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AMDEA ELECTS NEW CHAIRMAN

Maurizio Pettorino, Managing Director UK and Ireland of Indesit Company has been elected Chairman of the Association of Manufacturers of Domestic Appliances (AMDEA). He will assume leadership of the association on the 16 October, on the retirement of outgoing Chair John Morrissey.

Maurizio brings to AMDEA the benefit of an extensive international career with world leaders in fast moving consumer goods. His management background, which spans twenty years, has included senior positions with Procter & Gamble and Coca-Cola in both Europe and Asia.

Maurizio will be supported by the new Deputy Chairman of AMDEA, David Hollander, Managing Director, Dyson UK.

Taking the helm, Maurizio hopes to work closely with AMDEA's many contacts to broaden understanding of the efforts made by all member companies to produce the best possible value, high-quality, sustainable products.

Maurizio says: "There is still significant potential for the buying public in the UK to appreciate the value of the energy and water savings that the efficient technology in their domestic appliances can bring to their utility bills."

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EDITORS' NOTE

AMDEA is the UK trade association for the manufacturers of large and small domestic appliances; representing over 80% of the domestic appliance industry. Members are all manufacturers, importers or distributors of household appliances.

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