

ABOUT AMDEA

AMDEA is the UK trade association for the manufacturers of small and large domestic appliances; representing over 80% of the domestic appliance industry as a whole and probably closer to 95% of the market leaders in large white goods.

Members are all manufacturers, importers or distributors of household appliances and include most of the UK's top selling brands of major white goods. In addition to fridges, freezers, washing machines, laundry dryers and dishwashers, members' products also include cooking, heating, water-heating, floor-care, waste-disposal and ventilation equipment.

AMDEA assists UK producers to deliver best practice, compliance and continuous improvement at every stage of the life cycle of household appliances from development, manufacture, marketing and after-sales service, through to the ultimate disposal and recycling of the products. AMDEA represents the industry at both a UK and European level and works closely with those organisations of which it is a member, such as the European Committee of Domestic Equipment Manufacturers (CECED) and the Confederation of British Industry (CBI).

AMDEA provides a single point of contact, synthesising the voice of the British domestic appliance industry for the media, consumers, regulators and non-governmental agencies. It promotes best practice among its members and in the last decade the industry has achieved advances in technology that have significantly reduced the energy and water consumption of domestic appliances, while improving their overall performance.

AMDEA assists its members by providing a clear path through increasingly complex technical laws and standards. This includes preparing submissions to government on draft national and EC legislation and representation on the bodies responsible for the creation and interpretation of standards such as the British Standards Institute (BSI) and the International Electrotechnical Commission (IEC). By actively participating in this process AMDEA permits members to devote more staff time to product development, sales and customer support.

AMDEA was established as an independent association in 1969 and is based in central London, with a permanent staff of seven, four of whom are technical experts.

Key Executives and Officials

Paul Hide

Chief Executive

Paul became AMDEA Chief Executive in December 2019. He joined from techUK, the UK's leading technology trade body, where he was Director of Marketing & Membership and led the consumer electronics work streams.

Paul has spent over 20 years working for consumer electronics brands including as UK MD of & VP of European Operations at Sharp Electronics, and in senior sales and marketing roles at Sony UK.

Paul is also a Trustee of the Electrical Safety Board, a Non-Executive Director of Certsure, an Elected Governor of Kingston Hospital Foundation Trust and a British Cycling Road Racing Commissaire.

Sian Lewis

External Affairs

Sian Lewis is head of External Affairs, having previously AMDEA's public affairs manager. Sian began her career in Local Government administration, working in legal, planning and building control departments. Prior to joining AMDEA Sian spent four years at the Home Builders' Federation where she helped set up a pan-industry forum on modern methods of construction and launch the HBF Health and Safety Charter. She also studied for a BSc in Building Engineering.

Sian represented the industry on the Government Working Group on Product Recalls and Safety. Among other AMDEA expert panels she convenes the Safety Liaison Panel which regularly brings AMDEA's safety standards team and technical experts from member companies together with representatives of the fire and rescue services. In the policy areas of consumer law and energy labelling she represents AMDEA within APPLiA, the European body representing the domestic appliance industry. She is also a Director of JTAC, the company that currently organises the WEEE Compliance Fee and manages the WEEE Fund. She is Vice Chair and Finance Officer of the Microwave Technologies Association.

Teresa Arbuckle

Chairman

Teresa Arbuckle is Managing Director UK & Ireland, Beko Plc. She brings to AMDEA 20 years' UK business experience with global, blue-chip companies and leading consumer brands. Following strategic marketing roles at H.J. Heinz, LeapFrog and Premier Foods, she joined Beko in 2011, helping to drive the Turkish-based conglomerate to a pole position in the UK's white goods' market.

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