

Know your appliance – register today

www.registermyappliance.org.uk

Calling all house buyers, tenants and landlords.

Are you living with a domestic appliance that you found in your home when you moved in? It looks smart, but it's effectively a stranger, and neither you nor the manufacturer know very much about it.

You are not alone. Almost a third (29%) of households found a fridge in situ when they moved in to their current property, and, although they continue using it, the great majority (80%) have no idea if it's registered¹. Very few people (15%) realise they can register an appliance with the manufacturer even if they acquired it second hand or inherited it.²

This year, the appliance industry is urging owners to put these machines on the map by registering them at the new streamlined version of www.registermyappliance.org.uk, thus ensuring they can be contacted immediately if an important, free, safety repair becomes necessary.

Developed by the Association of Manufactures of Domestic Appliances (AMDEA), the portal is now optimised for smartphone and makes registration of over 60 leading brands of old and new appliances faster and easier via mobile, tablet or PC. The majority of leading brands accept registration of products up to 12 years old.

All that is needed is the product's serial number, found on the appliance data plate (on the door frame of ovens, on the door of washing machines and inside the fridge compartment). When clicking on the brand at www.registermyappliance/registration and entering the model, the majority of manufacturers show where to find the data. The web page also tells you what you need to get started.

Appliances are built to last and the average lifespan of large white goods, helping us to handle our daily chores, is 12-13 years. However, to ensure a long, safe, efficient life, the appliance industry needs to know where to find their products if a safety repair or modification is ever needed. With an estimated 93 million (92.7m.) wet and cold appliances³ currently in use in UK homes, ensuring the traceability of fridges, freezers and washing machines is a crucial safety precaution.

Douglas Herbison, Chief Executive, AMDEA says the industry has been working hard to ensure the registration system is in tune with the pace of smart technology, and urges the public to take advantage of this:

“Registering via your smartphone is free, quick and simple. It is definitely the most effective way to ensure that manufacturers can get in touch with home owners, tenants and landlords quickly.

We are glad to see home safety is at the forefront of Government policy and the Department for Business, Energy and Industrial Strategy (BEIS) has started the year by introducing a new Office for Product Safety & Standards. However, www.registermyappliance.org.uk targets ownership data on the products acquired over the last decade, to ensure all relevant households can be found, if the need arises.”

Register my Appliance www.registermyappliance.org.uk is supported by the property sector including the National Landlords Association and PropertyMark, as well as the Government, the Fire and Rescue Services nationwide, along with most safety and consumer groups.

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¹All figures, unless otherwise stated are from YouGov survey for AMDEA, the Association of Manufacturers of Domestic Appliances. Total sample size was 2033 adults. Fieldwork was undertaken between 20 – 21st December 2017. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

² Previous YouGov survey for AMDEA. Total sample size was 2028 adults. Fieldwork was undertaken between 5th-6th January 2017. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

³ BEIS, *Market Transformation Programme*, Energy Consumption in the UK, Table 3.12, Fridges, freezers, washing machines, dish washers and tumble dryers.

Notes to editors

1. Further findings of the survey included:
 - Less than half of owners (46%) register the fridges they have bought.
 - Main reasons for not registering an appliance: 39% didn't think it necessary; too much hassle 9%; don't like giving out personal details 6%
 - 64% would be more likely to register an appliance once told that registering ensures the manufacturer is able to contact them if the product requires a safety repair
 - 63% know where to find the data plate with the serial and batch number (that they need to register) on a large appliance.

- 2- AMDEA 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,

Dee Fernandes, Katie Downey or Philippa Dovar

Tel: 020 7722 9034 / 07887 648434

Email: amdeapress@bfipr.co.uk