



The Association of Manufacturers
of Domestic Appliances

MEDIA INFORMATION

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ABOUT AMDEA

AMDEA is the UK trade association for the manufacturers of small and large domestic appliances; representing over 80% of the domestic appliance industry as a whole and probably closer to 95% of the market leaders in large white goods.

Members are all manufacturers, importers or distributors of household appliances and include most of the UK's top selling brands of major white goods. In addition to fridges, freezers, washing machines, laundry dryers and dishwashers, members' products also include cooking, heating, water-heating, floor-care, waste-disposal and ventilation equipment.

AMDEA assists UK producers to deliver best practice, compliance and continuous improvement at every stage of the life cycle of household appliances from development, manufacture, marketing and after-sales service, through to the ultimate disposal and recycling of the products. AMDEA represents the industry at both a UK and European level and works closely with those organisations of which it is a member, such as the European Committee of Domestic Equipment Manufacturers (CECED) and the Confederation of British Industry (CBI).

AMDEA provides a single point of contact, synthesising the voice of the British domestic appliance industry for the media, consumers, regulators and non-governmental agencies. It promotes best practice among its members and in the last decade the industry has achieved advances in technology that have significantly reduced the energy and water consumption of domestic appliances, while improving their overall performance.

AMDEA assists its members by providing a clear path through increasingly complex technical laws and standards. This includes preparing submissions to government on draft national and EC legislation and representation on the bodies responsible for the creation and interpretation of standards such as the British Standards Institute (BSI) and the International Electrotechnical Commission ([IEC](#)).). By actively participating in this process AMDEA permits members to devote more staff time to product development, sales and customer support.

AMDEA was established as an independent association in 1969 and is based in central London, with a permanent staff of six, three of whom are technical experts.

Key Executives and Officials

Douglas Herbison

Chief Executive

Prior to taking the helm of AMDEA in 2006, Douglas was Managing Director of a well-established Consultancy dealing with European technical and economic issues. In this role he managed a number of major projects, including obtaining a seven-year extension for Duty-Free sales in Europe.

He also acted as Chief Executive of the European Urban Institute, a body set up to export British expertise world-wide. Douglas has extensive experience in the public and regulatory policy areas relating to retail and distribution, and was Manager of European Operations of the British Retail Consortium (BRC) and Secretary General of the European trade organisation CECD (now EuroCommerce).

As Chief Executive of AMDEA, he is responsible for the management and administration of the Association, and for its scope of activities, including liaison with members and government, policy development, representation, communications, and ensuring that the Association reflects and responds to the needs and concerns of both manufacturers and consumers.

Douglas has also worked on projects to export British expertise and has been a policy advisor on both political and economic issues to British Government ministers. He has a BSc Econ (Hons) in Economics and Government.

Maurizio Pettorino

Chairman

Maurizio Pettorino is the Managing Director of Indesit Company for the UK and Irish markets. He has led an extensive international career with world leaders in fast moving consumer goods. His management background, which spans twenty years, has included senior positions with Procter & Gamble and Coca-Cola in both Europe and Asia.

Maurizio joined Indesit Company in October 2012 from Coca Cola, where he had most recently held the position of Commercial Director, Italy. Heading up a 2,200-strong team, his role as Indesit Managing Director for the UK and Irish markets focuses on continuing to strengthen the Company's brands in the UK, which include the UK's two market leaders, Hotpoint and Indesit.

As Chairman for AMDEA, he works closely with AMDEA's many contacts to broaden understanding of the efforts made by all member companies to produce the best possible value, high-quality, sustainable products.

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For press enquiries please contact:
Dee Fernandes, or Charlotte Aldridge
AMDEA Press Office
Barnett Fernandes International Ltd
Tel: + 44 (0) 20 7722 9034
Email: amdeapress@bfipr.co.uk