.

The AMDEA Board meets three times a year to discuss strategic and financial matters. It has a permanent Working Group dealing with Register my appliance and sets up other Working Groups as required.

The Annual General Meeting is held each October

Technical Committee

This group is consulted when preparing an AMDEA response to EU/UK government consultations. It also looks at enforcement and 'horizontal' measures across EU policy.

Environmental Panel

Members receive draft standards on WEEE, RoHS, materials in contact with food, REACH and other environmental matters for consultation, plus details of requirements for chemical legislation.

Electromagnetic Compatibility Panel

Members consider draft standards on EMC and the safety of electromagnetic fields (EMF).

Conformity Assessment Panel

Looks at draft standards and policy documents relating to conformity assessment.

Performance Standards Panels

One over-arching Panel plus sub groups specific to:



OT WET S FLOOR CARE

Product-specific performance issues.

Gas and Oil Panel

Receives information on performance and safety standards; Ecodesign and Energy Labelling Regulations, legislation relating to gas and oil-burning appliances.

Safety Liaison Panel

Liaises with Fire and Rescue services, BEIS and the Home Office.

Corrective Action Panel

Responsible for maintaining the AMDEA Corrective Action Guidance, which was produced in support of the General Product Safety Directive.

Safety Standards Panels

One over-arching Panel plus others specific to:

COLD HOT WET WATER HEATERS FLOOR CARE SMALL COMMERCIAL

Safety-specific performance issues.

Commercial Committee

Considers consumer legislation, competition issues, press reports, energy labelling and ecodesign. This Group is consulted when preparing the AMDEA response to consultations that relate to these issues.

Small Appliances Panel

Deals with issues affecting small domestic appliances.

Spares and Service Panel

Discusses all after sales matters.



External Contacts



AMDEA has well-established contacts in the UK Government Departments that deal with matters of interest to our industry. Following recent restructuring, the main ones are now **BEIS** (Business, Energy and Industrial Strategy), **Defra** (Environment, Food and Rural Affairs), and the **Home Office**.

We meet senior politicians (MEPs, MPs, MSPs and AMs) and their advisers as well as representatives of local government.

AMDEA is a member of the BEIS Regulatory Delivery **Business Panel**. We were invited to join the Government's Recall Review Steering Group, which was revamped in October as a **Working Group on Product Recall and Safety**. It was asked to concentrate on white goods following vociferous campaigning by various bodies.

We also talk to market surveillance authorities such as the body formerly known as **NMRO** (the National Measurement and Regulation office, now subsumed into a new Regulatory Delivery Directorate in BEIS) and the **Environment Agency**; as well as organisations 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**.

AMDEA has dealings with many other organisations including the **Gas Safe Register** and **Electrical Safety First** (Stuart MacConnacher sits on their Technical Committee).

Sian Lewis is Deputy Chairman and Finance Officer of the **MTA** (Microwave Technologies Association). Richard Hughes is Chairman of the Joint Trade Associations Group (**JTA**), nine trade associations working with Producer Compliance Schemes to suggest improvements to the UK's WEEE system. AMDEA is a member of the **BCCG** (Business Consumer Co-ordination Group), a cross-section of UK businesses with an interest in consumer rights legislation.





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We continue to support the **HEEST** (Household Electrical and Electronic Servicing Training) Forum. We host their meetings and encourage our members to participate. This year the Forum continued its backing for an Employers' Group designing a new Trailblazer Apprenticeship for England. This will replace the qualifications and apprenticeship framework that HEEST had previously designed for the UK and which will continue in the other devolved administrations. AMDEA also attended The Skills Show at the NEC in Birmingham in November.

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. We are a member of BEAMA's **Electrotechnical Market Surveillance Group** which concentrates on the issues of counterfeit electrical goods.

We are also members of **CECED** (the European Committee of Domestic Equipment Manufacturers) and they are one of our routes into the European Commission. Richard Hughes represents CECED at the European Commission's EMC Working Party and Radio Equipment Directive Working Group. We are actively involved in many of CECED's working groups. This year AMDEA hosted the CECED Summer Session in Edinburgh and we organised some events for them.



European Committee of Domestic Equipment Manufacturers Boulevard Brand Whitlock, 114 1200 Brussels, Belgium Tel +32 2 738 78 10 E-mail: secretariat@ceced.eu Website: www.ceced.eu



AMDEA Members and Brands

AMDEA Members	Brands
A365 Limited	Cuisina, Eurolec, Homark, Qudos
📃 Aga Rangemaster	AGA, Falcon, Fired Earth, LaCornue, Leisure Sinks, Marvel, Mercury, Rangemaster, Rayburn, Redfyre, Stanley, Waterford
📃 Aqualisa Products Ltd	Aqualisa, Gainsborough, AQ by Aqualisa
📃 Beko plc	Beko, Blomberg, Flavel, Grundig, Leisure
📙 Bristan Group Ltd	Bristan, Heritage
BSH Home Appliances Ltd	Bosch, Neff, Siemens, Gaggenau
Crosslee pk	Hostess, Odell, Royal Cozyfires, White Knight
Crown Domestic Appliances Limited	Royale, Snowwhite, Sovereign, Montpellier, Iceking
Dvalit Ltd	Dualit, Architect, Bake Off, Classic, Lite, NX Capsules, Rhino, Soft Touch, Vortecs
Dyson Ltd	Dyson
Electrolux Major Appliances Ltd	AEG, Electrolux, Zanussi, Frigidaire
Emerson Electric UK Ltd	InSinkErator
Fisher and Paykel Appliances	Fisher & Paykel
Franke UK Ltd	Franke, Carron Phoenix
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
E Strix Ltd	Aqua Optima, Evolve, Strix
SZ & W Ltd	Sub-Zero, Wolf
Triton Showers	Triton Showers
📃 Vax Ltd	Vax
Vestel UK Limited	Electra A, Servis
Uhirlpool UK Appliances Ltd	Bauknecht, Hotpoint, Ignis, Indesit, KitchenAid, Maytag, Whirlpool



2017 LOOKING FORWARD TO ANOTHER PRODUCTIVE YEAR





THE ASSOCIATION OF MANUFACTURERS OF DOMESTIC APPLIANCES

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