AMDEA MEDIA RELEASE

Know your appliance ς 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 registered[1]. 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 appliances[3] currently in use in UK homes, ensuring the traceability of fridges, freezers and washing machines is a crucial safety precaution.