

## **AMDEA MEDIA RELEASE**

**Date: 27 March 2018**

**Release: Immediate**

### **AMDEA ELECTS NEW CHAIR**

Teresa Arbuckle, Managing Director UK & Ireland, [Beko Plc](#), has been elected Chair of the Association of Manufacturers of Domestic Appliances ([AMDEA](#)). She assumes leadership of the association on the 2<sup>nd</sup> April 2018, taking over from Simon Grantham who steered the trade association during his tenure as Managing Director, Miele UK.

Teresa brings to AMDEA 20 years' UK business experience with global, blue-chip companies and leading consumer brands. Following strategic marketing roles at H.J. Heinz, LeapFrog and Premier Foods, she joined Beko in 2011, helping to drive the Turkish-based conglomerate to a pole position in the UK's white goods market.

In an industry with few women Managing Directors, the AMDEA Board welcomes Teresa as its second female chair, which is a position voted in by all Board members. AMDEA's membership is at an all-time high, with member involvement exceptionally strong across critical topics like Brexit, evolving EU standards and regulation, the 2019 revised energy labelling, and [Register My Appliance](#), a safety initiative which urges all consumers to register new and old appliances in case manufacturers need to contact them regarding a safety repair.

With a reputation for dynamic leadership, Teresa takes the helm with customary enthusiasm: "It is exciting to pick up the reins of AMDEA at a time when our [Register My Appliance](#) safety initiative has been recognised as a world first. We will be looking to develop further programmes that illustrate our industry's commitment to our UK customers and their safety, innovation in white goods, and continued trust in the appliance industry."

-Ends-

## NOTES TO EDITORS

- 1- [AMDEA](#) is the UK trade association for manufacturers of large and small domestic appliances; representing over 85% of the domestic appliance industry and nearly 90% of white goods brands. Members' products include most of the UK's top selling brands of major white goods, other large and small kitchen appliances, heating, water heating, floor care, waste disposal and ventilation equipment.
- 2- Attached a high resolution image of Theresa Arbuckle.

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