

AMDEA MEDIA RELEASE
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Register my appliance supports Government smoke alarm campaign

Register my appliance, AMDEA's safety campaign is supporting the Government **Tick Tock Test**, which is urging the public to test their smoke alarms when the clocks go forward over the weekend of 28-29 March.

AMDEA recently launched its online safety initiative, with smoke alarms heading the website's general home safety tips. The new portal www.registermyappliance.org.uk is designed to make it easier for people to register all of their domestic appliances, to ensure that manufacturers know where to find them if a safety repair is needed. As a top tip the 'Register my appliance' website also urges householders to fit smoke alarms on each level of their home. Although a working smoke alarm is the best way to gain the time to escape if there is an accidental fire, for many people testing their alarm is low on their list of spring cleaning priorities.

The Government's Chief Fire and Rescue Adviser Peter Holland said:

"Smoke alarms are a well-proven life saving tool, but they are no use if they are not working. You are at least four times more likely to die in a fire if you don't have a working smoke alarm, so taking the time to test the smoke alarms in your home could be a truly lifesaving decision."

The Government Fire Kills campaign, in partnership with local fire and rescue authorities, is asking people to make an online pledge to test their smoke alarms this clock change weekend.

Douglas Herbison Chief Executive, AMDEA, said:

"We are supporting this campaign and encouraging everyone to take a few seconds when they are changing their clocks to press the button to test their smoke alarm. Once the alarms are installed they are so easily forgotten."

Last year, nearly one in seven people tested their smoke alarms when they changed their clocks to British Summer Time. This spring, Fire Kills is determined that even more people will keep their homes safer by testing their smoke alarms. Everyone can join in and pledge to test via the Fire Kills Facebook page or online and mobile phone adverts.

The Register my appliance campaign reached an audience of approximately 15 million during the January launch with articles in over one hundred and fifty print and online publications. Much of this publicity was thanks to support from the 46 local fire and rescue services around the country, who are also distributing Register my appliance leaflets to their local

communities. Take up on social media has been increasing week on week and the Citizens Advice network is the latest organisation to pledge their support to make the public aware of the importance of registering their old and new appliances.

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About AMDEA

[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.

For further details, images of the register my appliance leaflet or campaign logo contact:
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