

## Chief Executive of AMDEA retires

### AMDEA MEDIA RELEASE

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Douglas Herbison, Chief Executive of AMDEA (the Association of Manufacturers of Domestic Appliances), is retiring after thirteen years at the helm.

Since joining AMDEA, in 2006, Douglas has overseen expansion of the membership, widened recognition of its technical expertise in developing product standards and led innovative campaigns on key contemporary issues, critical for the appliance industry.

Today AMDEA provides a voice for over sixty leading brands of large and small appliances, working alongside government, regulators, standards bodies, business and consumer advocates.

Under Douglas' direction, AMDEA was instrumental in the creation of the Joint Trade Associations Group (JTA) to propose schemes for improving the UK WEEE system, and won the British Standards Institution (BSI) Industry Leadership Award for leading the way in safety standards in the UK and wider world.

During this time, AMDEA also created its first consumer campaigns to drive awareness of the energy and water savings of high efficiency white goods, the role of appliances in recovery of value from food waste and most recently, with *Register My Appliance*, the importance for home safety of product registration.

In thanking Douglas for his role in raising the organisation's profile, Teresa Arbuckle, AMDEA Chair, said:

"We appreciate the important contribution Douglas has made to AMDEA, and the white goods industry, in his career within the organisation and wish him well in his retirement."

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### NOTES TO EDITOR:

[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.