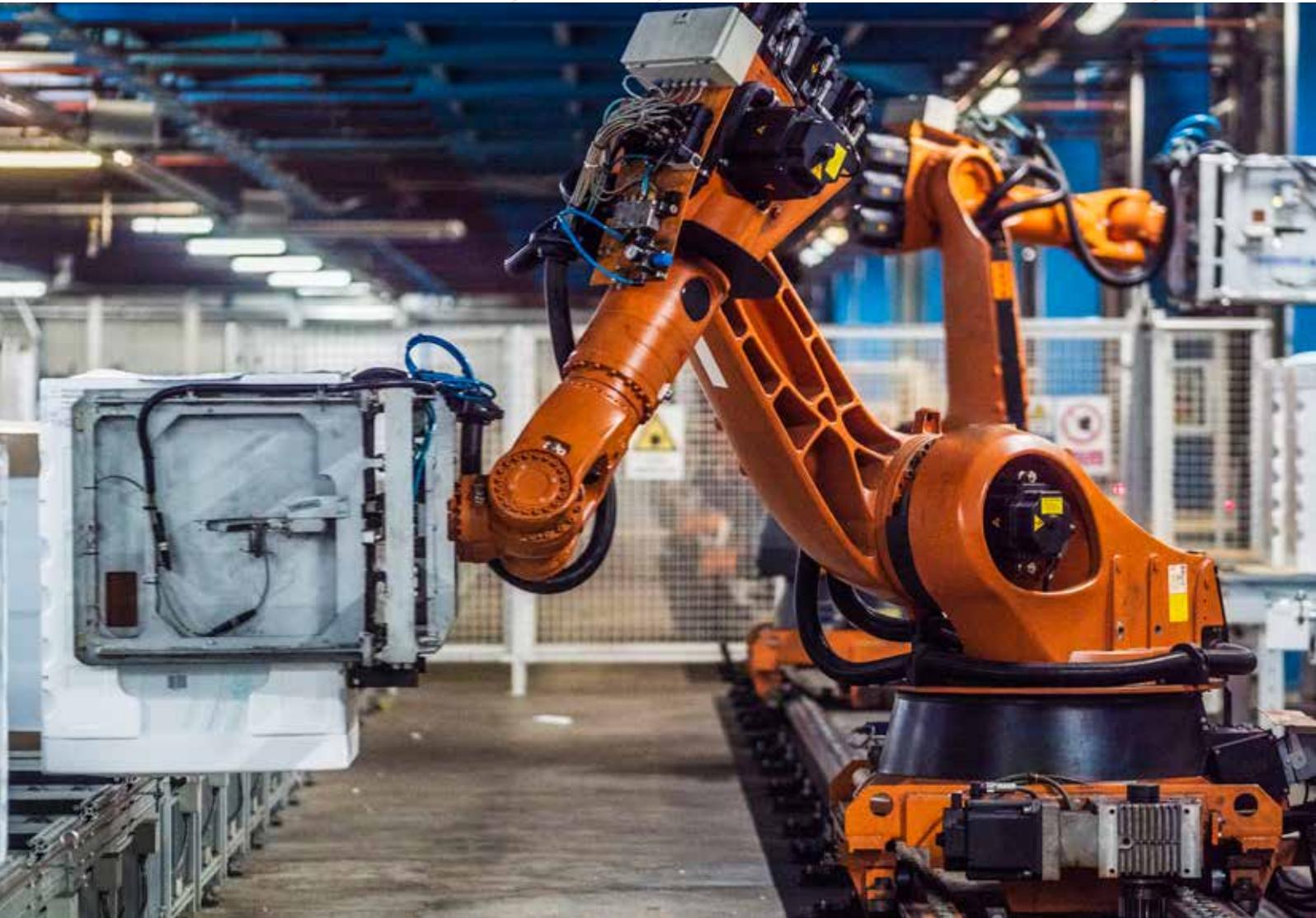


AMIDEA™

The Association of Manufacturers of Domestic Appliances



Annual Report
2019–2020



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AMDEA is the UK trade association for large and small domestic appliances; heating; water heating; floor care; and ventilation. We represent manufacturers to government departments; non-governmental organisations (including consumer groups); on standards committees and with the media.

AMDEA protects and promotes its members' interests. We are a well-established brand with long-standing close relationships with UK Government Departments.

AMDEA members supply about 80% of the appliances sold in the UK, rising to 95% for major white goods. Their products include all large, small and medium-sized appliances.

For companies who may not be eligible/wish to join **AMDEA** but who would like to be part of the Register My Appliance campaign we offer an RMA Associate Membership.

AMDEA has a Technical Committee and a Consumer Group that report to the Board. These have a range of sub panels that allow members to discuss issues of common interest plus a suite of working groups specialising in specific aspects of our industry such as performance or product safety standards.

As part of our membership package we offer a Statistics Service, a monthly newsletter, a regular technical e-bulletin and a weekly summary of information circulated by our Technical Team as well as access to help and advice on matters of concern to our members.

In 2015 **AMDEA** launched a campaign to encourage consumers to register their appliances.

Register my appliance ✓

We set up an on-line portal with links to brands' own websites so that we do not hold consumers' personal data ourselves. Non **AMDEA** members can also list their brands by becoming RMA Associate Members. We have many valuable allies who are listed on the website www.registermyappliance.org.uk and the Office for Product Safety and Standards continues to promote this link in their strategy documents and on the Government website.

Our campaign to promote the use of food waste disposers also has its own website: www.food-waste-disposer-org.uk which holds details of the latest research. We speak to politicians and their advisers, local government and the water industry.

FWD
Food Waste Disposer
Group

AMDEA set up the Time to Change Campaign in 2007 with its own dedicated website (www.t2c.org.uk) to urge the UK Government to offer financial incentives to consumers buying more energy-efficient products.

Time to Change
for a more efficient appliance

A MESSAGE FROM OUR CHAIR

2019 has been a year of change at **AMDEA**. The uncertainty of when and how the UK might leave the EU has continued to challenge our planning. The sector also faced a steep rise in the Government's waste recovery targets. Another round of Ecodesign and Energy Labelling Regulations was published – and the new EU product database went live in January.

But it was also a good year on many fronts. Our commitment to improving product safety saw **AMDEA** and the members involved in many of the Office for Product Safety and Standards' research projects this year. We also upgraded our Register My Appliance website and supported International Product Safety Week.

2020 heralds a new beginning for our trade association. Douglas Herbison, Chief Executive for 13 years, retired in the spring. We thank him for all his contributions while CEO, which include attracting new members and launching both the Time to Change campaign and Register My Appliance.

The search for a new CEO, involving a wide cross-section of the Board, brought us Paul Hide, formerly of techUK, who joined us in December 2019. Paul is clearly aligned to the aspirations of the Board over the next five-year horizon.

Paul's key focus areas are:

- Ensure impactful communication to main stakeholders and the general public about the sustainability and safety record of the appliance industry.
- Raise awareness with consumers about such important topics as product registration, through our annual Register My Appliance Day, and the new energy labelling programme which begins in 2020.
- Influence government on key circular economy projects like recycling, waste recovery, and "right to repair" to deliver regulation fit for industry and consumers.
- Work to understand rapidly evolving digital technology, and how interconnectivity can positively benefit the consumer, by offering convenience, remote monitoring, and maintenance information.

So, with a new person at the helm, **AMDEA** goes into 2020 with renewed ambition to make its mark on the world. I am sure we have an exciting new chapter ahead for both **AMDEA** and its members.



A handwritten signature in black ink, which appears to read 'Teresa Arbuckle'.

Teresa Arbuckle

THE BOARD OF DIRECTORS AT DECEMBER 2019



Teresa Arbuckle
Beko plc
Chair of the Board



Andreas Meier
BSH Home
Appliances Ltd



Guy Weaver
A365 Ltd



Mike Giddings
Smeg (UK) Ltd



Andrzej Tuleja
Whirlpool UK Ltd



Howard Grindrod
Hisense UK



Neil Clarke
Franke UK Ltd



Ashley Munden
Emerson Electric
UK Ltd



John Pickering
Miele Company UK



Paul Hide
AMDEA CEO



Dave Tutton
Triton Showers



Mark Davison
Glen Dimplex Home
Appliances



Peter Booth
LG Electronics UK
Ltd



David Meyerowitz
Hoover Candy
Group



Matt Broadway
Euro-Pro Europe
Limited



Peter Spencer
Electrolux Major
Appliances Ltd



David Winterbottom
Vax Ltd



Matthew Lang
Vestel UK Ltd



Rebecca Deniro
Dyson Ltd

OUR CHIEF EXECUTIVE

2020 marks the 30th anniversary of my career within the consumer electronics industry. Not a year has passed without significant change and continual technology innovation. It has been an exciting ride. Appliances remain at the heart of people's lives, even more so as the Connected Home environment develops, and I am thrilled to have joined **AMDEA** to lead and support this amazing industry.

AMDEA has always played an important role in representing its members' interests in the development of product-related legislation and championing the positive role this industry plays in people's lives. As well as long-standing close contacts with UK Government Departments, **AMDEA** has links to EU policymakers via membership of the European trade body, APPLiA, and the European Standards Organisations and this will continue. It is inevitable that the UK's future relationship with other EU member states will change. What is certain is that life will become more complex and the role of **AMDEA** even more crucial in ensuring that our members' interests are expertly represented.

New European Ecodesign Regulations are targeting product reparability and the UK Government published an ambitious new Environment Bill in 2019.

AMDEA is active in the ongoing development of standards to measure the environmental impacts of our members' products. We also continue to work closely with Defra to share the appliance industry's views on different aspects of sustainability and how to protect the environment.

With many appliances now connected, gathering and sharing data, this industry is very much part of the digital data era. Concerns about cybersecurity and data protection are growing and a major focus for regulators. There is a new EU Cybersecurity Act and the European Commission is considering the introduction of a Delegated Act under the Radio Equipment Directive. DCMS is considering what steps the UK should take to improve cybersecurity.

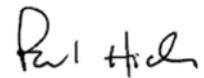
The consequences of the UK's withdrawal from the European Union are far from clear as I write this message. What is highly likely is that, whatever the final detail of the outcome, the UK's relationship with the EU will change and this will impact all international businesses that trade in the UK. There could be greater divergence from EU legislation and the UK may decide to implement its own requirements in a number of areas that affect domestic appliance producers. It is possible that the devolved parliaments of the UK Union will also unilaterally implement requirements that industry will be compelled to follow. More than ever, this industry will need to stand together within a strong trade association to represent our collective interests. Our job will be to inform, lobby and influence, delivering the best possible outcomes for you, our members.



On a more personal note, I would like to thank my predecessor, Douglas Herbison, who steered **AMDEA** through the Time to Change campaign, the battle for a better WEEE regime and the launch of Register My Appliance. I congratulate one of my new colleagues, Stuart MacConnacher, who was awarded the BSI's Distinguished Service Certificate to add to the other awards he already holds.

I have joined **AMDEA** with the task of delivering transformation. I believe that, more than ever, a strong and effective trade association can be hugely valuable for members. Our objective is to rise to that challenge. To ensure that **AMDEA** delivers real value to members and that we are relevant, credible and influential; delivering a strong value proposition that members can leverage to improve their overall business performance.

2020 promises to be a very challenging, busy and interesting year. I plan to get out and about and meet all members early in 2020, so that I can understand what you want from your trade association and use your valuable input and feedback to help us set the future pathway.



Paul Hide

OUR SECRETARIAT

Paul Hide Chief Executive
Sian Lewis External Affairs
Lilian Hunter Membership

THE TECHNICAL TEAM

Richard Hughes Single market, standardisation and material efficiency
Barany Sothirajah Circular economy, performance standards and chemicals
Clement Skinner Safety and “smart” standardisation

With external support from:

Safety Standards Consultant Stuart MacConnacher
AMDEA Statistics Service Gary Roethenbaugh, Zenith Global Ltd
Press Office and Campaigns Dee Fernandes, BFIPR
Accounts and HR Robert Payne/Caroline Sedgwick, Precision Accounts Ltd
IT support Roy Brook, TS&R Ltd
Competition Law Adviser Peter Groves CJJ Law LLP
Estates manager Graham Pinner, Castleman & Dean

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Main website:

www.amdea.org.uk

Campaign websites:

www.registermyappliance.org.uk @regmyappliance
www.food-waste-disposer.org.uk
www.t2c.org.uk

HIGHLIGHTS OF 2019

AMDEA has a new Chief Executive, Paul Hide, formerly of techUK. He replaced Douglas Herbison, **AMDEA** CEO from 2006-2019, now enjoying his retirement in Scotland. Paul aims to meet all the members before the end of the first quarter of 2020 to get a picture of how they think that **AMDEA** could evolve in the coming years.



#RMAday2019 trended in all major UK cities on 24 January. The Register My Appliance site has since been upgraded and the new look will be formally launched on RMA Day 2020.

Stuart MacConnacher was awarded the BSI's Distinguished Service Certificate. Stuart is theoretically retired but is still working for **AMDEA** as a safety standards consultant.



Barany Sothirajah presenting at ACEA

Stuart MacConnacher (right) receiving his award.



AMDEA was invited to give a presentation about the EU's work on circular economy standards to an IEC session in Shanghai. Written by Richard Hughes and presented by Barany Sothirajah this was extremely well received and **AMDEA** has been paid several compliments since.



Clement Skinner was elected chair of BSI's CPL/61 – "Safety of household and similar electrical appliances". This is the committee responsible for providing UK input into IEC TC61, SC 61C and CENELEC TC61 on matters relating to the safety standards for domestic appliances.

As a representative of CEN-CENELEC, Richard Hughes of **AMDEA** took part in the EU Sustainable Energy Week (EUSEW), the annual flagship event organised by the European Commission. He explained the work done so far by JTC10 (which he chaired until May 2019).



Richard Hughes (left) in discussion with Geert Maes of CEN-CENELEC at the EUSEW



AMDEA supported International Product Safety Week again. This is an OECD initiative to promote a particular aspect of product safety each year. In 2018 the theme was safer on-line shopping and in 2019 it was all about explaining product recalls.

AMDEA's Spares and Service Panel was invited to the QuietMark House in March. Noise is one of the parameters on the EU energy label and **AMDEA** members are striving to reduce the noise that appliances make in use.

Sian Lewis with Steve Williams (right) of Gower College and Mike Wiseman of DASA



AMDEA visited WorldSkills UK in Birmingham in November. As well as joining one of the VIP guided tours, Sian Lewis visited the Gower College stand to talk to the Chair of the HEEST Forum and admire the skills of the students competing

AN INTRODUCTION TO THE WORK OF AMDEA



Sian Lewis talking to Chris Moges-Beach of Samsung at a BSI Standards Conference

The domestic appliance sector has to comply with a great variety of legislation, some of it specific to different product categories, some of it applying to consumer products overall, and yet more regulating businesses in general.

Much of the product-specific legislation sets out general principles and then provides a presumption of conformity with these legal provisions for those manufacturers that use the detailed requirements and measurement methods in approved standards.

AMDEA therefore needs to understand and influence both current and future legislative requirements, as well as the standards that support them.

We also enable our members to communicate with each other and with stakeholders and consumers in ways that are not anti-competitive.

And we communicate directly with the media and consumers via our campaigns such as Register My Appliance and our links with the trade press and other media outlets.

Below are some of the ways in which **AMDEA** supported our members in 2019.

SAFETY

There are various pieces of European safety legislation affecting domestic appliances. The **Low Voltage Directive (LVD)** covers mains-powered electrical products but any appliance with radio communication function (e.g. Wi-Fi) falls under the **Radio Equipment Directive (RED)** for safety, electromagnetic compatibility and radio communications. There is also the **Gas Appliances Regulation** and the **Machinery Directive**, plus the **General Product Safety Regulations**, all of which have corresponding UK laws.

The **Office for Product Safety and Standards (OPSS)** was set up in 2018 as a part of the Department for Business, Energy and Industrial Strategy (**BEIS**). As well as coordinating the market surveillance of non-food products sold in the UK, it is compiling an evidence base of the measures being taken to protect consumers. It has commissioned a number of research projects and **AMDEA** has been involved in those that relate to appliances, among them an analysis of whether appliances being switched on and off automatically to correspond to a varying energy supply might present a greater risk of fire. **AMDEA** has provided data; links to our members; and participation in stakeholder meetings.

In 2019 OPSS asked **BSI** (the British Standards Institution) to develop a Publicly Available Specification for placing safe non-food products on the market. This is intended to complement PAS 7100, which explains how to ensure that products remain safe.

AMDEA was invited to join the BSI Steering Committee developing this.

There was continuing media coverage of changes to the European safety standard for domestic refrigerating appliances. These included enhanced flammability testing of casing materials. The amendments were originally proposed by **BSI** following discussions at **AMDEA's Safety Liaison Panel** – a regular meeting of our members and the fire services, particularly forensic experts at the **London Fire Brigade**. There are already more changes being proposed to the international standard from which the European standard is derived and **AMDEA** has been lobbying for these to be agreed sooner rather than later.

ENVIRONMENT

The EU is revising various pieces of legislation on the use of critical raw materials, product design, and waste minimisation to promote a more circular economy and to reduce the impact on the planet from plastics.

The UK launched its own Environment Bill towards the end of 2019. But before that it demonstrated its green credentials with a spate of consultations on waste policy. These included a possible tax on plastic packaging and extending systems whereby manufacturers pay the costs of end-of-life recovery, such as the Waste Electrical and Electronic Equipment (**WEEE**) Regulations. **AMDEA** convened a focus group of members to help us prepare an industry response.

Environmentally conscious design involves the consideration of all lifecycle stages of a product and **AMDEA** has been involved with the creation of a standard for this, which will be a joint International Standardisation Organization (**ISO**) and International Electrotechnical Commission (**IEC**) standard.

Ecodesign legislation focuses on the way products newly placed on the market affect the environment, both directly and due to the energy they use. It was first introduced in 2005 to complement the **Energy Labelling legislation** of the 1990s which required consumers to be given information about the energy efficiency of appliances.



Clement Skinner at
IEC TC 61



Barany Sothirajah at the ECD meeting of IEC TC 111

Towards the end of 2019 there were new Ecodesign Regulations published for refrigerating appliances, dishwashers and washing machines and washer-dryers. These specified additional instructions to help consumers look after products and imposed certain time limits for the retention of spare parts. **AMDEA** was involved with **APPLiA** in negotiations about the exact terms of these requirements and why repairs to appliances should be carried out by suitably qualified personnel.

As a representative of **CEN-CENELEC**, Richard Hughes of **AMDEA** took part in **EU Sustainable Energy Week (EUSEW)**, the annual flagship event organised by the European Commission. The EUSEW brings together public authorities, private companies, NGOs and consumers to promote initiatives to save energy and move towards renewables for clean, secure and efficient power. He



Richard Hughes (left) handing over the chairmanship of JTC 10

explained the work done so far by **CEN-CENELEC JTC10** (which was chaired by Richard until he retired from this position in 2019) in developing material efficiency standards to support the **Ecodesign Directive**. Most of the standards developed in JTC10 have now been published.

There are several pieces of European legislation governing the use of substances in appliances. The **REACH** (Registration, Evaluation, Authorisation and Restriction of Chemicals) Regulation covers all chemicals, while the older **RoHS Directive** restricts the use of certain hazardous substances in electrical and electronic equipment. Both pieces of legislation may identify substances that are harmful to human health or the environment and can ban

their use altogether. Fluorinated gases (used as refrigerants and insulation foams for refrigeration products and tumble dryers) are subject to international agreements to phase them out to protect the environment. In 2019 there was increased concern about persistent organic pollutants (POPs) in equipment manufactured before the RoHS ban on their use. **AMDEA**, via its membership of the **JTA** (Joint Trade Associations Group), has been involved in discussions about the Environment Agency's decision to require all such plastic to be treated as hazardous waste and incinerated at the end of its life.

AMDEA invited **Defra** (the Department for the Environment, Food and Rural Affairs) to a meeting with our members to discuss the planned revisions to the **UK Waste Reduction Programme**. The UK is keen to be a global trend-setter in terms of legislative requirements to make consumer products last longer and be easier to repair and refurbish, an ambition that may come into conflict with the need for products to remain safe.

The **JTA** is a consortium of 10 trade associations (including **AMDEA**) working with three Producer Compliance Schemes to improve the implementation of the UK's **WEEE Regulations**.

The JTA submits an annual proposal for the **WEEE Compliance Fee** methodology. This year we proposed some changes to the calculation methods to ensure that the Fee was not distorted by the increased targets and the higher costs of dealing with older waste plastic containing persistent organic pollutants. We also improved the transparency of how bids are assessed for spending the money accrued in previous years.

The **WEEE Fund** (monies accrued by the Compliance Fee) is currently managed by a registered company set up by the JTA to organise the Compliance Fee whose three directors come from **AMDEA**, techUK and the LIA.

'SMART' APPLIANCES

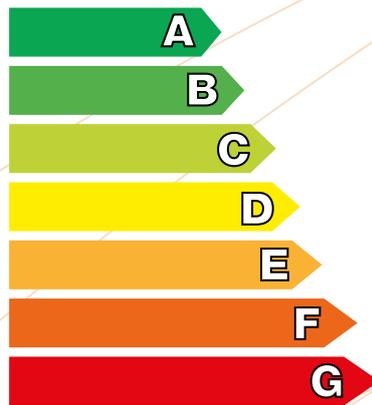
Cybersecurity has become an increasingly important topic, in part due to increased consumer awareness as a result of articles in the media and in part due to legislative measures. The EU introduced its **Cybersecurity Act** in 2019, which foresees the need for co-ordinated certification schemes in the future. In the UK, the Government Department for Digital, Culture, Media and Sport (**DCMS**) has consulted on their own ambition for a UK product labelling system as well as seeking views on how the UK should co-ordinate with future EU requirements after leaving the EU. Naturally, **AMDEA** was involved in responding to these consultations in addition to our work in other aspects of standardisation related to interconnected appliances.

CONSUMERS

AMDEA's main consumer-facing activity in recent years has been our **Register My Appliance** campaign to persuade consumers that registering products for safety alerts is a sensible precaution. We have been helped enormously by our network of allies who promote our messages energetically, particularly on social media. RMA Day on 24 January was our best ever, with record support from the Fire & Rescue Services, Electrical Safety First, Trading Standards et al. Later in the year we upgraded the website and the new look will be formally launched in 2020.

The domestic appliance industry has invested millions in developing more energy efficient products. As a consequence, the European energy labels now need to be rescaled. New Regulations for refrigerating appliances, washing machines and washer-dryers, and dishwashers will take effect in 2020. The new labels will include a QR code linking to a new database of all the appliances on the

More efficient



Less efficient

European market. In parallel there are new Ecodesign Regulations with requirements on how long spare parts should be kept and more advice for consumers on how to look after their appliances.

AMDEA also tracks consumer law. We are a member of the **Business Consumer Co-ordination Group**, through which we keep abreast of possible changes to consumer rights legislation such as the new European Directives adopted in 2019. The Group also provides BEIS with cross-sector views on matters such as the UK Consumer Green Paper.

BREXIT

Although the UK's referendum on whether it should leave the EU happened in 2016, it was only in 2019 that there were concerted efforts to ensure that the UK would be able to trade as a third country. The laws and regulations that **AMDEA** members will need to comply with in the UK following a departure from the EU will depend on the nature of the final withdrawal agreement which, at the time of writing, is still to be finalised. Nonetheless, **AMDEA** was heavily involved with various government departments throughout 2019 so as to provide as clear a picture to our members as is possible in these uncertain times.

FRIENDS AND ALLIES

APPLiA is a Brussels-based trade association that provides a single voice for the home appliance industry in Europe. **AMDEA** is an active member of APPLiA and we participate in a large number of their working groups and task forces. They provide a valuable resource for us and for our sister trade associations around Europe. Richard Hughes represents APPLiA at the EMC Working Party and the Radio Equipment Directive Working Group.

In the UK **AMDEA** is a member of the **CBI** (Confederation of British Industry) and also the **Trade Association Forum**, a trade association for trade associations.

Sian Lewis is a Director of **JTAC**, the Joint Trade Associations (Contracts Ltd) that is the entity that administers the WEEE Fund. She is also Deputy Chair and Finance Officer for the **MTA** (Microwave Technologies Association) and a member of the **BCCG** (Business Consumer Co-ordination Group), a cross-sector forum on consumer law issues.

AMDEA is a founder member of the **JTA** (Joint Trade Associations Group), 10 trade associations working with three producer compliance schemes to improve the UK's regime for dealing with waste electrical and electronic equipment which submits an annual bid for the Compliance Fee and whose registered offshoot, JTAC, manages the WEEE Fund.

We are a stakeholder of the **Gas Safe Register** and have links with **EST** (Energy Saving Trust) and **WRAP** (Waste and Resources Action Programme).

We are also a member of **EMS** (Electrotechnical Market Surveillance) Group, a forum for trade associations across all electrical equipment sectors.

Clement Skinner is a member of Electrical Safety First's **Electrical Safety of Products Committee**.

AMDEA is one of three trade associations that support the **HEEST Forum** – the Household Electrical and Electronic Servicing Training Forum which facilitated the development of qualifications and a new Apprenticeship for service engineers and technicians working on both white and brown goods.

We have close ties with many other trade associations, notably **retra** (the Radio, Electrical and Television Retailers' Association), **techUK**, who represent the ICT sector, **BEAMA**, a group of trade associations representing the Electrotechnical and Allied Manufacturing Industries in the UK, **LIA** (Lighting Industry Association), **CESA** (Catering Equipment Suppliers Association), **HHIC** (Heating & Hotwater Industry Council) and **SEAMA** (Small Electrical Appliances Marketing Association).

And we are eternally grateful to **all our allies** on Register My Appliance, with particular thanks to Electrical Safety First; London Fire Brigade; local Fire and Rescue Services; RoSPA, and the Office for Product Safety and Standards who continue to encourage consumers to register their appliances.



MEMBERS AND BRANDS IN 2019

A365 Limited

Cuisina, Eurolec, Ferretti, Homark, Qudos

AGA Rangemaster

AGA, Falcon, Fired Earth, La Cornue, Leisure Sinks, Marvel, Mercury, Rangemaster, Rayburn, Redfyre, Stanley, Rangemaster Sinks and Taps

Aqualisa Products Ltd

Aqualisa, Gainsborough, AQ by Aqualisa

Beko plc

Beko, Blomberg, Flavel, Grundig, Leisure

Bristan Group Ltd

Bristan, Heritage Bathrooms

BSH Home Appliances Ltd

Bosch, Neff, Siemens, Gaggenau

Crosslee plc

Hostess, Odell, Royal Cozyfires, White Knight

Crown Domestic Appliances Limited

Iceking, Royale, Snowwhite, Sovereign

Dualit Ltd

Dualit, Architect, Bake Off, Classic, Lite, NX Capsules, Rhino, Soft Touch, Vortecs

Dyson Ltd

Dyson

Electrolux Major Appliances Ltd

AEG, Electrolux, Frigidaire, Zanussi

Emerson Electric UK Ltd

InSinkErator

Euro-Pro Europe Limited

Shark, Ninja

Fisher and Paykel Appliances

Fisher & Paykel

Franke UK Ltd

Franke, Carron Phoenix, KWC

Glen Dimplex Home Appliances

Belling, Britannia, GDHA, Lec, New World, Stoves'

Grey Technology Ltd

Gtech

Haier Europe

Candy, Hoover, Haier, Baumatic, Gasfire, Hoover-Otsein, Iberna, Jinling, Rosières, Süssler, Vyatka, Zerowatt

Hisense UK Limited

Hisense, Gorenje

Hozelock Ltd

Hozelock

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; La Pavoni

Strix Ltd

Strix, Aqua Optima

SZ & W Ltd

Sub-Zero, Wolf

Triton Showers

Triton Showers

Vax Ltd

Vax

Vestel UK Limited

Sharp, Electra, Atlantic

Whirlpool UK Appliances Ltd

Bauknecht, Hotpoint, Ignis, Indesit,
KitchenAid, Maytag, Whirlpool

