

Register ✓
my appliance

AMDEATM

*The Association of Manufacturers
of Domestic Appliances*

Douglas Herbison

Chief Executive, AMDEA

Electrical Product Safety Conference

17 November 2015

About AMDEA

- AMDEA is the UK trade association for manufacturers of large and small domestic appliances
- 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
- AMDEA represents over 85% of all domestic appliances sold in the UK
- For the top selling brands of major white goods closer to 95%

Our position on product recall

- Product safety is paramount for **ALL AMDEA** members
- They all back improving ownership data as the single most important step in improving the recall process in our industry
- **ALL** support our **Register my appliance** programme
- ALL recognise this will require sustained promotion to prompt a sea change in consumer behaviour
- We have systematically scrutinised recall procedures to develop **Register my Appliance** and welcome the opportunity to share that experience

Approach

Consider whether recommendations are solely for the UK or are there areas of European competence?

- Clarity of starting point
- Consideration of the Brussels regulatory process
- Defending any Government investment against need to be dismantled and remodelled in the near future
- Our domestic appliance manufacturers are all pan-European operators
- In common with many other major consumer products

Does a product recall review address all product categories?

- Appliances represent a fragment of total consumer product notifications
- **4** this year (all small appliances), **9** last **vs**
- A similar number per week every week for children's products & toys, motor vehicles, novelty goods, cosmetics etc.

Key issues & players

Market Surveillance Authorities

Trading Standards have provided invaluable service to our members

- Problems lie with unscrupulous or less-informed operators
- Clear need for ring-fenced funding
- We understand there is a review underway
- Centralisation and Primary Authority - welcome improvements
- Changes in purchase behaviour demand honing of market surveillance
- Internet sales & imports via accommodation addresses permit untraceable unsafe sellers to operate with impunity

Engaging consumers

In our sector identifying owners is key

- Ensuring they act to register
- And react to recalls
- Both require a long term education process and constant reiteration
- Initial indications are very encouraging
- More people claiming they routinely register
- More registrations and wide ranging support, including consumer groups

Advising businesses

- Our members (large companies) clear on the procedures
- Have designated safety/recall contacts
- Planning to disseminate via our RMA /Fire & Rescue Services network
- Smaller businesses need someone in an AMDEA role
- If they can't discuss face-to-face they need someone on the end of a phone
- Why not link from central gov.uk page to existing advice sources?

Injury database

- NHS /A&Es challenged as never before
- Worthy concept to demonstrate trends
- Hard to achieve sufficiently standardised data nationwide to provide reliable specifics
- Benefit unproven
- Difficult to justify the cost

Our recall experiences on key issues

- **Data protection**
 - members have found retailers co-operative within the limitations of the customer data they retain
- **Sharing information across professions**
 - FRS generally work well with AMDEA & RMA has strengthened relationships with local fire services
 - We are working on using this network to share manufacturer contact details
- **Trading standards support**
 - Has also been exemplary
 - Keen sense of their lack of resource
- **RMA continuous learning experience**
 - Project is strengthening relationships across all stakeholders
 - Happy to share our model with other product categories
 - Will require resource commitment and tenacity



Why register?

- Be the first to know of any safety repairs or recalls
- Improve your after sales service
- Keep in touch with upgrade news

When?

If you've just purchased, **register right now**

Check the details of your older appliances
Most brands will let you **register these too**

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