

AMDEA MEDIA RELEASE

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Big wins for improving home safety

Prize Season @ registermyappliance.org.uk

This Autumn, appliance shoppers looking for a bargain, will have tons of chances to win luxury home and lifestyle prizes simply by registering their new purchases on registermyappliance.org.uk. Even if householders can't stretch to new products, they STILL have the opportunity to win big by simply registering the older, trusty appliances that they already own.

www.registermyappliance.org.uk is AMDEA's (Association of Manufacturers of Domestic Appliances) online safety initiative, supported by the Government and local Fire Services, which provides quick access to the registration pages of over 60 leading brands of domestic appliances and allows the public to register old (up to 12 years) and new appliances. Once registered, in the event that there is a safety action, the manufacturer knows where to find the appliance and organise the right remedy.

Throughout the Prize Season (1 November – 31 January), many leading manufacturers are rewarding customers who make the sensible choice of registering their appliances, by entering them into free prize draws*. There's a terrific range of prizes on offer - from large appliances like washing machines or a dishwasher, to the latest time-saving technology of a steaming hot water tap, a pampering spa break, tickets to the inspirational BBC Good Food Show, or for FC Barcelona fans – a new team shirt.

The Prize Season will include RMA Day on 19th January 2017. This will be celebrated with further opportunities to win luxury gifts and raise awareness of this initiative that instantly improves household safety; ensuring that appliance owners can be contacted about the safety of their product.

For more important home safety advice and to register both old and new appliances visit www.registermyappliance.org.uk

*Terms and conditions may apply

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Notes to editors

[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.

[Registermyappliance](#) is the AMDEA safety initiative supported by all members. It aims to improve ownership data on the millions of appliances in use in UK homes, to ensure that they can be found if a safety repair is needed.

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