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**Release: IMMEDIATE**

## **AMDEA LAUNCHES ITS NEW WEBSITE**

[www.amdea.org.uk](http://www.amdea.org.uk)

AMDEA is launching a new website to showcase the full range of its activities in support of the UK domestic appliance industry. The website provides a clear picture to regulators, journalists and researchers as well as to the appliance-using public of the significance of the domestic appliance market, along with the industry's achievements in sustainable technology.

Douglas Herbison, Chief Executive of AMDEA, the Association of Manufacturers of Domestic Appliances says: "AMDEA has long provided a website as a resource for its members to share information on a regular basis. Now we have gone several steps further by providing a unique overview of the UK domestic appliance industry. The site is packed with easily accessible information, user-friendly graphs, charts and illustrations. It also provides a gateway to information campaigns that we run to encourage energy savings, reduce carbon emissions and recover value from food waste. The new site also aims to demonstrate the ways in which AMDEA contributes to the assurances of quality and safety which its members provide."

AMDEA members include most of the UK's top selling brands of major white goods. As well as fridges, freezers, washing machines, laundry dryers and dishwashers, members' products include cooking, heating, water-heating, floor-care, waste-disposal and ventilation equipment.

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### Highlights:

➤ **User- friendly resources:**

- **Homepage:** Interactive 3D rendition illustrating the wide range of appliances in our homes.
- **Consumer advice:** Library of AMDEA's Guides and Codes of Practice to download.
- **Policy consultations:** Downloadable consultation responses on key policy issues.
- **Annual reports:** Downloadable archive of annual reports.

### AMDEA organisation and its work:

- **Membership section:** Guide to AMDEA's members and brands.
  - **Campaign section:** *Time to Change* [www.t2c.org.uk](http://www.t2c.org.uk) and *FWD (Food Waste Disposer) Group* <http://www.food-waste-disposer.org.uk/>.
  - **About us:** AMDEA's working structure.
- **Comprehensive industry information:**
- **Legislation:** Key legislation relating to the industry.
  - **Energy, water and waste & recycling:** The UK industry's environmental achievements.
  - **Market information:** Assessment of industry's market trends.

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### Press contacts for further details:

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