



Welcome to our May edition - 21/05/2021

Welcome to AMDEA's fourth newsletter of 2021



A message from the CEO - Paul Hide

Finally, the UK appears to be heading for brighter, more positive times. As we exit Covid restrictions on a step-by-step basis, our retail partners have been trading strongly from their stores for the past month, demand for appliances, both large and small, remains very buoyant and the opportunity to start to meet face to face again is now not very far away.

Our sector has remained extremely resilient. Q1 of 2021 saw shipments of large appliances into B2B and B2C channels up circa 15% by volume. Early market reports for April, a month where, a year ago, the first lockdown resulted in an immediate and severe slowdown in demand, show an uplift of sales approaching double that of 2020, especially for built-in appliances.

This demonstrates the strong recovery and, while very encouraging, is no doubt creating problems of ensuring that supply matches demand. The GfK weekly tracking shows a +20% growth for total consumer electricals versus the previous year and a strong rebound in retail sales, following the reopening of most retailers a month ago.

With an estimated over 100 million large appliances in UK homes, keeping track of these is a major safety consideration. AMDEA ran a national consumer 'Register My Appliance' campaign between April 26 and 30. Read more about the activity and results below.

We launched our new document repository, accessible via our website, to members on May 6. This password-protected portal provides access to all the documents and papers AMDEA circulate, with a search and discovery function for archived files. Access to non-member only documents will also be available to AMDEA partners and stakeholders, who will receive an invitation to register later this month.

Activity to review and create standards and legislative change is gathering pace as the sector looks to the future. In this issue we touch upon some of the many key topics in play. There are comprehensive reviews planned this year relating to Eco-design/ WEEE Producer Responsibility and Product Safety, both in the UK and the EU, so AMDEA will be working closely with both the UK and EU to ensure either alignment of beneficial

divergence. We will be providing regular briefings and opportunities to participate for all AMDEA members.

There remains considerable tension between the UK and the EU over the operation of the NI Protocol, although it is unclear what alternatives are proposed. Solutions that both sides, and most importantly, the NI Government, are prepared to sign up to are far from clear. AMDEA continue to participate in Government and industry working groups to represent members' interests.

AMDEA continues to influence and engage via Twitter, Instagram, Facebook and LinkedIn. Please follow us to keep in touch with all the news, as we look forward to a summer of freedom and sustained business recovery.

As always, if you require any additional information or support, or wish to discuss any of the topics covered in this newsletter, please contact your AMDEA representative directly, or drop us a message at info@amdea.org.uk.

Regards

Paul

In this month's edition:

- Register My Appliance
- EU Withdrawal
- Eco-design/Circular Economy/Environment
- Safety Standards/Indelible Marking/Spares and Service
- APPLiA / EU Activities
- Social Media
- AMDEA meetings

Register My Appliance



Register My Appliance Week - the feedback so far...

AMDEA's second campaign of 2021, hot on the heels of our successful Energy Labelling/ Eco-design initiative in March, focused on consumer education of the benefits of product registration and a call to action to register more of the appliances already in the home.

With the majority of appliance sales now taking place via a digital route, enabling the capture of product and customer data, the 100 million appliances already in UK homes will be the key driver in reaching the target of achieving registration of a minimum of half of all appliances in the marketplace.

AMDEA hosts the portal for appliance registrations, through which the appliance owner can link to the brand to be registered [here](#).

A big thank you goes out to our campaign partners, the Government BEIS Office for Product Safety and Standards, and Domestic and General Group Ltd. In addition, the support of our member partners and over 190 industry stakeholders, including many Fire Authorities, Citizens Advice and Trading Standards offices, all of whom actively promoted the campaign messages which helps in landing the message with the public.

Initial feedback on the campaign headline reach is very positive. Over 11 million Google Display ad impressions, 350,000 Twitter Ad impressions, an online press and print reach estimate of 15 million and a regional press reach of circa 46 million.

We know that regular messages are an important part of maintaining momentum, so we are working on future campaigns for the second half of 2021.

EU Withdrawal



Current challenges and potential solutions - the road ahead for post-Brexit business

The aftermath of UK withdrawal continues to be a bumpy ride. However, there now seems to be a shift in Government focus from building the mirror regulations for the UK to operate, to reviewing the programmes of work and systems needed to deliver the regulations of the future.

AMDEA continues to work closely with a range of stakeholders to keep these paths as smooth as possible, while highlighting technical barriers to trade and unforeseen consequences of potential changes.

AMDEA has valued the transparency of the UK Government within all the consultations to date and looks forward to seeing further the appetite and resource to draft and implement the associated regulations and supporting standards.

Recently, many of the current challenges and potential solutions were discussed at the Brexit Business Taskforce: Consumer Goods and Non-Food Retail.

The meeting was chaired by Lord Frost with ministers Greg Hands (DIT) and Paul Scully (BEIS) actively partaking, as well as department officials.

The agenda was to ask businesses what their experiences were with Trade and Cooperation Agreement, as well as the immediate challenges and some of the opportunities ahead.

The challenges/opportunities raised and noted by Lord Frost included:

- Northern Ireland and how to work with the EU on it.
- The chilling effect of EU companies reducing/stopping exports to the UK due to perceived complexities.
- Rules of origin.
- 27 member state practices.
- VAT on posted items which could lead to double VAT where good systems aren't in place.
- SPS checks
- REACH specific exclusions on leather goods.
- UKCA marking recognition.
- IP rights.

Businesses were urged if they found any immediate areas where local officials in other markets were not being pragmatic and proportional, to raise it to the DIT or local embassies for support.

If you are running into difficulties let us know.

Declaration of Conformity for GB

Now that the UK has left the EU, products supplied into GB will need to indicate their compliance with our laws by affixing the UKCA marking.

When doing so, manufacturers and others that place goods on the GB market will need to have a Declaration of Conformity that states compliance, just as is the case in the

EU.

Presently, the laws in GB are aligned with those in the EU and so are the standards that support those laws.

AMDEA has, after conferring with BEIS and OPSS, shared a comparison document that indicates what EU laws need to be referenced in Declarations of Conformity when signalling compliance with CE marking and, correspondingly, what UK laws need to be referenced in Declarations of Conformity when signalling compliance with UKCA marking.

The document can be accessed in the [AMDEA portal](#)

Eco-design/Circular Economy/Environment



EU Eco-design and Energy Labelling of vacuum cleaners

The European Commission has announced that it plans to hold a public consultation as part of a review of its Eco-design and Energy Labelling regulations for vacuum cleaners.

In terms of Eco-design, the review will look at the possibility of extending the scope of the regulation to include robotic vacuum cleaners and to look at materials (including recycled materials).

For Energy Labelling, the review is intended to look at bringing one in, given that previous energy label was annulled by the ECJ a couple of years ago. The consultations will be launched in Q2 of 2021 with any legislation being adopted in Q1 of 2022. AMDEA is keeping a close eye on this and will be back in touch with members once the consultations are launched.

UK Policy study on energy-related products (ErP)

As discussed previously, BEIS and Defra are looking at policy levers to support future UK Eco-design/Energy Labelling legislation. This study is being co-ordinated through a consultation, ICF. Details of the study can be found [here](#).

AMDEA is participating in this and has been invited to the next Stakeholder meeting on May 27, 2021.

BSI update - new energy standards for smart appliances

BSI has informed AMDEA of the newly-published PASs, PAS 1878 and PAS 1879 standards.

The PASs (Public Available Specification) are as follows:

PAS 1878 - Energy smart appliances - Classification - Specification

PAS 1879 - Energy smart appliances - Demand side response operation - Code of practice

The first one, PAS 1878 is of most important to AMDEA members as it is specific to wet and cold appliances, but both have had AMDEA involvement from their creation over a number of years and an update has been given in the AMDEA Technical Committee meetings.

For BSI to gain wide acceptance of the PASs, it is offering them for free to members of trade organisations involved. Please click [here](#) for more information and to obtain the standards.

Recycle Your Electricals

Material Focus, the body that manages the expenditure of the WEEE Compliance Fee fund, will shortly publish its 2020 activity review and 2021/3 campaign plans.

The fund is used primarily to drive public awareness of the need to recycle electricals responsibly at end of life and supports local authority initiatives that help drive up collection rates, especially on small appliances.

With an estimated 527 million small electrical appliances in UK homes and 155,000 tonnes of WEEE discarded each year, even small improvements in the collection and recycling rates can make a big difference to the environmental impact of electrical waste.

AMDEA sits on the Joint Trade Association Board that has oversight and governance of the work of Material Focus and we fully support the development and implementation of these new initiatives. We will be sharing more information with members shortly.

UK All-Party Parliamentary Group (APPG) on Microplastics

Following the UK APPG Stakeholder (microplastics) meeting on April 20, 2021, AMDEA has continued its engagement with this process.

Frank Thomas met with members of AMDEA's Environment Panel to review the April meeting outcomes (which included potential policy options of the UK requiring washing machines to have microfibre filters by 2030 and legacy washing machines to be retrofitted with filters by 2035).

This was followed by a meeting on May 14, 2021, between AMDEA and Alberto Costa MP's Parliamentary Researcher.

AMDEA and its members, as well as expressing the industry's willingness to participate in identifying solutions to the problem (that are within its sphere), flagged up again our concerns including:

- 1. Washing machines should be seen not as the cause of the problem but as a node in the hydrological cycle.*
- 2. Extended Producer Responsibility should not be limited to the sphere of appliance manufacturers, but it should be recognised that textile manufacturers/suppliers have a significant role to play also.*
- 3. Currently there is no agreed definition on what the minimum size of a microfibre is. To ensure a level playing field for manufacturers this, along with the percentage of fibres to be captured above this size, is a key metric.*
- 4. Consumer behaviour is key to the success of any mitigating legislation. Consumers bypassing filters or discarding captured microfibres carelessly (e.g., rinsing filters under a tap or placing microfibres in the trash in such a way that they can become airborne) can defeat the object.*

It is intended that the APPG will issue a draft report on potential steps forward towards the end of May with a follow-up Stakeholder meeting being held in mid-June. What was revealed in the May meeting was that:

- 1. The retrofitting policy option will not be in the draft.*
- 2. The requirement for new washing machines filters intended for 2030 will be amended. The proposal will recommend a date of 2025 instead. AMDEA's inference from the meeting was that this decision was not unanimous and AMDEA's members expressed the view that this was ambitious. It was also pointed out that the UK was part of a global supply chain and that appliances are often made for several markets. It was therefore felt that legislation in this area should take note of international developments and find a way of aligning with these.*

When the report is issued at the end of this month, AMDEA will circulate it to members for further comment.

Defra consultation on Extended Producer Responsibility scheme for Packaging

AMDEA has participated in a review with the Joint Trade Association on this consultation (which closes on June 4, 2021). As part of this review, it was felt that the scheme could see:

- 1. A potential for a £2.7 billion transfer of costs from local authorities to producers.*
- 2. An expectation that producers will absorb these costs.*
- 3. The Packaging Recovery Note (PCN) ceasing to exist.*
- 4. Producers having to reimburse local authorities for the kerbside collection of packaging materials starting in October 2023.*
- 5. Producers having to pay for the collection of packaging in residual waste and litter.*
- 6. The Government introducing ecomodulation fees for packaging by April 2024.*
- 7. Mandatory labelling of packaging (i.e. recyclable/non-recyclable) being introduced in the spring of 2025.*

AMDEA plans to hold a consultation meeting with interested members in May to discuss the proposals.

SAFETY STANDARDS/ INDELIBLE MARKING / SPARES AND SERVICE



UK Product Safety Review - Call for Evidence

Following the AMDEA meeting on April 22, 2021, a second draft was prepared and distributed for review.

Based on any additional comments received by the next meeting on May 21, 2021, the AMDEA response to the UK Product Safety Review - Call for Evidence would be completed and then forwarded to OPSS for the set deadline.

Safety / Indelible Marking

The latest BSI Workgroup Indelible Marking meeting took place on May 6 2021, the minutes of which will be distributed accordingly.

The discussion point of the meeting was a change in focus to look at a common alphanumeric plus logo marking, which would be recognised around the world without a language barrier. The problem with this approach was the need for a system/database to manage such a system (and the cost) in addition to what information to include in reference to that which the original letter from the Government Minister had requested.

Also, there was a question over whether for such a system to work, it would need to be a global system. There were a number of tasks opened to investigate how other established global product identification markings systems functioned.

Spares and Service Group

Following the stepping down of Steve Richardson of Fisher & Paykel as the Chair of the

Spares and Service Group, the new Chair of the group is Rob Dymond of Beko. Rob's first meeting as Chair will be June 2, 2021.

The agenda for this meeting will be distributed with invitation details

APPLiA / EU ACTIVITIES



AppliA launches Circular Appliances website

AppliA has launched a new Circular Appliances website, which can be accessed [here](#).

The site covers all aspects of circular appliances, including raw materials, design and production, use and consumption, up to repair and, finally, to recycling and recovery.

The home appliance sector has been keeping track of the results achieved over the years and makes them available to the public on this website.

As in the UK, the European Commission is accelerating activity relating to consultations and regulatory reviews that impact our industry. AMDEA remains engaged on all workstreams to ensure that, as a priority, we look to keep the UK and EU regulation and standards aligned, or mitigate the impact where divergence is either unavoidable or beneficial.

All key information and calls for input are shared with our member groups through the AMDEA team. Current active work streams include:

- Eco-design Directive Review
- Sustainable Product Initiative
- Extended Producer Responsibility
- Digital Product Passport
- Electronic Waste Reduction
- Climate Change Industry Action Plan/ pathway towards Net Zero
- Energy Labelling

If you require further information on the European activity for any of these topics, please speak to your AMDEA representative.

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 if you don't have a meeting invite, or want to request being added to the group(s).

AMDEA meeting dates

June 2 - Spares and Service Panel
June 11 - Consumer/ Campaigns Group
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

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