

## **AMDEA MEDIA RELEASE**

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### **AMDEA ELECTS NEW CHAIRMAN**

Simon Grantham, Managing Director, Miele Company Ltd, has been elected Chairman of the Association of Manufacturers of Domestic Appliances (AMDEA). He assumes leadership of the association today (21<sup>st</sup> October), as the 2 year term of out-going Chairman, Maurizio Pettorino, Managing Director, UK & Eire, Whirlpool-Indesit, draws to a close.

Simon brings to AMDEA the benefit of nearly ten years at the helm of Miele GB, where he has played a pivotal role in driving the business forward, leading the openings of the Miele Experience Centres in Abingdon and London, which set the benchmark for demonstrating and experiencing Miele products.

As Simon takes the Chair, AMDEA's membership is at an all-time high and member involvement is exceptionally strong.

Thanking Maurizio for his dynamic leadership, Simon says, "I feel fortunate to pick up the reigns of AMDEA at a time when the organisation has never been stronger and, among other important initiatives, AMDEA's Register My Appliance campaign is set to make such an important contribution to the product recall process."

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[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.

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