

AMDEA MEDIA RELEASE
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AMDEA signs up to Government product safety proposals

AMDEA welcomes the announcement “Government committed to Product Safety”, published today Thursday 18th February, in response to the report prepared by Lynn Faulds Wood which was commissioned by the Department of Business, Innovation and Skills (BIS).

AMDEA pledges the domestic appliance industry’s staunchest support of the Government’s proposals for a Product Safety Steering Group and online ‘centre of excellence’.

The report backs AMDEA’s strong assertion that both information sharing and good ownership data are crucial to ensure that vital safety news reaches the people who need to know and act on recall advice.

Douglas Herbison, Chief Executive, AMDEA expresses the hope that today’s announcements and the work they involve will strengthen public understanding of the product recall process and prompt more owners to register their appliances.

“Product safety is paramount to all AMDEA members who have wholeheartedly backed our *Register My Appliance* initiative since its launch last year. In setting up *Register My Appliance*, engaging with our members, the public, consumer groups, market surveillance agencies and Government, we have gained invaluable insights which we look forward to sharing. We see that Lynn Faulds Wood says in the Foreword to her report that most unsafe products are often linked to counterfeiting and come into the country via cost-cutting suppliers. Any mechanism set up resulting from this review needs to address this issue too.”

The www.registermyappliance.co.uk portal provides quick access to the registration pages of 62 leading brands, representing over 90% of the large white goods sold in the UK. This safety initiative has made significant headway in the past 12 months, receiving tens of thousands of registrations in January on *Register My Appliance Day*, when some brands increased their registrations as much as twenty-fold.

AMDEA members recognise that to prompt a sea change in consumer behaviour will require sustained collaboration and promotion. This strengthens their commitment to work with the growing number of *Register My Appliance* supporters that include the Department for Business, Innovation & Skills (BIS) as well as the Royal Society for the Prevention of Accidents (RoSPA), Age UK, Citizens Advice, Electrical Safety First (ESF), the Chief Fire Officers Association and local Fire and Rescue Services.

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About AMDEA

AMDEA <http://www.amdea.org.uk> is the UK trade association for manufacturers of large and small domestic appliances; representing over 85% of the domestic appliance industry and nearly 90% of white goods brands. 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.

Contacts for further details, interviews and comment:

AMDEA Press Office

Tel: 020 7722 9034

Dee Fernandes, mob. 07887 648434 or Charlotte Aldridge, mob. 07468 423131

Email: amdeapress@bfipr.co.uk