

**AMDEA MEDIA RELEASE**  
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**Appliance registration is simple –  
spread the word this Product Safety Week**

**#ReactToRecalls**

Appliance owners are reminded that safer homes are just a click away, this **Product Safety Week (21–25 October 2019)**.

The Association of Manufacturers of Domestic Appliances<sup>1</sup> (AMDEA) wants people across the UK to know that a few minutes on [registermyappliance.org.uk](http://registermyappliance.org.uk) entering the details of their fridges, washing machines or dishwashers ensures they will be the first to know in the rare case of a safety notice or product recall. It really is that simple!

Register my Appliance<sup>2</sup> aims to eliminate any confusion about registering appliances and, this week, has issued [Safety Matters for Appliance Owners](#), which makes clear how people can best prepare ahead of any possible recall.

With an estimated 170 million<sup>3</sup> large appliances in use in UK homes, the call is going out to all those who have yet to register to commit those few minutes to making their homes safer [@registermyappliance.org.uk](https://twitter.com/registermyappliance)

AMDEA especially reminds those people who might not realise that models bought second hand, inherited or just overlooked **can** still be recorded on [registermyappliance.org.uk](http://registermyappliance.org.uk), as the site can take registrations for products up to 12 years old. Although anyone thinking of acquiring an older appliance should first check that they are not already subject to a recall on the [Government recall listing](#).

In fact, two thirds (67%) of people have never registered an older appliance whether bought a couple of years before, that they found in their home when they moved in, or were given by family or friends, or bought second hand, according to research commissioned by AMDEA.<sup>4</sup>

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[Registermyappliance.org.uk](https://registermyappliance.org.uk), a portal run by AMDEA, is a crucial means of ensuring manufacturers can instantly locate the owners of these older appliances during a product recall. You can even re-register if you've moved home lately and taken appliances with you.

AMDEA is supporting International Product Safety Week (21-25 October)<sup>5</sup> and their **#ReactToRecalls** campaign which is co-ordinated by the Office for Product Safety and Standards (OPSS). AMDEA also works closely with OPSS throughout the year to urge consumers to register their appliances as a matter of home safety.

AMDEA's acting Chief Executive, Sian Lewis said: "Just because you've had a chest freezer in the garage for a few years does not mean you should neglect to register it. It's important, to keep your home safe. Take stock of all your appliances and get them registered. If there is ever an emergency repair or a recall, the manufacturer will then know where to find you."

#### **Safety matters for appliance owners @Registermyappliance.org.uk:**

- **Register all your appliances for a safer home**  
[Registermyappliance.org.uk](https://registermyappliance.org.uk) provides access to over 60 leading brands. By simply clicking on the brand logo the user reaches a data entry form linked directly to the relevant manufacture. The vast majority accept registrations of products up to 12 years old.
- **Check if you have a recalled appliance right now**  
<https://productrecall.campaign.gov.uk/>
- **Follow recall instructions to the letter**  
If you receive a safety notice or a recall, it is important to follow the manufacturers' instructions and act straight away **#ReactToRecalls**
- **If you're unsure what to do, contact your manufacturer or retailer**  
A quick Google search using your brand / UK / customer service will provide details for the manufacturer's customer services team.
- **Share information with those around you who could be at risk**  
Ensure older and more vulnerable owners don't miss out on any vital, free, product safety repairs by sharing information with neighbours or loved ones. Or take to social media and retweet messages  
[@regmyappliance](https://twitter.com/regmyappliance)

## NOTES TO EDITORS

<sup>1</sup> [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.

<sup>2</sup> The [Register My Appliance](#) portal was designed by AMDEA to make it quicker and easier for the public to register both new and older appliances, to improve ownership data.

<sup>3</sup> AMDEA, applying the YouGov survey percentages for appliance ownership to the 27.2m households reported by the Office of National Statistics 2017

<sup>4</sup> YouGov Plc survey for AMDEA. Total sample size was 2040 adults. Fieldwork was undertaken between 12-13<sup>th</sup> December 2018. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

<sup>5</sup> International Product Safety Week is an initiative of the Organisation for Economic Co-operation and Development (OECD). The mission of the OECD is to promote policies that will improve the economic and social well-being of people around the world and it provides a forum where governments can work together to share experiences and seek solutions to common problems.

## Contacts for further details, interviews and comment:

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