



The Association of Manufacturers of Domestic Appliances



Dear Members and Partners

Welcome to our February edition - 05/02/2021

Welcome to AMDEA's first newsletter of 2021 and a Happy(er) New Year to you all



A message from the CEO - Paul Hide

As I write this during Lockdown 3, there is no doubt that we are long way from an end to this pandemic and the restrictions that are having so much impact on how we live day-to-day. The one saving grace for our industry is that demand remains very strong, and online and click-and-collect services appear to be largely able to maintain strong levels of sales.

We saw a very strong recovery in the second half of 2020 - large appliance volumes appear to have grown by 2% vs 2019, which is very close to the market forecasts we produced early last year, before we were plunged into a new Covid-19 world.

Overall, members are positive that 2021 can also be a strong year for sales. Most expect the first half of 2021 to be busy, above last year, with a probable softening of demand once we enter the summer, with hopefully lower levels of restrictions on our daily lives and the option to spend some of our money on none home-focused items.

2021 is a year of change for AMDEA on several fronts. Firstly, with the UK having finally having left the EU legal and regulatory landscape, we are now fully focused on representing our membership in a new world of divergence. There are some challenging requirements to deal with in cross-border trading, both between GB and NI, as well as further afield.

There remain a number of issues still to resolve and we are engaged in discussions on a daily basis to keep the pressure on UK Government to deliver clarity and workable solutions. Overtime, the change in member requirements will shape the way AMDEA works on your behalf.

Secondly, the AMDEA team is also changing. In December, we bid farewell to Sian and Lilian, both of whom had given many years of loyal and supportive service to AMDEA, its membership and our partners and stakeholders. We wish them well in their new endeavours. We are in the process of recruiting new team members and hope to conclude that in Q1 2021.

In the interim I am delighted to announce that we have engaged the support of two experienced industry experts. Sean Hannam, previously editor of the trade publication *ERT*, is supporting our communications, and Robert Gosling, previously of Dyson, will be supporting our standards/ regulatory and commercial activities.

We launched our new www.amdea.org.uk website last year, and have been encouraged by the many positive comments received from members on the improvements made. We are currently finalising the new member and stakeholder portal which will give you password-protected access to all the documents that we share and publish. We expect this to go live very soon.

Our Newsletters are also being refreshed. Our new Weekly Bulletin, replaces the old Tech Alert and will cover news and information on both Technical and Non-Technical matters. This, our refreshed Monthly Newsletter, will combine the two newsletters we previously distributed, clearly sectioned by content type.

Hopefully this new approach will help condense the large amount of information that AMDEA send out each week, enabling clearer and more concise communications. We welcome your feedback on how we communicate to you so please let us know your thoughts, good and bad!

And finally, let me welcome a new member to AMDEA. Matchstick Men Group Group, who manage brands which include Russell Hobbs, George Foreman, Zanussi and Rangemaster amongst them. Simone and the team joined AMDEA on the 1st January, so please join me in welcoming another key industry player into our fold. I am working hard to grow our membership further in 2021.

In this month's edition:

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- EU Withdrawal
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Energy Labelling



Coming into effect in March 2021

The new requirements for energy labelling in Great Britain and Northern Ireland are now clear.

The SI (Statutory Instruments) that places these requirements in UK legislation is expected before the end of Q1 2021.

AMDEA has already delivered trade/ channel information packs on the new labelling requirements and what must be done online and in-store before 1 March 2021. The Government guidance can be found [here](#) and [here](#).

AMDEA is currently now working on a consumer messaging campaign, which is planned to run late February/ early March. The execution and media plan is being agreed with

our Consumer Group.

[Read More - TRADE ENERGY LABELLING TOOLKIT](#)

Ecodesign/Circular Economy/Environmental issues



UK Government consultation on ecodesign and energy-labelling legislation for lighting products (2021)

AMDEA responded to this consultation by requesting that the UK should remain aligned with the EU in this area in order to minimise technical barriers to trade. In addition we requested that BEIS also look at the EU's amendment to their legislation with a view to adopting it in the UK when it is published later this year. Lighting products are one of those products which will be subject to a rescaled energy label later this year. The introduction for this is planned for September 2021. [Frank Thomas](#) can be contacted if further information is required.

EU study on Ecodesign requirements for kettles

AMDEA has been active in assisting APPLiA's response to the Commission's proposal to introduce Ecodesign legislation for electric kettles. APPLiA, in addition to submitting technical comments, have requested that given that the potential energy savings are low, the EU Commission should not see kettles as a priority for Ecodesign legislation. The proposed transition period of one year should be extended to two (should legislation be enacted).

The APPLiA Working Group on kettles met again on the 5 February. AMDEA participated. Please contact [Frank Thomas](#) should you require further information.

Microplastics

AMDEA was invited to participate in the All-Party Parliamentary Group's meeting on microplastics. Specifically microfibres that are discharged to the water cycle after clothes have been washed.

This topic is increasingly being seen as an environmental issue because, although it is estimated that in developed countries over 90% of these microfibres are captured at wastewater treatment plants, they are being detected in the world's oceans as reported recently by [New Scientist](#) magazine.

The attendees were an eclectic bunch. The group is chaired by Alberto Costa MP and the Secretariat is run by the Women's Institute. Other attendees included:

- Representatives from AMDEA's members.
- Members of academia.
- Conservation societies.
- A filter design company.

The group had met before and the direction of travel did seem a bit pre-ordained, but both AMDEA and its members were given a fair hearing. We pointed out to the group that:

The source of microfibres from clothing is not the appliance, it is the textile(s)

Several possible definitions of a microfibre are in existence and it is important that the number of candidates is reduced to one before potential solutions are agreed.

Research from the US has seen microfibre filters lead to longer wash cycles resulting in

an increase in energy and water usage. The same research indicated that the quantity of plastic in the filter equated to 10 years of captured microplastics.

The meeting concluded with Alberto Costa MP asking attendees, if they saw fit, to submit to the group data/information which could be used in assessing whether there was a requirement for UK legislation on the subject of microfibre filters for washing machines - there is currently draft legislation in place in France and Luxembourg. **Frank Thomas** is putting together AMDEA's response and he can be contacted if further information is required.

Plastic packaging changes

ERP has released a recording of its recent webinar: *UK Plastic Packaging Tax: Is your business obligated?* You can view the recording and download the presentation [here](#).

The French Repairability Index

The law which brings this Index into force came into place in January. Enforcement will begin in 2022. The law is aimed to support the circular economy and will initially cover:

Smart phones
Washing machines
TVs,
Computers
Lawn mowers

It will award a product a score 'out of ten' in order to give customers an indication how easy/difficult it is to repair. A webinar was arranged and AMDEA will be circulating the presentation from this. Please contact **Frank Thomas** if you require more information.

Register My Appliance



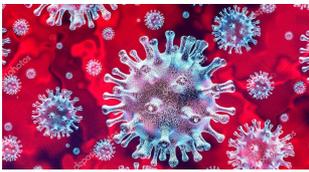
Register My Appliance campaign week - starting 22 March

AMDEA is planning a Register My Appliance campaign week, starting 22 March. We are currently in discussion with BEIS/ OPSS on a plan for joint messaging.

It has been agreed that we will engage with Domestic and General, the owner of the UK's largest domestic appliance consumer database, in order to work together on the common objectives of growing the number of households that register appliances. This will allow for a greater reach in the event of a recall/ safety intervention.

Paul Hide sits on a Government-led and multi-stakeholder group with the objective of improving volumes of customer registration. There are some in Government that favour compulsory registrations by consumers on purchase of an appliance. That approach is resisted by AMDEA, but it is important that we make progress on registration volumes to combat the risk of this topic gaining traction.

COVID-19



Key worker priority vaccinations

There have been discussions within Government as to whether essential and frontline support and service workers should be given consideration for vaccine priority once everyone on the current priority lists have been vaccinated.

As our industry installation teams and home engineering personnel are regularly interacting with members of the public and are required to work in other peoples homes, AMDEA has written to the Minister for the Vaccination Programme, Nadhim Zahawi, raising awareness of the estimated 12,000 employees in our industry that visit up to 50 households a week. We have offered to support the addition of these workers into future vaccination programmes, if such a decision is made

SAFETY/ INDELIBLE MARKING



BSI workgroup meetings on indelible marking of stationary electrical household appliances

On the 21 January 2021, the first of the BSI workgroup meetings on indelible marking of stationary electrical household appliances, held via Webex took place.

The workgroup comprised members of the CPL/61 - Safety of household and similar electrical appliances Committee - with representatives from manufacturing, consumers, test houses, Government, and the London Fire brigade.

From AMDEA there was representation from Electrolux, Samsung, and BHS on the workgroup.

At the beginning of the meeting, a discussion point was to establish what is meant by “indelible marking” in the context of appliances involved in a fire, a workgroup scope, the frequency of meetings and what would be the ultimate goal of the workgroup.

By the end of the meeting, it was agreed that the initial step was the collection data from a number of sources. These sources would be from, but not limited to members of AMDEA, non-member manufacturers of the appliances in the scope, the fire brigade and any additional information available from OPSS. From this data received, the analysis would begin on the scale of the issue and on existing solution. The workgroup’s reason was to respond to the Letter Paul Scully MP on the indelible marking of large white goods late last year.

OPSS ownership of construction sector product safety matters

It was announced on the 19 January that OPSS is to broaden its remit to include [construction products](#).

As part of wider reforms to address systemic failings identified by the Hackitt Review, the Ministry of Housing, Communities and Local Government’s (MHCLG) work to address the culture within the construction industry and the Grenfell Tower Inquiry, it has been agreed that OPSS should be the national regulator for construction products.

Future scope of work may include appliances and electrical/ electronic devices that are

'built in' to the building environment. OPSS has been given an annual budget of £10m to run this new department as part of dedicated MHCLG funding to support the new functions ensuring existing OPSS activity including product safety, metrology, support for local authorities including Primary Authority, and enforcement functions for other government departments will be protected.

APPLiA ACTIVITIES



APPLiA announces new chairpersons of committees

APPLiA has started 2021 by re-organising and renaming the existing committees. The meetings which have taken place so far have been the announcement of new chairpersons of these new committees and updates of any existing issues from last year.

WEEE / COMPLIANCE FEE



JTA chosen to run WEEE Compliance Fee

JTA has once again been successful in its proposal to operate the WEEE Compliance Fee. AMDEA has welcomed the news. Last year was clearly an extremely challenging one for the sector, and we think the mechanism correctly reflects that by ensuring that costs of collecting and treating WEEE are fairly and equitably shared among producers, regardless of what scheme they are in, while always retaining the incentive to collect what WEEE has been made available.

More than ever, 2020 illustrated the benefits of having the flexibility a Compliance Fee can bring within the WEEE regulatory system.

WEEE targets for 2021

AMDEA is working in partnership with Defra and REPIC to reach agreement on the final WEEE costs relating to 2020 collections and to set the targets for 2021.

Due to the current exceptional circumstances and the restrictions on household access to local recycling facilities, Defra have made commitments to take an evidence based approach to 2020 and 2021 compliance fees based on actual waste collected. AMDEA is active in representing our members' interests.

EU WITHDRAWAL



Trade between GB and NI

Although Northern Ireland left the EU along with the rest of the UK, geographic and historic required special provisions to be agreed in what is referred to by the UK as the Northern Ireland Protocol. Under this Protocol, many regulatory requirements in Northern Ireland will remain aligned with the Republic of Ireland, and hence the EU. AMDEA has been discussing this matter with BEIS and other government departments for much of 2020 and continues to do so.

The Government has produced much guidance on the above:

- [The Northern Ireland Protocol.](#)
- [Placing manufactured goods on the market in Northern Ireland](#)
- [Trading and moving goods in and out of Northern Ireland](#)
- [UK Transition campaign: Northern Ireland communications resources](#)

Access to EU databases

Placing products on the EU (and NI) markets requires the registration of information into certain databases; specifically, the EPREL database (for Energy Labelling) and the SCIP database (required by the waste framework directive, even though the substances are those of very high concern under REACH).

Access to these databases is only made available to economic operators established in the EU, and since the UK has now left the EU, it is not available to companies established in GB (although companies in NI do have access, due to the Northern Ireland Protocol). Hence, departing the EU has resulted in a technical barrier to trade within the internal market of the UK. AMDEA has expressed concerns on this matter to BEIS and others.

Rules of Origin requirements

These requirements impinge upon both customs and taxation requirements - they are not matters that AMDEA focused on when the UK was part of the EU. Now that GB is a "third country" as far as the EU is concerned, their importance has come to the fore. Guidance issued by Government includes:

- [Check your goods meet the rules of origin](#)
- [Notice of fulfilment from the United Kingdom on cumulation with trading partners: December 2020](#)
- [Using a suppliers' declaration to support a proof of origin](#)
- [Trade with Turkey from 1 January 2021](#)
- [Rules of origin for goods moving between the UK and EU](#)
- [Trade Tariff: look up commodity codes, duty and VAT rates](#)

UKCA marking to replace CE marking in GB

As the UK has left the EU, compliance with those UK laws that previously required CE marking will, in the future, require compliance to be attested by affixing the UKCA marking instead (except for NI where the CE marking continues). For details, please see [Placing manufactured goods on the market in Great Britain](#), which also describes the transition arrangements under which GB will continue to accept CE marked goods.

Details of the UKCA marking and its use can be found [here](#).

Our members often use standards to show compliance with these laws, and here

Designated Standards will replace Harmonised Standards. The process for designating standards in the UK is different from the process for requesting and approving harmonised standards in the EU and so AMDEA is in discussion with BEIS and BSI on this matter.

EU laws for certain products considered to be of high risk (e.g. gas appliances) require that the CE marking is supported by an assessment made by an EU Notified Body, this is mirrored in the UK via an Approved Body. For products supplied in NI with a CE marking assessed by a UK Approved Body require a third marking. See [Using the UKNI marking](#).

AMDEA continues to work with BEIS and others on concerning their guidance relating to placing products on the GB, NI and EU market, including the requirements for various economic operators and how this will be affected by the 2019 EU Regulation on market surveillance and compliance of products (which will apply in the EU and NI from 16 July 2021).

Shipping Costs: China to EU/UK

A number of members have raised the challenges of huge increases in container shipping costs since Q1 2020. We have seen container prices from China to UK/ EU ports rise by over 300% in some cases.

The UK delivery costs are also negatively impacted by the congestion/ delays for container processing at UK container ports, which is also pushing up shipping costs as container utilisation falls.

AMDEA has raised this issue directly with BEIS, as have Trade Associations from across other sectors. Our members have also raised the EU cost issues with APPLiA.

At present, BEIS is reluctant to get directly involved. Their statement issued recently says;

1. DfT believes this is a commercial issue relating to global supply chain and the way containers are used.
2. Ports are employing more staff working with hauliers to improve container collections and with shipping lines to maximise efficient utilisation of port capacity.
3. DfT is working with the whole freight sector, including the Port of Felixstowe and others to make sure containers can flow freely and manage the impact of the surge in container demand.
4. DfT believes these are now commercial issues for the market to manage and that in the advent of higher cost, it's primarily a commercial issue between businesses and their suppliers. It's not a problem unique to the UK, and supply chains around the globe are experiencing similar capacity issues.

SOCIAL MEDIA



Follow and interact with AMDEA on social media

We're on [Facebook](#), [Twitter](#) and [Instagram](#): click on the icons below to join the conversation.





All AMDEA meetings are being held as web conferences until further notice. If you are not receiving invitations to the meetings in this section, and think that you ought to be, please e-mail your regular AMDEA team member contact.

AMDEA meeting dates

16 Feb - Joint TC and Sap
24 Feb - AMDEA Board
3 March - Spares and Service Panel
23 April - Consumer Group
2 June - Spares and Service Panel
23 June - AMDEA Board
1 July - Safety Liaison Panel

6 July - Joint TC and SAP
16 July - Consumer Group
8 Sept - Spares and Service Panel
13 October - AMDEA Board and AGM
22 October - Consumer Group
26 October - Joint TC and SAP
1 December - Spares and Service Panel

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AMDEA

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