

## REGISTER MY APPLIANCE

### *Frequently asked questions*

Q: Why is AMDEA doing this?

ANSWER: For safety reasons. It is important that ownership data is improved and AMDEA is the organisation best qualified to lead this initiative. AMDEA is the recognised voice of the domestic appliance industry in the UK and represents the market leaders. All of AMDEA's members are deeply committed to safety and they are constantly testing their products. If a safety issue is identified in a particular batch they need reliable ownership data to notify the right homes quickly to organise a safety repair.

Q: How do you intend to persuade the public that registering their appliances is worthwhile?

ANSWER: By explaining that this is wise housekeeping -- an investment of ten minutes to improve home safety and the lifespan of their appliances. Our research has shown that once consumers take on board the safety repair aspect they agree it is sensible to register.

Q: How long do you expect it to take owners to register and have you considered rewarding them in some way?

ANSWER: AMDEA members are committed to making registration as fast and easy as possible by requiring the minimum of pertinent information. This will not happen instantly as we are coordinating with the systems of major companies from across the globe. Ultimately we aim to synchronise the websites of over 40 brands to require the minimum, least intrusive, but necessary information. We are currently testing usability and will listen carefully and respond to the results.

Q: May some consumers expect registration to be quicker than it actually is?

ANSWER: That is possible. But perhaps it is also worth dedicating ten minutes to an important safety measure. We will be listening for feedback and ultimately we do aim to require the minimum of input.

Q: How will you reassure those people who are reluctant to give out their personal data?

ANSWER: The aim of **Register my appliance** is to improve ownership data in case a safety repair becomes necessary. AMDEA members are all committed to only use the data for this purpose.

Q: And those that fear being bombarded with marketing materials from you?

ANSWER: The aim is to improve ownership data for use in case a safety repair becomes necessary. The ultimate aim is to offer an “opt in” to marketing materials. The choice is then up to the customer.

Q: There seem to have been some pretty high profile incidents recently and TV coverage involving recalls. Are there more recalls than there used to be?

ANSWER: No. Large appliances are safer than ever before. But there are a vast number (over 100 million) in use and consumers do keep them running for a long time. Set against this AMDEA members have issued 6 – 10 recalls a year over the last few years. Many of these involve safety repairs identified during stringent routine testing.

Q: Has there been any change in product safety standards as a result of the latest recalls?

ANSWER: Product safety standards are constantly evolving as technology develops. They are laid down by British, European and International Standards bodies. In most cases, they are reviewed and adopted across all markets where key product characteristics are identical.

Q: How many large appliance recalls are there in a year?

ANSWER: On average over the last few years. AMDEA members (representing around 95% of large white goods) have issued just 6 – 10 recalls a year.

Q: What is the difference between a recall, a safety repair and a corrective action?

Corrective action covers any appropriate action required to resolve a potential risk. A safety repair is the correction of a fault and this can usually be carried out by a technician in your home. The term recall is commonly used to describe any safety related notification, including a repair.

Q: Will your recall listing feature only appliances manufactured by AMDEA members?

ANSWER: Initially yes. However, now the site is established, we would welcome non-members joining up and submitting both their registration pages and recall listings.

Q: What are your publicity plans?

ANSWER: AMDEA has a communications plan that is being launched in January 2015. This will be boosted by support from the significant consumer marketing and communications programmes of AMDEA members. In addition to AMDEA members, **Register my appliance** is supported by a growing number of organisations, including: the Department for Business, Innovation & Skills, the local Fire & Rescue Services via the DCLG Fire Kills Campaign, RoSPA, Electrical Safety First and retra (the association of independent electrical retailers).