

AMIDEATM

*The Association of Manufacturers
of Domestic Appliances*

ANNUAL REPORT
2013 - 2014



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of Domestic Appliances*

AMDEA ANNUAL REPORT 2013-2014

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AMDEA is the UK trade association for large and small domestic appliances and all products in between. We cover large kitchen appliances, vacuum cleaners, toasters and kettles, irons and hair straighteners, and even pond pumps are all within our remit.

We represent our members at UK, European and International level; with UK government and EU political institutions; standards bodies; non-governmental organisations; consumers and the media.



Douglas Herbison, Chief Executive promoting AMDEA membership.

Outgoing Chairman's Report



It has been another interesting year for our industry with more products now subject to Energy Labelling and Ecodesign Regulations; changes to UK consumer and competition bodies; plus a new Consumer Rights Directive and a recast WEEE Directive both needing to be transposed.

AMDEA has continued its programme of contacts with policy makers and their advisers, building on the momentum from last year's House of Commons event.

I am especially pleased that our efforts in the development of legislation and standards have met with some success, notably in relation to the proposed changes to the UK implementation of WEEE.

However, AMDEA has also been taking steps to promote the image of our industry and our trade association in quarters that might perhaps have been less aware of our existence in the past.

I have enjoyed my time as Chairman of AMDEA and it remains for me to wish my successor well in his own endeavours.

John Morrissey

Incoming Chairman's Report



Under John Morrissey's Chairmanship and with Douglas Herbison as Chief Executive AMDEA has increased both its membership and its influence and I hope that we can build on these strengths in 2014.

For me the key task ahead is to strive to ensure that the image of our industry with legislators, stakeholders and the media accurately reflects the efforts that our industry makes, not merely to meet the requirements imposed upon us but to excel in all areas that we can.

I am particularly keen to see what more we can do to stimulate demand for our products in the UK, especially in areas such as energy saving, where we think that the UK customer may lag behind their continental cousins in their awareness of what their appliances can do for them.

We have added several new members recently from the small appliances sector and we would like to add to these so that AMDEA can speak on behalf of the whole industry.

With David Hollander as our Deputy Chairman I look forward to what we can achieve in 2014!

Maurizio Pettorino



Message from the Chief Executive

It has been another busy year for the AMDEA team.

Key highlights have included a meeting with the Business Minister Michael Fallon to which we attribute at least some of a spate of invitations to AMDEA to discuss proposed consumer legislation. The Joint Trade Associations Group (which AMDEA set up) was also invited to meet him to discuss the Waste Electrical and Electronic Equipment (WEEE) Regulations.

We continued working with the UK Government Departments Defra and DECC and their consultants to analyse the data from their Household Electricity Survey which will give us valuable information about the age and distribution of appliances in UK homes.

As well as European Ecodesign and Energy Labelling Regulations this has been the year of UK legislation on consumer rights and Waste Electrical and Electronic Equipment. The last was to transpose the recast Directive but also made changes to the UK system which had the potential for manufacturers being overcharged for evidence and AMDEA would like to take much of the credit for this outcome.

Our standards work continued to take up a lot of the technical team's time, particularly in areas of safety, performance and environmental impact. This year's most memorable achievement was a sensible outcome for an international kettle testing standard – the proposed amendment would have threatened most of the kettles on the market so this is a significant win for AMDEA members.

Our “autumn event” for 2013 was a very successful Round Table at the Royal Society to discuss international research into the effects of domestic food waste disposers on sewage systems. There were several international speakers and a very informative debate.

Our Member Briefings were even more popular this year so we are already thinking that we may need to book a larger venue for next year's programme. As usual we were able to attract some high calibre external speakers to supplement the AMDEA staff presentations.

As part of our campaign activity the Board decided to work with Global Action Plan (GAP), an environmental charity, and we sponsored an event in December to launch Watts in the Home, a report on the UK take-up of energy efficient appliances.

Our staff in the London office dealt with some interesting questions during the year, all the while coping with the on-going refurbishment of the office next door.

And finally, we attracted several new members so, for the eighth year running, we are holding our subscription fees at the same rates!

Douglas Herbison

The Board at December 2013



Chairman
Maurizio Pettorino
Indesit Company UK Ltd



Deputy Chairman
David Hollander
Dyson Ltd



Ragip Balcioglu
Beko plc



Ian Banes
Electrolux Major
Appliances Ltd



Abs Bokhari
Hoover Candy Group



David Boyle
Crosslee plc



Andrew Dunning
Numatic International Ltd



John Graham
Crown Domestic
Appliances Ltd



Lorna Fellowes
Triton Showers



Simon Grantham
Miele Company Ltd



Denver Hewlett
Glen Dimplex Home
Appliances



Eric Ireland
Smeg (UK) Ltd



Ashley Munden
Emerson Electric UK Ltd



Ian Railton
Whirlpool (UK) Ltd



Michael Steinle
BSH Home Appliances
Ltd



Rakesh Tiwari
Fisher and Paykel
Appliances



John Upperton
Vax Ltd



Guy Weaver
A365 Ltd



Douglas Herbison
AMDEA

AMDEA Staff

The Secretariat



Douglas Herbison
Chief Executive



Sian Lewis
Association Executive



Richard Hughes
Technical Manager



Chrissy McManus
Technical Manager



Lilian Hunter
Secretariat Support



Stuart MacConnacher
Technical Manager

External support

AMDEA Statistics Service
Press Office and PR
Book-keeping and Accounts
IT support
Estates Manager

Gary Roethenbaugh
Dee Fernandes
Robert Payne
Roy Brook
Graham Pinner

Zenith International Ltd
BFIPR
Precision Accounts Ltd
TSaR
Castleman & Dean

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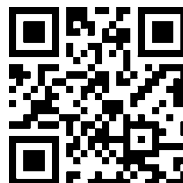
Registered in England No. 1465823 at the above address

Our websites:

www.amdea.org.uk



www.t2c.org.uk



www.food-waste-disposer.org.uk



Member Services

Communications

AMDEA staff are all based in the London office and can be contacted during normal office hours.

Most of our communication is by e-mail but we do hold regular meetings of our Board, Committees and Panels throughout the year.

AMDEA now maintains three websites. As well as the main site (www.amdea.org.uk) we also have our Time to Change campaign website (www.t2c.org.uk) and a third site dedicated to food waste disposers (www.food-waste-disposer.org.uk).

Our Annual Report is a hard copy publication sent to all our contacts each New Year.



Our electronic Newsletter is published around the middle of each month for a readership of several hundred people.

TechNews goes out 10 times a year to member contacts only.

On Friday we send a summary of the previous week's technical mailings (TechAlert) with links to the documents in the Members' area of our website.

Meetings

The Board meets three times a year as does the Commercial Committee. The Technical Committee and Small Appliances Panel are biannual.

The Spares and Services Panel meets four times a year with at least one visit to a site of interest in the UK - this year they went to a recycling plant in Yorkshire (pictured).

Our Safety Liaison Panel meets representatives of the Fire Services and BIS at regular intervals.

We may hold ad hoc meetings of other Panels or combinations of Panels e.g. to discuss an industry response to a formal consultation.



Statistics Service

As part of the AMDEA membership package companies can choose to join our statistics service. Participating companies receive monthly updates of their market data and a report on market trends is presented at each Board and Commercial Committee meeting. Members may also licence the software to create their own reports. Last year we added an extra channel reporting option which is now funded by a levy on participating companies.

Standards

A significant proportion of AMDEA's services for members relates to standards, mainly because they are the principal means for demonstrating compliance with EU Directives and Regulations. In addition there are still aspects that are specific to the UK market such as plugs and sockets and building regulations and we can help our members with those.

AMDEA is involved in the development of standards through our representation in BSI (British Standards Institution); CENELEC (European Committee for Electrotechnical Standardization); IEC (International Electrotechnical Commission); and CISPR (Special International Committee on Radio Interference). We also have representation on CEN (European Committee for Standardization) and ISO (International Organisation for Standardization).

AMDEA's technical staff act as UK representatives on many standards committees. We convene a number of CENELEC working groups, which provides us with direct access to officials from the European Commission. Since the primary language of the international standards community is English we are particularly in demand for our editing skills and our native speaker status. We also, on occasion, host meetings and this year was no exception with both a CIPSR and an IEC group convening at AMDEA.

The key committees and working groups are summarised below:

IEC (International Electrotechnical Committee)

Safety of Household Appliances; Performance of Household Appliances; Low Frequency Electromagnetic Compatibility (EMC); Fire Hazard Testing; Environmental Standards for Electrical and Electronic Products and Systems; Advisory Committee on Environmental Aspects; Safety Aspects of Electromagnetic Fields (EMF); Standby Power

CISPR (International Special Committee on Radio Interference)

High Frequency Appliance-related EMC

CENELEC (European Committee for Electrotechnical Standardisation)

Various standards committees relating to the safety and performance of household appliances as well as EMC and EMF; standards on environmental matters including Waste Electrical and Electronic Equipment (WEEE) and Restriction of Hazardous Substances (RoHS).

BSI (British Standards Institution)

AMDEA is a member of many committees that deal with issues affecting our industry and we chair several in the areas of Performance of Household Appliances; Safety of Electrical Appliances; Safety of Domestic Electronic Equipment; Environmental Standards for Electrical and Electronic Equipment; and also the Briefing Committee for the IEC's Advisory Committees on Safety (ACOS) and the Environment (ACEA)

The members of the CIPSR/F at AMDEA in January 2013



Events

AMDEA mostly holds small-scale events for members only with the occasional foray into the wider world. But in the past few years we have held an external event in the autumn to which we invite some of our regular contacts as well as representatives of the trade press.

This year it was a Round Table at the Royal Society to discuss research into the effect of food waste disposers on sewage systems. We also hosted a meeting of CECED's National Association Members which was very well attended. Our work with Global Action Plan (GAP) led to our involvement in an event at The Crystal to launch a report that they had commissioned into the UK take-up of energy-efficient white goods. And, of course our four Members' Briefings were a great success.

Royal Society Round Table

AMDEA's Food Waste Disposer Group organised a round table discussion at the prestigious Royal Society, for waste policy advisers and regulators, entitled The Role of Food Waste Disposers in Waste Management Policy & Practice.



There were four sessions led by visiting experts from Italy, Denmark, Sweden and the USA.

The guests included representatives of government departments, the UK's leading water research consultants, environmental experts, water companies, WRAP, local authority waste managers (including the Greater London Authority), as well as those involved in the large on-going Local Government Association FWD trials.

Watt's in the Home

GAP organised an event at the Crystal in East London in early December. The keynote speaker was Laura Sandys MP and the guests comprised a range of stakeholders interested in discussing energy efficiency.

Douglas Herbison gave a presentation to explain our campaign for an incentive scheme and other speakers gave their views.

The second session consisted of two presentations from GAP, one to explain the Watt's in the Home report findings and the other the results of a consumer behaviour project with the Welsh Assembly Government.

Briefings

Every year AMDEA holds Briefing events for members on a specific topic of interest at that time. These are free and include a sandwich lunch. In 2013 there were four of these, each with external speakers invited by AMDEA.

April

UK proposals to transpose the recast Waste Electrical and Electronic Equipment Directive and to amend the UK WEEE system. Our guest speakers were from the Department for Business, Innovation and Skills (BIS)

May

Proposals for two new European Regulations – one on market surveillance to subsume parts of existing legislation and make it more straightforward and another to replace the General Product Safety Directive with a Regulation. Our guest speakers were also from BIS.

October

UK proposals for a Consumer Bill of Rights to replace some of the “Sale of Goods” legislation plus changes to the institutions that provide consumer information and enforcement as well as aspects of competition law. Our guest speakers were an ex CBI lawyer plus a representative from the Office of Fair Trading and another lawyer from the consumer organisation, Which?

November

Our Ecodesign and Energy Labelling Briefing with speakers from Defra and the NMO. As well as an overview of the two sets of legislation and how they work, we explained the definitions and the deadlines for recent Regulations and looked at those that are still pending.

Visit of CECED National Associations Committee

Representatives from appliance trade associations all over Europe descended on London in October for a meeting of the CECED NAC.

Following a brainstorming session analysing the relationship with CECED (illustrated) they discussed their relationship with each other and considered the issues that they all have in common.



There was also time for a group photograph!



Current Topics

Broadly speaking AMDEA concentrates on legislation and standards in the four main areas of interest for our members – safety, performance, environmental impact, and electromagnetic compatibility, although we are also involved in other areas such as consumer legislation and competition law.

As well as talking to policy makers and engaging with the standards community we also respond to formal consultations either directly or via CECED or CBI.

We also maintain close links with the UK bodies that carry out market surveillance and enforcement as well as with NGOs and other organisations whose work affects our industry.

Safety

AMDEA members take safety very seriously. They all devote much time, effort and money to ensuring that they know that their products are safe for their customers to use.

AMDEA has a Panel that produces guidance for members on various aspects of safety. We also meet regularly with representatives of the fire services and local and central government.

We are involved in European and international standards work on various aspects of safety, including the minimisation of risks to vulnerable persons and small children.

AMDEA has also been looking at how to improve the effectiveness of product recalls.

One of our 2013 Members' Briefings considered the implications of proposals for new European Regulations for General Product Safety and Market Surveillance.

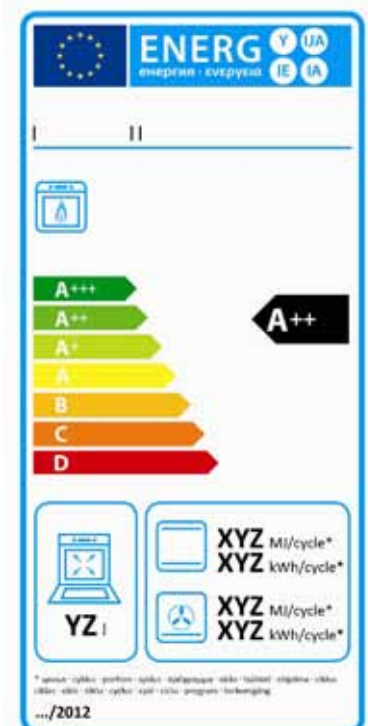
Ecodesign and Energy Labelling

These two related pieces of legislation continue to be a significant part of AMDEA's work, as new Regulations are agreed for more products. The European Commission has now started to look at including non-energy related requirements, such as dependability and resource efficiency in Ecodesign Regulations.

With both Framework Directives now being reviewed (even though product-specific Regulations are still being phased in under the existing framework Directives) and more aspects being regulated, we expect there to be still more work in this area over the next few years.

This year we saw new draft Regulations for several more products including vacuum cleaners, electric showers, cooker hoods and ovens, local room heaters, water heaters, and network standby and coffee machines. Plus a draft new horizontal Regulation to specify how label information must be displayed on-line.

A legal challenge to the vacuum cleaner labelling Regulation may see its implementation date of September 2014 postponed.



Waste

A considerable amount of time and effort this year has been spent on revisions to the UK Waste Electrical and Electronic Equipment (WEEE) Regulations. These Regulations are being revised, partly in response to a 'recast' of the corresponding EU Directive, but also as a consequence of the UK Government's 'red tape challenge' to reduce unnecessary burdens on industry.

AMDEA was heavily involved both directly with BIS and through the JTA (Joint Trade Association), which we set up, in proposing alternative options to reduce unfair costs on producers. We were pleased to see that the resulting consultations included two of our proposed options. Work on this is set to continue into 2014 as industry needs to ensure that the final Regulations are workable by helping put in place the required systems. AMDEA also convenes the standardisation activities in CENELEC related to the WEEE Directive.

AMDEA responds to consultations on waste policy from all four of the administrations in the UK. This year we also sent comments to the European Commission in response to their consultative communication on the sustainable use of phosphorus.

And food waste disposers, while a small part of our members' vast array of products, kept a high profile this year with AMDEA's FWD Group managing to overturn a ban in the Republic of Ireland; engaging with Local Government Association funded trials; and holding a successful event at the Royal Society in October.

Consumers and competition law

Throughout 2012 AMDEA responded to a host of consultations on changes to UK consumer legislation and institutions. This year we were invited to numerous stakeholder events including a round table with the Minister to look at proposed enforcement options. We replied to the main consultation proposing changes to the Sale of Goods Act etc. and were very active (in association with reTra) in speaking to BIS about the possible pitfalls inherent in the on-going confusion over what exactly are consumers' rights.

AMDEA has previously been involved in discussions of the new Consumer Rights Directive which had to be transposed in December to take effect in June 2014. The Directive deals mainly with distance selling but does include provisions affecting face to face sales as well.

We held our third Members' Briefing to discuss the issues while waiting for the Government response.

AMDEA already has some Association Guidelines to remind members of their obligations under competition law and towards the end of the year we looked at revising them to incorporate more generic ethical considerations.

Other aspects

Other areas of legislation and standards which are crucial to our members include the ever-growing tentacles of chemicals legislation, REACH and RoHS, as well as concerns about the use of rare earth metals and conflict minerals.

There are continuing discussions about the pressure to refurbish/recycle electrical goods, even though for domestic appliances it is usually more sustainable to send older items for recycling and replace them with newer, more energy efficient models.

Electromagnetic compatibility is ever more important as wireless technology extends its virtual tendrils into ever more areas of domestic life. And the claims for "smart meters", while still very vague, are promoted ever more vigorously as the solution to energy price rises in the UK.

Outside Representation

External relations

AMDEA has established contacts in the key UK Government Departments - **Defra** (Environment, Food and Rural Affairs), **BIS** (Business, Innovation and Skills), **DECC** (Energy and Climate Change) and **CLG** (Communities and Local Government).

Following our campaign activity in the past two years we also now have contacts among politicians (MEPs, MPs, MSPs and AMs) and their advisers as well as with a wider spectrum of local government, notably the **GLA** (Greater London Authority).

We also maintain good relations with market surveillance authorities such as the **NMO** (National Measurement Office) and the **Environment Agency**; and with NGOs such as **EST** (Energy Saving Trust) and **WRAP** (Waste and Resources Action Programme).

AMDEA is a member of the **CBI** (Confederation of British Industry) and Douglas Herbison sits on their Trade Association Council as part of our membership of the Trade Association Forum.

We are also members of the **European Committee of Domestic Equipment Manufacturers (CECED)** and they are one of our routes into the European Commission.

AMDEA also belongs to several other organisations including the **Gas Safe Register** and the **Electrical Safety Council**. Sian Lewis is Deputy Chairman and Finance Officer of the **MTA** (Microwave Technologies Association). Stuart MacConnacher is on the Board and the Technical Committee of **ACRIB** (Air Conditioning and Refrigeration Industry Board).

Our support for **HEEST** (Household Electrical and Electronic Servicing Training Forum) continues. This year we were invited to several events at colleges in the Birmingham area as part of HEEST's promotion of their Training Network.

We have strong links with other UK trade associations, particularly **retra** (the Radio, Electrical and Television Retailers' Association). We have been talking to them again this year and also to the **BRC** (British Retail Consortium) about our proposed incentive scheme for energy-efficient appliances.





**European Committee of
Domestic Equipment Manufacturers**

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Belgium

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website: www.ceced.eu

AMDEA plays an active role in CECED and we are members of several committees and working groups as listed below:

**National Associations Committee
Large Appliances Division
Small Appliances Division**

- Resource Efficiency
- Waste and Material
- Energy Label
- Ecodesign
- Consumers
- Corporate Social Responsibility
- Safety and Accessibility
- Internal Market
- Trade
- International Standardisation
- Product Information
- Cold
- Wet
- Cooking
- Coffee machines
- Vacuum cleaners
- Irons
- Air conditioning
- Local heaters
- Water heaters



*Douglas Herbison, Chief Executive of AMDEA and
Paolo Falcioni, Director General of CECED*

AMDEA Members and Brands

Aga Rangemaster plc AGA, Falcon, Fired Earth, LaCornue, Leisure Sinks, Marvel, Mercury, Rangemaster, Rayburn, Redfyre, Stanley, Waterford	Hoover Candy Group Candy, Hoover, Iberna, Otsein, Rosieres, Susler, Zerowatt
A365 Limited Cuisina, Eurolec, Homark, Qudos	Hozelock Ltd Hozelock
Baumatic Ltd Baumatic, Homeking	Husky Retail Ltd Husky
Beko plc Altus, Beko, Blomberg, Flavel, Grundig, Leisure	Indesit Company UK Ltd Indesit, Hotpoint
BSH Home Appliances Ltd Bosch, Siemens, Gaggenau, Neff	Interpet Ltd Blagdon, Interpet, Kent
Bristan Group Ltd Bristan, Heritage	Jarden Consumer Solutions EMEA Bionaire, Breville, Crock Pot, FoodSaver, Holmes, MrCoffee, Nicky Clarke Electric, Seal a Meal, Sunbeam, Oster, Villaware
Crosslee plc Hostess, Odell, Royal Cozyfires, White Knight	LG Electronics UK Ltd LG
Crown Domestic Appliances Limited Royale, Snowwhite, Sovereign, Montpellier	Marleton Cross Ltd (MX Group) MX, Neptune
De Dietrich Kitchen Appliances Ltd De Dietrich, Fagor	Maurice Lay Distributors Ltd Caple
Dualit Ltd Architect, Bake Off, Classic, Lite, NX Capsules, Rhino, Soft Touch, Vortecs	Miele Company Ltd Miele
Dyson Ltd Dyson	Numatic International Ltd Charles, George, Harry, Henry, Hetty, James, Numatic
Electrolux Major Appliances Ltd AEG, Electrolux, Zanussi	Samsung Electronics (UK) Ltd Samsung
Elstat Electronics Ltd Elstat	Smeg (UK) Ltd Smeg
Emerson Electric UK Ltd InSinkErator	Strix Ltd Aqua Optima, Evolve, Strix
Fisher and Paykel Appliances Fisher & Paykel	SZ & W Ltd Sub-Zero, Wolf
Franke UK Ltd Franke, Carron Phoenix	Triton Showers Triton Showers
GHD ghd	U-line U-line
Glen Dimplex Home Appliances Belling, Britannia, GDHA, Lec, New World, Stoves	Vax Ltd Vax
Grey Technology Ltd Gtech	Vestel Servis, Electra
GVS Filter Technology UK Ltd GVS	Whirlpool (UK) Ltd Ignis, KitchenAid, Maytag, Whirlpool

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