



## The Association of Manufacturers of Domestic Appliances



### Welcome to our April edition - 20/04/2021

#### Welcome to AMDEA's third newsletter of 2021.



#### A message from the CEO - Paul Hide

At last!

Our electrical retail partners reopened their stores on April 12 in England, Wales and Northern Ireland.

Non-essential retailers in Scotland have to wait a while longer, until April 26 and 30, respectively. Oh for a United Kingdom.

We can remain encouraged that our industry sector has remained resilient not only over the past 12 months of severe pandemic-induced restrictions, but also over the last four months of retail closures. The tenacity and hard work of all that serve the end customer continues to ensure a continued high level of demand across large and small appliances. Our sell-in tracking statistics show double digit year on year volume and value growth for Q1 2021 for MDA categories.

AMDEA's Register My Appliance campaign week kicks off on April 26, using a 'Magic Moments Made Safer' narrative. Asset packs have been shared with members and partners and we're ready to go. We're encouraged by the high level of member planned support for this campaign.

If you want to get involved and are yet to receive all the information required do let me know. We'll be promoting the narrative across our Twitter, Instagram and Facebook social media sites, plus our newly launched LinkedIn page and targeted local and regional press and media.

I am very pleased to announce that AMDEA will launch our member and stakeholder portal in April. This will provide a depository for documents and publications that we share, along with a search function. Once launched, our communications will include a link to documents that will take you straight to our portal. You will receive a separate message this month explaining how to use the portal along with a one-time password which will then prompt you to create a user unique password once you first log on.

The AMDEA board welcomes two new members. We are delighted to welcome Clare Dunbar, Dyson's GB and Ireland managing director, and Alexis Gauchet, Glen Dimplex Home Appliances' category head, who join our board following changes within their organisations.

AMDEA is also delighted to welcome iRobot as a new member in April. We look forward to working closely with their team.

Regards

Paul

### In this month's edition:

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- EU Withdrawal
- Eco-design/Circular Economy/Environment
- WEEE / Waste Prevention
- Safety Standards/Indelible Marking
- APPLiA / EU Activities
- Social Media
- AMDEA meetings

### Register My Appliance



### Register My Appliance Week: Monday April 26 to Friday April 30 2021

Register My Appliance Week will be promoted nationwide from Monday April 26 to Friday April 30 2021. AMDEA, with the backing of BEIS and the Home Office, will urge the public to use [www.registermyappliance.org.uk](http://www.registermyappliance.org.uk) to register the estimated 100 million older appliances that helped sustain them through lockdown.

The safety message, with a softer edge, has evolved into 'Keeping the kitchen magic safe'. It will highlight how special our homes have been over the past year, with appliances helping to keep everybody clean and fed, allowing kitchens to provide space for some magic and fun in difficult times.

Social and traditional media promotions will be supported by the findings of a new survey commissioned by AMDEA that is crammed with interesting and positive consumer attitudes, revealing the new dimensions kitchens and home appliances have assumed in the lives of the nation.

Alongside AMDEA members and the OPSS, local fire and rescue services throughout the UK, trading standards, social landlords and consumer groups will be using a suite of campaign assets, illustrating special lighter moments, to amplify the message and drive users to the portal's registration pages.

### EU Withdrawal



### The UK's adoption of the EU Omnibus Amendment for energy related products (ErP)

AMDEA has circulated the draft legislation which covers:

1. Servers and data storage products.
2. Electronic displays.
3. Household washing machines and washer-dryers.
4. Household refrigeration.
5. Household dishwashers.

The closing date for AMDEA to receive comments is April 21 2021. If AMDEA members do have any comments, please contact [Frank Thomas](#).

### **Legal opinion on supplying energy labels and rating plates with both UK and EU markings**

Following a non-binding opinion from an EU official, APPLiA approached its legal counsel in order to obtain a legal opinion on whether an applicable product could be supplied with:

1. An energy label with an EU flag and,
2. An energy label with a UK flag.

The legal opinion has been circulated to AMDEA members and the view of the legal counsel was that both labels could be supplied as it was felt that doing so would not confuse consumers.

A similar opinion was expressed on whether product could bear both an EU CE Marking and the UKCA Marking. If AMDEA members require further information please contact [Frank Thomas](#).

### **Declarations of Conformity**

Although it remains an option to attest the conformity of products supplied in all the UK with the EU CE marking until the end of 2021, it became permissible to use the UKCA marking for products supplied in GB on Jan 1 2021 (although products supplied into Northern Ireland must continue to use the CE marking at least until 2024).

When signalling compliance via the CE marking, the applicable EU legislation must be referenced in declarations of conformity (DoC), whereas when the UKCA marking is used the applicable UK regulations must be referenced.

AMDEA has issued a cross-reference for domestic appliances between the EU and GB requirements, considering the changes introduced by the various regulations brought in covering eco-design in 2019 and 2020. For further information, please contact [Richard Hughes](#).

## **Eco-design/Circular Economy/Environment**



### **Defra consultation on Extended Producer Responsibility scheme for Packaging**

In late March, Defra launched a consultation into the value of introducing an Extended Producer Responsibility scheme for Packaging.

This consultation follows on from a previous one in 2019. The aim of this second consultation is to focus on specific policy proposals including:

- The scope of full net costs
- Producer obligations
- Scheme governance
- Regulation of the scheme
- Packaging waste recycling targets

Defra's view is that the proposals are geared to work together to create a scheme that incentivises producers to design packaging that is easy to recycle and ensure that they pay the full net cost of managing this packaging once it becomes waste. This, they say, is in line with the polluter-pays principle.

The closing date for comments to AMDEA is May 7 2021. If AMDEA members require further information please contact [Frank Thomas](#).

The Welsh Government has released its 'Beyond Recycling' strategy, referencing electronics and WEEE on multiple occasions. In summary, key points that relate to consumer appliances are:

- Improve legislation for waste electrical and electronic equipment (WEEE) and ensure a right to repair, encouraging durability and increasing access to modular parts in products.
- Pilot a re-use platform which will allow those in re-use markets to connect with the public and third sectors to access refurbished, recycled and remanufactured goods rather than buying new products.
- Increase the public sector's donation of surplus equipment, including to other countries who cannot readily access such equipment.
- Introduce a mandatory electronic waste tracking system to track where waste ends up and provide annual information on industrial, commercial, construction and demolition waste produced in Wales.
- Incentivise digital disruption in the sector by investigating digital and 'smart' technological solutions to improve resource efficiency.
- Consider the role apprenticeships have in closing any of those gaps.
- Recognise that safety is a key consideration, especially the reuse and repair of electronic devices.

For the full document follow this [link](#).

## **EU Eco-design study for universal batteries**

APPLiA circulated a draft EU study which considers the possibility of requiring, where applicable, universal batteries for appliances etc.

According to the report the aim of the concept of universal batteries is to promote a more sustainable use of batteries by incentivising voluntarily or mandatory common connectors and interoperability of detachable batteries for power tools and other household or gardening products.

If AMDEA members require further information, please contact [Frank Thomas](#).

## **UK All-Party Parliamentary Group (APPG) on microplastics**

The UK APPG have called another Stakeholder meeting which will be held on April 20 2021.

The calling notice details three possible policy options:

1. Introduce legislation and standards that require microfibre filters to be fitted into all new domestic and commercial washing machines by 2030 and all existing washing machines are retrofitted with microfibre filters by 2035.
2. Introduce an extended producer responsibility for textiles by 2025: introduce powers to extend the producer responsibility systems to textiles similar to those of plastic packaging.
3. Introduce mandatory eco labelling to indicate the presence of a filter on washing

machine products: this will help provide further information about the product to consumers, in particular demonstrating which products have or have not been fitted with a microfibre filter.

As you may be aware, several countries are considering policies in this area, but this is the first time, we believe, that a country has declared an interest in legislating for the retrofitting of a filter.

AMDEA will be represented at the meeting and if members require additional information please contact [Frank Thomas](#).

## WEEE / Waste Prevention



### AMDEA's response to Defra's proposed 2021 WEEE targets

Following AMDEA's response to the proposed 2021 WEEE targets, along with representations from other industry stakeholders, Defra has published the proposed 2021 targets. The response from Defra is disappointing, as it has decided not to reflect the robust and data driven arguments from AMDEA, and others, and the targets for small waste electricals remain at a level that we believe are unachievable in the current Covid-19-impacted climate.

AMDEA is discussing our response/ next steps with other industry partners. It is expected that a judicial review would need to be triggered to challenge them. We may be able to secure flexibility on the 2021 compliance fee methodology, however, unlike in 2020, that has yet to be offered up by Defra.

### DEFRA Waste Prevention programme review

The UK Government is carrying out a number of key reviews in relevant Policy areas exploring what may be possible to implement post-EU Exit. This review is exploring all aspects of Waste Prevention from cradle to grave.

It is noted that the Government has a number of aspirational circular economy targets to hit and the shift from Waste management to Waste Prevention may be a soundbite on one of the ways the Government intends to get there.

The Policy exploration concentrates on the Policies in the following sectors:

- Construction;
- Textiles;
- Furniture;
- Road vehicles;
- Food;
- Packaging, plastic packaging and single use items
- Electrical and electronic goods.

In these Policy explorations it's clear that any Policy lever is up for review, from investment through to labelling and government procurement. Within electronic and electrical goods the review is around: reviewing WEEE driving better collection, promoting re-use and reductions, working with BEIS on eco-design, reviewing EPR for online retailers and potentially developing proposals on information for consumers on durability, repairability and recyclability.

While within packaging there will be further review of single use items and reopening of Packaging regulations. It's unclear at this stage how much resource/appetite there will be on each of these possible policy areas.

AMDEA is currently building positioning to the consultation for June - any feedback is

welcomed.

For more information, please contact [Robert Gosling](#).

## **UK Product Safety Review - Call for Evidence**

Based on the result of a Doodle Poll, a meeting has been arranged for April 22 2021 10:30am to 12:30 pm.

This will be an opportunity for AMDEA members to form an AMDEA view based on previous distributed documents from the announcement from OPSS in March 2021. For further information, please contact [Clem Skinner](#).

## **SAFETY/ STANDARDS/ INDELIBLE MARKING**



### **Fire-resistant marking**

From the meeting held on March 29 2021 by the BSI CPL/61 Working Group on Indelible Marking of Stationary Electrical Household Appliances, there was continued discussion on the issue of fire-resistant marking.

As it was agreed the collection data was important, progress of the function of the WG was moving forward much. Therefore, it was agreed to select an example product to discuss the feasibility of adding a fire-resistant marking. The product chosen was a refrigerating appliance.

### **Actions agreed in the meeting:**

1. AMDEA members would be asked for views on the feasibility of adding fire-resistant marking to a refrigerating appliance and given the example proposal above.
- Continuation of the previously agreed actions:
2. Safety Liaison Panel to be asked to consider the feasibility of having a central database, repository system or email reflector programme for photos of appliances taken at the scene of the fire which could then be identified afterwards.
3. AMDEA to continue collecting data from manufacturers.
4. BSI to continue collecting data from the BRC.
5. Monthly meetings to continue.(Next meeting: April 29 2021)

For further information, please contact [Clem Skinner](#).

### **BSI update: Draft PAS 4444+A1 - Hydrogen-fired gas appliances guide**

BSI has launched a public inquiry on the first amendment to PAS 4444. AMDEA will be participating in an APPLiA meeting on this on April 21 2021. If AMDEA members require further information, please contact [Frank Thomas](#).

### **UK designated standards process**

On April 14 2021, there was a BSI Joint Committee meeting of GEL/210 and GEL/210/11 EMC - Policy and Standards (Minutes to be distributed when they become available) The highlight of the meeting was the attendance of Richard Collin, head of national and European policy within BSI, to explain the UK designated standards process and to answer questions on the subject.

Examples of discussion points:

- The review of EU Harmonised Standards quarterly to ensure UK designated standards are aligned.
- No HAS consultant type process in the UK.

For further information, please contact [Clem Skinner](#).

## APPLiA / EU ACTIVITIES



### EU to publish draft AI (Artificial Intelligence) Regulation

The meeting of the Work Group Digital Economy took place on April 14 2021. The highlight of the meeting was the announcement that on April 21 2021, the EU will be publishing the draft AI (Artificial Intelligence) Regulation.

The importance of the regulation is that it will have a clear definition for AI with approaches and the mention of high-risk AI.

As this is a draft, there will be a period of stakeholder engagement before the final version is published, but when the draft becomes available it will be distributed to interested AMDEA members to review/comment on. For further information, please contact [Clem Skinner](#).

## SOCIAL MEDIA



Follow and interact with AMDEA on social media

We're on [Facebook](#), [Twitter](#), [Instagram](#) and now [LinkedIn](#). Join in the conversation.



## AMDEA MEETINGS



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.

Please contact [comms@amdea.org.uk](mailto:comms@amdea.org.uk) if you don't have a meeting invite, or want to request being added to the group(s).

### AMDEA meeting dates

April 23 - Consumer/Campaigns Group  
June 2 - Spares and Service Panel  
June 23 - AMDEA Board  
July 1 - Safety Liaison Panel  
July 6 - Joint TC and SAP  
July 16 - Consumer/ Campaigns Group

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

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AMDEA

Vintage House, 36 - 37 Albert Embankment, SE1 7TL, London

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