

AMDEA MEDIA RELEASE

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For immediate release

Prize Season @registermyappliance.org.uk

Smart winners will be safer in seconds

This Autumn, many of the UK's leading domestic appliance manufacturers, driving AMDEA's Register My Appliance safety campaign, will once again be rewarding those customers who make the *smart* choice of registering their fridges, freezers or washing machines, by entering them into free prize draws for a range of luxury prizes.

Appliance owners who take the few minutes on their smartphone, tablet or PC, to use www.registermyappliance.org.uk to register their old and new appliances, will improve their home safety and increase their chances of winning valuable prizes.

These incentives, promoted by manufacturers and publicised by a broad range of allies, have helped to significantly increase registrations. Government departments, the fire and rescue services, RoSPA, Citizens Advice, local councils, private landlords and housing associations, among many others, all promote public awareness that registration of both new and older appliances is critical, to enable manufacturers to act quickly in case of a recall.

With 50% of visitors to www.registermyappliance.org.uk now arriving via their handheld devices, a streamlined version of the site has been launched for smart phone registration. This will make it quicker and easier for owners to be safer in seconds. They will be prompted to look around their kitchens and register any of the 65 brands available on the portal, most of which accept registrations of products up to 12 years old.

Douglas Herbison, Chief Executive, AMDEA says, "Our statistics have shown steady growth in registration numbers since the launch in 2015. But most notably Register My Appliance has been successful in encouraging purchasers to register their new appliances. Our statistics for the first quarter of this year show that over 35% of purchasers chose to register their new washing machines, dryers and dishwashers, which is practically double the figure for 2015."

He continues, "Our challenge is to persuade people to register the *forgotten* 93 million* large white goods they already have in use in their homes. Once they realise that no purchase is necessary, and they can win a prize by simply registering their older appliances, as well as understanding the safety message, we hope people will reach for their smart phones."

Research has consistently shown that once consumers understand that efficient safety repairs rely on identifying owners swiftly, their attitude to registration changes. Whilst 39% of UK adults admit that they forget to register their appliances and 29% don't think it's necessary, once they consider the safety aspect nearly two thirds (62%) say they would be more likely to register**.

This Prize Season will run up to the end of January, a month that will also include **Register My Appliance Day, on the 16th January**, which will offer more opportunities to win prizes as well as sending out a powerful message to people across the UK that they can protect themselves and their homes by registering the vast number of large white goods that they rely on every day.

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* BEIS, Market Transformation Programme, ECUK 2016

**YouGov survey for AMDEA January 2017.

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.

[Registermyappliance](#) is the AMDEA safety initiative supported by all members. It aims to improve ownership data on the millions of appliances in use in UK homes, to ensure that they can be found if a safety repair is needed.

Contacts for further details, images, interviews and comment

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