

MEDIA RELEASE
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**Register your home's hardest workers
for safety and savings @ registermyappliance.org.uk**

As winter arrives and energy bills escalate the Association of Manufacturers of Domestic Appliances (AMDEA) is urging householders to take advantage of their free appliance registry @ registermyappliance.org.uk. Keeping machines in peak condition and ensuring they are on the radar for necessary safety notifications or repairs are simple ways to make sure they last as long as possible, save money and keep everyone safe.

Chiming with International Product Safety Week (14th – 17th Nov 22), AMDEA's portal allows users and owners to register small and large appliances, whether new, second-hand or inherited in a property move. The campaign is endorsed by Fire & Rescue Services nationwide, safety and consumer groups and provides access to over 60 leading appliance brands sold in the UK. Many manufacturers accept registration of products at least 12 years old.

AMDEA CEO Paul Hide said: "Registering appliances directly with a wide range of manufacturers is free, easy, and quick, whether they are new purchases, already in the home, pre-used buys or products passed on by family or friends. No proof of purchase is needed. With household costs rising, we suspect there may be a growing market for pre-loved electricals, as well as those actively looking to recycle rather than buy new.

"Taking a few minutes to register all appliances allows manufacturers to know who has their products. It permits them to safeguard the right homes with important safety alerts and to make arrangements for free safety advice or repairs if needed."

Register the missing millions

According to Government statistics we are using more than 210 million¹ appliances in UK homes to help us with the hard work of cooking, cleaning, laundry, washing dishes and conserving our food. Yet official research estimated that 49%² of us have never registered a product, leaving some 100 million appliances untraceable, if a recall is required.

All eligible

With the recent growth in online appliance offerings some may have been purchased on second hand sites like Facebook Marketplace, Gumtree, Vinted or eBay. Others inherited, or forgotten in second homes, garages and sheds. Appliances provided by social housing, or in privately rented homes and those in multi-occupancy dwellings are all eligible for free registration.

How?

registermyappliance.org.uk links to 60 leading brands. By simply clicking on the relevant brand logo the user reaches a data-entry-form linked directly to the correct manufacturer. Most accept registrations of products up to 12 years old. To increase safety and the life of appliances the Register My Appliance portal also offers:

- A listing of appliance safety repairs and recalls
- Hints and tips on household safety
- Recommendations for appliance care

- ends-

¹ BEIS, ECUK September 2021, Table A2

² BEIS September 2020, Consumer attitudes to product safety, page 22

NOTES TO EDITORS

[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.

The [Register My Appliance](#) portal was designed by AMDEA to make it quick and easy to register both new and older appliances.

Contacts for further details, interviews, and comment:

AMDEA Press Office,
Dee Fernandes, Moira Whittle, or Philippa Dover
Tel: 020 7722 9034; 07887648434
Email: amdeapress@bfipr.co.uk