

Embargoed until 00:01h Thursday 19 January 2017

Rewards for the missing millions on Register My Appliance Day

On the **19th of January, Register My Appliance Day**, the domestic appliance industry is urging the public to take a few minutes to register the millions of white goods that they rely on every day, have never registered, and completely forget they own.

Supporting this safety initiative, **Consumer Minister, Margot James**, is encouraging more people to remember to take this important precaution, to ensure they can be contacted swiftly if a safety repair is ever needed.

The latest YouGov survey for the Association of Manufacturers of Domestic Appliances¹ (AMDEA) has found that less than half (43%) of British adults usually² register their large domestic appliances with the manufacturer. Of those that don't always register, 39% said this was because they forgot and 29% didn't think it was necessary. Potentially they all risk missing out on product safety warnings.

According to recent official estimates³, UK homes are currently using around 93 million (92.7m.) wet and dry⁴ large appliances. They are kept for ten or many more years yet, unlike cars, the vast majority are untraceable and have never had a health check.

The YouGov survey also revealed that 70% of GB adults with a fridge or fridge freezer, over ten years old, have never had a professional review or check to verify if they are safely connected or running correctly.

As a bonus to tempt owners to register their January sale bargains or the thousands of older models already running in their homes, many of the 60 leading brands on www.registermyappliance.org.uk are offering to enter registrants into prize draws for a range of luxury treats.

The *Register my appliance* web portal was designed by AMDEA to make it quicker and easier for the public to register both new and older appliances, to improve ownership data. By simply clicking on the brand logo the user reaches a data entry form linked directly to the relevant manufacturer, where the vast majority accept registrations of products up to 12 years old. *Register my appliance* is supported by the Department for Business, Energy and Industrial Strategy, as well as most safety and consumer groups.

¹ All figures, unless otherwise stated are from YouGov survey for AMDEA, the Association of Manufacturers of Domestic Appliances. Total sample size was 2028 adults. Fieldwork was undertaken between 5th - 6th January 2017. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

² 28% say they always register and 15% claim they often register

³ BEIS, *Market Transformation Programme*, Energy Consumption in the UK, Table 3.12

⁴ Fridges, freezers, washing machines, dish washers and tumble dryers.

Douglas Herbison, Chief Executive, AMDEA, says the ability to engage swiftly with owners of a particular batch of appliances is key to planning effective safety repair programmes: “Manufacturers need to know where to contact owners to plan service visits. Whilst recalls or safety modifications are rare, consumers should remember they are running large, powerful electrical appliances; often daily and for many years. It is important that they register the serial number of their products and follow the installation instructions and user guides. For quick reference, on *register my appliance* they can also find a current recall listing, along with maintenance and safe usage guidance.”

Consumer Minister Margot James said:

“While we all hope never to receive safety messages from manufacturers, it’s important they can get in touch with customers quickly and easily if there are safety issues. AMDEA works throughout the year to get more people into the habit of registering the white goods they rely on every day, and I’d urge everyone to take a few minutes to do so.

“I’ve used the Register My Appliance portal myself – it’s quick and easy and recognised by the Government-backed Working Group on Product Recalls and Safety as a key tool to help keep consumers safe across Britain.”

On Register My Appliance Day manufacturers are sending reminders to over 4 million consumers. While supporters including the Fire and Rescue Services nationwide, RoSPA, Trading Standards, Citizens Advice, Electrical Safety First and the National Landlords Association are using both regional press and social media to promote www.registermyappliance.org.uk

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Notes to editors

- 1- Further findings of the survey included:
 - After being told that registering the appliance ensures the manufacturer is able to contact them swiftly (e.g. if the product develops a fault and requires free in-home repair) 62% of consumers would be more likely to register.
 - Only 15% of consumers realised they could register an appliance with the manufacturer if they acquired it second hand.
 - Just 18% understand that they can register an appliance at any time after purchase: 24% thought this was only possible at the time of purchase and 35% thought the item had to be within the warranty period.

- 2- 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.

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