

# AMDEA

The Association of Manufacturers  
of Domestic Appliances



## A Year in Review

2022 report

# AMDEA: A Year in Review – 2022

## Introduction

**Teresa Arbuckle, Chair, AMDEA**



*'There's no doubt that 2023 will continue to challenge all our capabilities, but it is clear that the UK white goods industry begins the year in great shape'*

The past year has been a challenging one for businesses, with the UK in the grip of a cost-of-living crisis, and rising energy bills, high inflation, an increase in the cost of borrowing and an uncertain political landscape all leading to low consumer confidence.

But, against this rocky economic backdrop, the appliance industry continues to deliver over and above people's expectations, with energy-efficient appliances really helping to make white goods the hero of the hour.

AMDEA is making great strides in supporting energy efficient appliance purchase and use via its Know Watt's What campaign, as well as during the 10 years it's been assuring consumers about product safety through its Register My Appliance website and campaigns.

AMDEA also demonstrated its thought leadership by hosting its second annual industry conference at City, University of London, held in September.

2050 – Appliances of the Future: The Road to Net Zero, was attended by over 150 delegates, and focused on sustainability, energy saving, consumer behaviour and the role home appliances can play in achieving net zero targets. The output from the conference has formed a 2023 work plan, led by AMDEA, that is up and running.

With this in mind, AMDEA is working with key government officials and European partners like our European association, APPLiA, to create a stronger voice around the circular economy, recycling and repairability.

AMDEA now has a new fully dedicated and expert team in place, which means we can devote even more time to making sure members' views and concerns are heard and discussed and can deliver on their expectations, alongside our important work with stakeholders and partners.

This is evident in the number of new members who joined the association in 2022, including Hitachi, Ooni, Philips, Howdens and De'Longhi Kenwood.

As the cost of living really bites hard for many families, AMDEA is delighted to have been able to support Family Action as our charity partner. With the support of our members, we donated over 800 mixed small appliances to its national hubs across the UK, to support families most in need of key appliances at Christmas.

There's no doubt that 2023 will continue to challenge all our capabilities, but it is clear that the UK white goods industry begins the year in great shape, with a stronger and more effective trade association, representing the home appliance industry to government officials, consumers and stakeholders.

A handwritten signature in black ink, appearing to read 'Teresa Arbuckle', written in a cursive style.

**Teresa Arbuckle, Chair of AMDEA, and Managing Director of Beko plc, UK and Ireland**



# Introduction

Paul Hide, CEO, AMDEA



*'In what has been an unprecedented collection of challenges, the 2022 market for appliances has been probably as resilient as could have been hoped for'*

Back in January 2022, we all probably expected the year ahead to be somewhat calmer than the one before, as the worst of Covid-19-related challenges were finally moving behind us and more 'normal' day-to-day ways of working and living returned.

The reality, of course, was quite the opposite. The past year has been, arguably, far more challenging for businesses, with high inflation, rocketing borrowing costs and energy bills, a chaotic and ever-changing UK political landscape and rapidly falling consumer confidence in the face of cost of living pressures.

In what has been an unprecedented collection of challenges, the 2022 market for appliances has been probably as resilient as could have been hoped for.

Yes, we are past the boom years of 2020 and 2021, but sales demand has remained close to 2019 levels and the necessary price rises due to inflationary pressures have largely held firm.

## Data

AMDEA's sell in-data tracking shows that UK shipment volumes for core large appliance categories will be in the region of 11.5m units in 2022 – that is a 12.5% drop on the 13.2m units shipped in 2022, but in line with the market volumes we experienced in 2018 and 2019.

Market value has fared better – value declined circa 5% as the necessary inflationary price rises have fed through to the marketplace.

The overall large appliance market is still worth over £6bn at retail/ e-tail. In general, the premium and built-in market sectors appear to be the most resilient.

The small appliance market (market value of circa £4bn) has also remained buoyant, supported by the continued strong performance in premium sectors such as coffee machines, personal care and air purifiers, and by the renewed interest in energy-efficient cooking devices.



Microwave ovens, air fryers and slow cookers have all been strong performers.

## Resilience

It is great to see the resilience of the electrical retailer, especially the independent channels.

2022 saw a strong recovery of sales via retail showrooms as customers have returned to in-store browsing and decision making.

I've spoken to many independent retailers over the past year that have enjoyed sales growth in appliances and are confident that they can maintain this trend in 2023.



There is no doubt that the premium sector remains resilient and, for example, retailers that are focusing on full kitchen solution sales have been able to significantly increase average sales values and improve gross margins.

## Outlook

The outlook for 2023 is hard to call, due to the unknown impacts on consumer confidence and discretionary spending power, but probably not too different overall from the past 12 months in terms of volume, which is likely to lead to value growth, as inflationary pressures, while expected to ease, will still be with us throughout 2023.

What we can expect to see is an increasing demand from households for best-in-class energy and water efficiency, transparency on overall cost of ownership (e.g. maintenance and repair options) and the overall environmental impact of purchases, including the recyclability of appliances.

## Campaign

AMDEA will continue to build upon the successful launch of our Know Watt's What campaign to help raise householder information on the purchase, use, maintenance, repair and recycling of appliances.

And, finally from me, a huge thank you to all our members, stakeholder partners, governmental and NGO colleagues and, the AMDEA team.

Collaboration is a critical part of the way we work. The excellent support and engagement that we have received over the past year has helped us deliver one of our most impactful 12 months ever.

2023? Bring it on, we're ready. ■

Paul Hide, CEO, AMDEA



# What We Do - Our Value Proposition

*‘We are the go-to organisation for all matters relating to the domestic appliance industry, large and small’*

AMDEA has been representing our appliance producers’ interests for over five decades.

We are the go-to organisation for all matters relating to the domestic appliance industry, large and small.

Our primary role is enabling the most productive trading environment for producers and distributors within the UK and ensuring they’re compliant with the ever-growing raft of UK regulations, standards and legislation.

Our work includes:

- Leading the development and review of policy, standards and regulation relating to the placing of goods upon the UK and GB markets.
- Working closely with UK Government and related bodies such as consumer interest groups, Fire Brigades, Trading Standards; representing members’ and users’ interests, providing a conduit through which members can engage with all stakeholders.
- Promoting the benefits of modern energy-efficient appliances to end users (households and commercial) via campaigns and media activity, supporting sales, efficient use, maintenance, repair and recycling.
- Running the industry Register my Appliance website and portal, which exists to encourage consumer registrations of all domestic appliances, allowing households to be contacted in the event of a safety notification or service requirement.
- Market data. AMDEA runs a member market intelligence service, providing monthly consolidated sell-in data by key product category, as well as annual market forecasting.

**Want to understand more about how AMDEA can support your business?**  
**Get in touch to arrange a conversation. Drop us a line at [info@amdea.org.uk](mailto:info@amdea.org.uk) or contact your AMDEA representative.**



## Campaigns and Conferences

### Register My Appliance

*The RMA activity reached over 15 million readers via national and local press coverage and social media impressions exceeded 16 million*

AMDEA's first campaign of 2022, which ran in the week commencing January 17, focused on appliance safety and product registration.

Register My Appliance (RMA) week featured a bold new creative execution with a distinctive ‘pop art’ execution.

Over 250 stakeholders requested our partner press pack, with more than 80% of the UK fire services participating.

The activity reached over 15 million readers via national and local press coverage and social media impressions exceeded 16 million.



Visitors to the Register My Appliance website rose by over 2,000% versus the previous week and click-throughs to register also increased by a similar amount, proving the positive impact of these concentrated campaign periods.

For the first year ever and to maintain momentum, our messaging on the safety benefits of appliance registration ran every week of the year via our social media channels, maintaining awareness between the two annual campaign weeks.

International Safety Week - November 14 to 19 - was an ideal opportunity to promote appliance

registration, linking this message to the **Register My Appliance website** and partnering with a number of stakeholders, such as Fire Brigades, to amplify this message.

This one-week campaign generated over 1.8 million impressions, a press circulation reach of over 175,000 and encouraged over 16,000 new appliance owners to visit the RMA website.





# Know Watt's What

*AMDEA's most powerful campaign ever delivered some impressive results, including a reach of over 150 million touchpoints*



AMDEA's new sustainability campaign, under the banner of Know Watt's What, launched on September 20.

It aims to educate householders to use their appliances in the most efficient and sustainable ways.

Providing consumers understand and use the eco-saving technologies designed in the products already in their homes, more than 130 million essential appliances across the UK will collectively make a major contribution to reducing energy and water consumption, supporting the challenge of reaching net zero, as well as saving significant amounts on energy bills.

Never has it been more important that retail teams are trained as to how to communicate the sustainability benefits and options relating to the purchasing and using of appliances.

Our launch activity included:

- **A new microsite** section of the AMDEA website, supporting householders with information to help them make informed choices when using, purchasing, using, repairing and maintaining and recycling appliances.
- **An asset pack** for manufacturers, channel partners and stakeholders that wish to make use of our messaging and research data.
- **A social media and press campaign** to launch Know Watt's What, focusing on a weighted initial launch plan.

- **FAQs** answered by our team of industry experts who provide the knowledge behind our information.
- Results from our **consumer research** run by Ipsos.
- **Lifetime energy savings calculator** (powered by Youreko). This is designed to make prospective purchasers aware of the benefits of buying the most energy-efficient appliance within their budget, helping them understand how the labelling system works and giving them some generic data of 'potential savings up to'

AMDEA's most powerful campaign ever delivered some impressive results, including a reach of over 150 million touchpoints. More than 200,000 consumers visited AMDEA's website in September to find out more.

The next stages of this campaign will focus in 2023 on:

- A repairability/circular economy support sub-section of Know Watt's What. This will feature information on access to repair, spare parts, tips on maintenance, and how to recycle end-of-life appliances.
- Further development of the asset pack to support channel partners' and other stakeholders' messaging.
- A Home Pilot Study, to be run in partnership with Exeter University. This is a six-month project, so results will be available to the media in April 2023.
- A series of consumer Money Saving Workshops in partnership with consumer support organisations.

We are delighted that our Know Watt's What campaign has been shortlisted for the Trade Association Federation (TAF) 2023 Awards under the Campaign of the Year (Small Associations) category. Winners will be announced on February 23.

For more information on our Know Watt's What campaign, click [here](#).

## 2050: Appliances of the Future

*'Collaboration is key – working together across all aspects of the sector and the supply chain'*

Sustainability, energy saving, consumer behaviour



and the role home appliances can play in achieving net zero targets were just some of the key themes explored at an industry conference organised by AMDEA, in association with OPSS (Office for Product Safety and Standards) and City, University of London.

Attended by 150 delegates, the 2050 – Appliances of the Future: The Road to Net Zero conference took place on September 21, at City, University of London, in Northampton Square. It followed on from the 2021 event, which was focused on the fridge of the future.

Divided into three sessions – The Net Zero Transition Pathway, Owner Behaviours and New Business Models, and The Circular Economy Challenge – the conference saw keynote speakers giving their views on the topics, as well as guest panellists, who discussed the issues highlighted.

Key takeaways and actions for follow up:

- Collaboration is key – working together across all aspects of the sector and the supply chain.
- Educate citizens on the issues involved, helping people to make informed decisions.
- Citizens need more information on the expected lifetime of products.
- Sustainable and energy-efficient products are key, as long as they are also durable, repairable and recyclable.
- Better affordability and availability of recycled plastics.

- Make recycling electricals easier for people to do.
- Take a community-based approach to circular economy, sharing ideas and supporting each other in our local area.
- New business models must be explored – look more closely at how consumers buy and use their appliances.
- There is an opportunity for a "digital product passport", so owners have data on when and how an appliance was repaired or refurbished.
- Corporate social responsibility is key - We must act now – the future of the planet depends on it.

A full conference report publication can be accessed [here](#).

AMDEA, OPSS, City, University of London and our supporting partners are busy working on a programme of discussions, events and future actions to ensure that all interested stakeholders can have a say in how we shape a future that delivers the net zero home by 2050.

## Partner Events

AMDEA were active supporters and participants in industry partner events, including Retra's retailer conference in April, CIH's Euronics Showcase in April, BSI conferences in May and November, ERT's Turning Point conference and Awards and Electrical Safety First's Electrical Product Safety conference in November. ■



# Our Core Workstreams

**Rob Gosling, Head of Technical Regulation and Policy**



*‘AMDEA has been working closely with the Government to educate on opportunities and risks in key areas’*

## Technical/Regulation/Policy Activity

It has been a bit of whirlwind coming off the back of the pandemic.

In the UK we’ve been enjoying meeting more and more stakeholders face to face, while taking the opportunity in our AMDEA hybrid meetings to dial in remote presenters from the US, Norway and France to present to members.

We’ve been doing more subject-specific webinars to inform members on certain topics, and we’ve even held a meeting at a 3D printing provider, looking at the feasibility of printing spare parts.

Travel has also opened up, with members and AMDEA staff attending key meetings in other countries too.

## Realisation

There is a dawning realisation in UK Government that there is a need to not only administer



requirements picked up from Europe, but additionally resource and administer on shared processes with key expertise in the UK.

The challenge for our members is to keep the same outcomes to avoid technical barriers to trade and allow the UK to be a great place to operate.

As AMDEA we’ve been working closely with the Government to educate on opportunities and risks in some of the key areas such as Restriction of Hazardous Substances (RoHS) and designated standards.

There continues to be a lot of uncertainty in the UK and with the Retained EU Law (REUL) Bill in the offing there is a lot of focus on government departments to review what powers and regulations they have rather than necessarily what is needed, while, of course, the other big question is: by when?

## Concern

There is potential concern that powers may lead to quick decisions that are then reversed. We’ve seen this in areas like UKCA marking, where the new two-year “delay” firmly kicks it down the road and those that spent the time and money to get ready for it will wonder if it does have a future.

Energy use and its associated costs have been prevalent this year and will continue to be a focus in 2023.

The Energy Bill looking at the potential power of regulations for Energy Smart Appliances is going ahead in Europe.

The UK approach to Ecodesign and Energy Labelling is in an early stage and we await to see what the appetite here in the UK is compared with the aspirations of Europe.

We see real concerns for consumer confusion if state-of-the art standards are not applied and are



worried that limiting choice will drive up consumer costs.

In Kaizen’s lean approach there are seven wastes – one of them being “waiting.” It would be considered wasteful to just be waiting for the UK Product Safety Review, which has been reported as being available soon for over six months.

In the meantime, we’ve been working closely with members and other stakeholders on what they see as important in the world of safety and have seen the publication of two key codes of practice sponsored by OPSS, where AMDEA was on the steering Committee: PAS 7050 Bringing Products to Market Safely and PAS 7100 Product Recall and other Corrective Actions.

## Safety

In 2023, we’ll be advocating further in the area of safety and we’re supporting the further roll out of the PASs.

AMDEA has a community of standards users and standards makers. We’ve brought them together on a number of topics. We secured a free month-long trial of BSI’s whole standards library early in the year for members to experiment with access.

This huge resource is now available to anyone taking part in standards making with BSI - for free.

We’ve also been increasing our members’ engagement with standards and should congratulate Alan Sellers (Ooni) as the new Chair for the UK national committee on appliance safety standards, Andrew Mullen (Beko) as the new Chair for the UK national committee on appliance performance standards, and especially Irma Rustemi (Electrolux) who has taken on the role of Chair for IEC Technical Committee 61, which prepares safety standards for household appliances globally.

In 2022, we’ve been working closely with the London Fire Brigade on standards making and improving communications. A highlight was presenting to the National Fire Chief’s Council on the Code of Practice for Post-Fire Identification.

We’re looking forward to rolling out the code of practice to other fire services in 2023 and supporting OPSS with its emerging data strategy, using sources such as data captured at point of purchase, registration and other digital tools rather than specific UK on-product marking requirements.

## Environmental

There’s definitely been a refocus in Europe on a large swathe of environmental policy areas that are now coming up for debate.

First they came for the appliances, now they come for everything else, with the extended scope of Ecodesign.

Within Europe, APPLiA is well-positioned with its heritage of the topics involved to help support the industry to provide guidance in this area.

The questions around a central resource at the EU Commission remain, as there will be a lot of regulations to put together.



There has been a real focus on waste prevention in recent times and we expect this to keep going, gradually removing the allowances for certain substances to be used to allow for more recycling and re-use of material.

While, at the same time, putting more requirements in the packaging area has shone a light on the complexities of packaging used in the supply chain and how different parts of the chain need to come together to provide solutions.

We are expecting to see a review of WEEE in 2023, as well as further UK chemical reviews.

The way policy and regulations are moving in the UK has changed post-Brexit and will continue to develop. AMDEA is strategically set for these and looks forward to an exciting 2023 working with members and stakeholders. ■



# Regulation / Technology Outputs and Look Forward

Frank Thomas, Technical Manager



*‘AMDEA remains ready, willing and able to assist members with a wide range of enquiries that can assist them in maintaining and gaining market access’*

On the home front 2022 was a busy year on the home front, with an eye firmly fixed on evolutions rather than revolutions, as well as overseas.

## Microfibre Filters For Washing Machines

As the issue of microplastics in the aquatic environment has increasingly grabbed the attention of the media, the All-Party Parliamentary Group (APPG) on Microplastics, chaired by Alberto Costa MP, with a Secretariat run by the Women’s Institute, has been reviewing the practicalities of the UK Government mandating for the use of microfibre-capture filters in washing machines.

AMDEA, and several of its members, have engaged heavily in the APPG’s discussions.

Mr Costa’s Private Members’ Bill was timed out, having failed to gain a second Reading in the House

of Commons due to the Parliamentary session coming to a close.

When the next Parliamentary session began, Mr Costa entered the ballot to have the right to submit a Private Members’ Bill and was not successful. However, he has used an alternative route (see Look Forward later on)

## RoHS

RoHS is the legislation that the UK adopted when it was a member of the EU, which restricts the use of harmful substances in electrical and electronic equipment (EEE).

These substances include lead (including its use as an alloying element in copper-based alloys) and cadmium (sometimes used in electrical contacts).

Department for Environment, Food and Rural Affairs, in the second half of 2022, launched a consultation which was intended to pave the way for requests for exemptions (and renewals of current exemptions) to become a chargeable service.

AMDEA, the Joint Trade Association (JTA) – which AMDEA currently chairs – and several other trade associations all submitted objections to the proposal (due to come into force in April 2023).

When the results of the consultation were published, Defra acknowledged that over 90% of respondents had objected. However, Defra would be introducing the proposals as laid out.

Given the level of concern, not to mention the strength of the arguments behind those concerns, AMDEA’s CEO, the JTA Chair and senior figures within other trade associations have written to the Defra Minister and/or the Environment, Food and Rural Affairs Select Committee asking for this to be revisited.

## Mandatory water labelling for plumbed-in equipment

Defra launched a consultation in late 2022 to identify stakeholders’ views on introducing a mandatory water efficiency label for plumbed-in equipment. This would not be just taps, toilets and showers etc, but would include domestic appliances.

When the consultation was issued the domestic appliances within the scope included washing machines, washer-dryers and dishwashers. Electric showers were not included.



AMDEA responded to the consultation objecting to the inclusion of appliances that are already covered by the existing Energy Label (as that already includes a water efficiency value). We are aware that another large trade association has responded in a similar vein.

## Extended Producer Responsibility for Packaging

This is another topic that has vexed AMDEA members throughout 2022 and, as we enter 2023, the frustrations rumble on, centred on how the system will operate.

In essence, the UK Government has decided that producers should take on full responsibility for the costs of dealing with waste domestic packaging (including packaging in street bins).

Under the scheme affected stakeholders are required to:

- Start collecting data from January 1 2023 (but mandatory from March 2023).
- Start reporting the data between June and October 2023.

A new de minimis for stakeholders who put packaging on the market, and were not previously obligated, has been introduced.

Defra has introduced an online tool so that organisations can check if they are obligated. This is available [here](#).

## AMDEA member enquiries

AMDEA remains ready, willing and able to assist members with a wide range of enquiries that can assist them in maintaining and gaining market access.

Last year saw several hundred such enquiries resolved. If anything, we would like to see more of them as we see them as an intrinsic part of the service we can offer members.

Topics we have assisted members on this year include Ecodesign and Energy Labelling, chemical compliance, food contact materials, microfibres, safety, batteries, waste, building regulations, water supply regulations, the Construction Products Directive and the Machinery Directive.

As we move into 2023, always remember that we are here and remain at your disposal to assist in any engineering compliance matters that you require greater detail on.

## Look forward

### Microfibre filters for washing machines

In late 2022 Alberto Costa MP was granted a





10-Minute Rule Bill (a form of Private Members' Bill) covering microfibre-capture filters for washing machines.

At this stage, no text of the Bill is required, but it is required for the second reading, which will occur on February 3 2023.

AMDEA members remain of the view that they are willing to play their part to address this but any solutions that are legislated for must:

1. Provide a net-environmental benefit (bearing in mind energy and water use etc).
2. Be based upon internationally agreed standards that ensure a level playing field.

### Energy-related Products (ErP)

The Department for Business, Energy & Industrial Strategy (BEIS) planned consultations on UK (in effect GB given the Northern Ireland Protocol) energy-related product legislation post-Brexit have, in the main, been pushed back into 2023 (the outlier being the consultation on mandatory water efficiency labelling described above).

The consultation on lighting products was launched early in January and we expect to see one on cooking products released in the coming months.

These consultations are likely to focus on the product categories listed a year ago, in the BEIS/ Defra/ICS ErP framework document.

Where things are likely to get interesting is the possible divergence from the EU not only for the products that BEIS is considering, but also for the products that it is currently not (e.g., tumble dryers and vacuum cleaners).

AMDEA is currently working with BEIS to identify a way forward that will best represent the interests of its members and intend to consult further with the membership during Q1 of 2023.

### Hydrogen Village Trial

BEIS is at present developing a 'village trial' which will see a representative village only have access to hydrogen as a gas (as opposed to natural gas).

The hydrogen supplied will be 100% hydrogen, not the 80:20 blend (80% CH<sub>4</sub>:H<sub>2</sub>) which it is felt appliances already on the market can operate with without needing upgrading.

The results from this trial will feed into a decision on whether to extend to a larger 'town' trial in order to identify if hydrogen can be used as part of the UK's weaponry to meet its climate change goals.



AMDEA will continue to act as a conduit between the trial's project managers and AMDEA's members.

### WEEE and Batteries

They have been oft delayed but we do believe that we will see Defra's consultations this year on the UK's WEEE and Batteries regulations.

The mood seems to be centred on how the UK can increase its collection rates of WEEE and waste batteries.



It is too early to say what the batteries review may contain as Defra has commissioned research in this area which is not due for publication until later this year.

AMDEA will be consulting with its members extensively on these consultations mindful that, certainly in the case of WEEE, this has a direct impact on our members' bottom line. ■



# Regulation/ Technology Outputs and Look Forward

Raheel Rashid, Technical Officer



*‘AMDEA will continue to work with OPSS on designations as a whole and reiterate the need for consultation’*

With technology advancing at a rapid rate, the world of safety needs to ensure it keeps up with this rise and develop safe products which embrace new technology.

Standards are developed, aimed to safeguard individuals from the potential dangers of home appliances.

Trading Standards officers rely on standards when enforcing consumer protection laws, as they assess the safety of consumer products against a hierarchy of standards.

## Designated Standards

A designated standard is developed through consensus and it is recognised by the UK Government either in part or in full by publishing the reference on GOV.UK.

It may be a standard adopted by several reputable standardising bodies depending on the product. These bodies include BSI, CEN and CENELEC.

Several designated standards were released last year.

Through Notice of Publications made available by OPSS, all relevant publications were shared with AMDEA members.

One of these designated standards published was EN 60335-2-24, particular requirements for refrigerating appliances, ice-cream appliances and ice makers which was implemented on September 2022, effective immediately with restrictions on some clauses relating to fire testing and refrigerator-backing materials.

A designated standard released with restrictions was a unique situation and it led to questions from members surrounding timing and pressure on manufacturing/logistics to meet the requirements given there being no transitional period.

These questions eventually led to AMDEA raising a letter of objection requesting an extension on the proposed implementation date. This objection was rejected and OPSS proceeded with the designation to push faster on the implementation date.

AMDEA further supported members by arranging a call between OPSS, BSI and our members on this designation.

On this call, OPSS presented slides and a Q&A session was held, where members had the chance to ask questions directly to OPSS and BSI colleagues.

Members in the meeting raised several questions, including some regarding Market Surveillance authorities and what they would be willing to accept in terms of evidence of conformance.

Questions were also raised regarding the need for this designation and the timing, including why no additional time was given to manufacturers to prepare following the rejection of the letter AMDEA raised on this designation.

The sudden emergence of the UKCA marking extension until the end of 2024 led to further queries from our members on the impact of this extension on the 2-24 designation.



Towards the end of 2022, AMDEA updated members on news from Europe – EN 60335-2-24 Edition 8 was set to be published on December 9.

June 2023 is the target date to get the standard listed in the Official Journal, and December 2024 is the Date of Withdrawal for the previous edition. This information was shared with OPSS to acknowledge it ahead of any decisions they are looking to make.

AMDEA will continue to work with OPSS on designations as a whole and reiterate the need for consultation.

## Safety of household and similar electrical appliances

Last year also saw the first in-person CENELEC TC 61 (Europe), IEC TC 61 (Global) and CPL/61 (UK) meetings since the pandemic began.

These committees cover the safety of household and similar electrical appliances. It is pleasing to announce that the CPL/61, CPL/61/1 and CPL/61/7 Joint Meeting held in August 2022 marked the start of the tenure of the new chair of CPL/61 Alan Sellers of Ooni, who joined us last year as a member.

In the IEC TC 61 world, another AMDEA member recently took up the chair position – Irma Rustemi of Electrolux. She led the meeting in San Francisco, which took place in November last year. Both individuals are congratulated on their leadership to date and their continued governance this year is something to look forward to.

In the IEC TC 61 meeting earlier on in the year, AMDEA was pleased support one of our members by putting forward a rejection to a proposal which looked to modify the current overflow test in the standard for kettles (60335-2-15).

The GB proposal was raised in the meeting, which took place from June 13 to July 1, and it was noted that that most national committees were in favour of the GB proposal. This, in turn, led to the initial proposal being rejected.

In the November IEC TC 61 meeting, AMDEA raised another proposal on behalf of one of our members regarding clarification on the flammability testing requirements of range hoods. A consensus was reached at the plenary meeting and the verdict was imminently shared with the member in question and to the wider membership.

AMDEA looks forward to supporting members this year who would like to get involved with standards making.

## EU Machinery Regulation

Also in Europe, talks on the new EU Machinery Regulation began in April 2021, when the Commission's proposal for a Machinery Products Regulation was published.

Around a year later, the EU parliament voted in favour of its position at plenary and the council negotiating mandate was endorsed on June 24, 2022.





The dialogue negotiations kicked off in July 2022, where Parliament and Council presented their mandates and main priorities.

After months of discussions, on December 15, the Council and the European Parliament negotiators reached a provisional agreement on the Regulation for Machinery Products.

The 2006 directive is one of the main pieces of legislation governing the harmonisation of essential health and safety requirements for machinery at EU level. The proposed legislation changes the 2006 Machinery Directive into a regulation.

The provisional agreement reached subject to approval by the Council and the European Parliament. After the formal steps of adoption have been completed, member states will have 42 months to apply the rules of the regulation.

On the UK front, the details of the Machinery Regulations are proposed to be released as part of the UK product Safety Review consultation, which AMDEA is keeping on top of.

### Fit For the Future

The UK Government has been busy, exploring changes to existing product safety laws to ensure the framework is fit for the future, with OPSS

opening a consultation via its UK Product Safety Review on March 11 2021.

The Government has investigated making the UK's system of regulations more risk based, with higher requirements for tests, assessment and transparency for products presenting greater inherent hazards and higher levels of risk in the supply chain.

There were 158 responses to the consultation while further feedback was received during eight round-table discussions. The information gathered within these platforms will form part of the research to shape policy proposals for the UK's product safety framework, to ensure it is future facing and optimised for UK consumers, businesses, and enforcement agencies.

Fast forward to 2023. Following discussions with OPSS, the organisation is hopeful that the Product Safety Review will be launching in Q1 this year.

Once it is made available, AMDEA will be working closely with members to have a collective take on what's published and action accordingly. It's one to keep an eye out for.

### Post-Fire Identification Trial

Another intriguing area for this year will be the results of the Post-Fire Identification Trial.



This trial came about in the UK following the London Fire Brigade (LFB) raising the issue that at certain fire scenes it is difficult to identify the manufacturer of a large domestic appliance perceived to have caused a fire.

In January 2021, BSI CPL/61 established a working group in a response to a request from the minister to explore possible methods to help identify these appliances.

AMDEA came forward with a proposal to support the identification of these appliances through its network of members.

Since then, AMDEA has been working alongside the LFB and OPSS on this suggested identification method, producing a trial plan and code of practice along with supporting documentation.

In August last year, the Post-Fire Identification Trial launched, and is scheduled to last for six months.

The aim is to assess the feasibility of a post-fire identification system between AMDEA and LFB, focusing on large domestic appliances which have been fire damaged, and ascertain who the manufacturer was that placed the appliance on the market.

AMDEA has been updating members constantly on the progress through its own meetings along with those organised by BSI, which our members participate in as well.

The conclusion of the trial will be shared as part of the results along with the planned next steps. This could potentially include extending the trial to other fire services. ■





# Policy/ EU/ Consumer Outputs and Look Forward

Heidi Ranscombe, Policy Manager



## The UK Policy Landscape

Headline Government policies for AMDEA in 2022 targeted two geopolitical challenges facing the UK as we emerged from the Covid crisis - transitioning simultaneously to:

- A net-zero economy and
- A legal framework for digital innovation that promotes growth and serves societal interests.

Some of AMDEA's key interests, such as the review of the UK's approach to product safety, were deferred to 2023 and others, for example the approach to energy-related products, progressed little last year.

The Queen's speech in May 2022 listed planned Government Bills on:

- Energy – transitioning to cheaper, cleaner and more secure energy (including through smart energy appliances)
- Digital markets, competition and consumer policy (DMCC) – boosting consumer rights, strengthening enforcement and better regulating digital markets

- REUL (Retained EU Law) – overhauling substantive law retained after the UK's departure from the EU, and
- Data protection and digital information – reforming the UK's approach to data outside the EU, including through the creation of sector specific smart data schemes.

Whilst the presentation of the DMCC Bill is still pending, a 2021 Bill on Product Security and Telecommunications Infrastructure (PSTI) was enacted in December 2022.

This new Act has empowered the Government to regulate a few ETSI baseline requirements for the cybersecurity of consumer IOT devices.

## How Has This Landscape Impacted AMDEA?

AMDEA's supply lines are being shaped, not only by the developing UK legal frameworks, but also by how these will coordinate with evolving policies within its nations, and the substantial revision within the EU of our joint legacy regulations.

With a view to navigating the now parallel but separate and evolving UK and EU legal frameworks, AMDEA's policy focus this year centred on:

- The Eco-design and energy labelling framework (the approach to sustainable products), and
- The emerging role and market opportunities for connected products

Related consumer-centric initiatives under negotiation in the EU, may influence thinking in the UK, for example in the DMCC Bill.

The Competition and Market Authority's (CMA) advice to Government on the approach to environment and sustainability in UK competition and consumer law, supported provisions in the EU's proposed modification of legacy unfair trading requirements to strengthen enforcement of environmental claims.

But this policy area remains entirely outside the UK EU trade agreement, with consumer advice services formally devolved in Scotland.

So, this remains an open question heading into 2023.

In comparison, AMDEA's technical engagement reported in other sections of this review, e.g., on



product safety, ecodesign and waste management, have coordinated with (draft) initiatives that signal changes in the direction of UK and/or EU policies.

## Ecodesign, Repairability and Sustainable Appliance Supply Chains

AMDEA's Spares and Service Panel led the industry's engagement in the revision of the legacy European Ecodesign framework through 2022, with oversight by the Technical Committee.

This is one area where the UK market is potentially set to diverge from the remaining EU 27 countries.

Not necessarily intentionally but passively: in 2022, the EU began negotiating a replacement for the eco-design Directive, though not the energy labelling regulation.

And, although the legacy framework will grandfather into the new regime, with other product categories prioritised in secondary legislation, the new strategic objectives are markedly different from the old.

An added complication is this proposed new EU ecodesign Regulation sits within a wider EU Circular Economy package and some of these proposals have been delayed. This has confused the landscape for cross-referencing amendments to other EU legislation.



The Spares and Service Panel identified focus areas for AMDEA, particularly the approach to:

- Repair (alongside requirements for durability, reliability, reusability and upgradeability) and to
- The introduction of a Digital Product Passport (enabling the track and tracing of products as well as transparency of sustainability throughout the supply chain) and its relationship to the EPREL for energy-labelled products, among other databases.





AMDEA continues to work closely with APPLiA, and national member associations, on the advocacy on these proposals, as well as liaising with BEIS and OPSS on the policy outlook, including where this factors into information requests on current regulatory initiatives.

Ongoing work into 2023 interweaves with parallel AMDEA ambitions to improve training and qualifications for repair service providers as well as a greater promotion of members' own repair services.

### Smart Energy and Connected Appliances

In comparison with other legacy EU policy areas, UK digitalisation policies moved rapidly in 2022 – some mirror EU proposals, some may move faster.

In this area, divergence carries a risk of unintended consequences for AMDEA's supply chain at the technical and standards levels – "the devil is in the detail".

AMDEA's work in 2022 identified likely industry impacts in terms of interoperability, product security and data management. We will work with members in the coming months to refine engagement with identified policy and standards initiatives likely to impact appliance design.

We will continue to participate in the BEIS/BSI

initiatives to promote energy smart appliances (ESAs) (e.g. PASs 1878 and 1879 that facilitate smart appliance engagement with flexible, secure electricity systems). The initiatives are meanwhile supported by provisions in the 2022 Energy Bill empowering Government to regulate energy smart appliances.



A key concern for AMDEA is that whilst the system design is now focused on the large appliances (e.g. EV chargers and heat pumps) likely to deliver net zero results in the short-term, the scope of these regulations also extends to wet and cold domestic appliances.

AMDEA is working to raise awareness of potential variations in our sector's design requirements including through participation in the BEIS ESA



Technical Working Group and BSI L13 Smart Energy Systems Coordination Group.

Rising societal concerns over the security of connected products, as well as the treatment of personal data, are a parallel but separate challenge to net zero energy networks. Policy coordination, across government departments, is vital for the design of affordable, innovative appliance designs that serve customers' needs.

During the passage through Parliament of the Product Security and Telecommunications Infrastructure (PSTI) Bill, AMDEA responded to the House of Commons DCMS Committee's call for evidence.

We are continuing to liaise with OPSS and DCMS as the Statutory Instruments (regulations) are prepared

for e.g. manufacturers' disclosure policies. We also anticipate that the upcoming Product Safety Review will extend to further digital product consultations.

Finally, energy smart functionalities, product security and the changing role of data (in terms of greater access to support the innovation of digital products and services, as well as privacy) are emerging parallel workstreams in the EU as well as the UK.

AMDEA has worked closely with APPLiA in recent months as it too prepares to relaunch its smart appliances workstreams.

### The Outlook For Legacy EU Frameworks

AMDEA's ambitions coming into 2022 included the scoping of opportunities as the UK builds new frameworks on top of old, and steps up engagement in international policies and standards.

With the tabling of the REUL Bill, as well as variations in new UK and EU policy timelines, our attention has been largely directed to maintaining the benefits for customers, the environment as well as our supply chains of the existing frameworks.

Coming into 2023, one continuing priority is to work with stakeholders and policy makers to ensure a smooth transition, to achieve net zero and digital economy goals. ■



A Year In Stats



Our Members

A365
Aga Rangemaster
Aqualisa
Beko
Braun
Bristan
Bosch Siemens Neff Home Appliances
De'Longhi / Kenwood
Dualit
Dyson
Electrolux Major Appliances
Emerson Electric
Franke
Glen Dimplex Home Appliances
Haier
Hisense
Hitachi
Howdens
Hozelock
Interpet
iRobot
LG Electronics
Maurice Lay
Midea
Miele
Newell
Numatic
Ooni
Phillips
Product Care Group
Samsung Electronics
SharkNinja
Smeg
Strix
SZ & W
Triton Showers
Vax
Vestel
Whirlpool Appliances



# Our Key Stakeholders and Partners

## Government Departments

### Cabinet Office

**BEIS** – Department for Business Energy & Industrial Strategy

**DCMS** – Department for Digital, Culture, Media & Sport

**DEFRA** – Department for Environment, Food and Rural Affairs

**DIT** – Department for International Trade

### Home Office

**OPSS** – Office for Product Safety and Standards

## Trade Associations

**AHAM** – Home Appliances association in US and CAN

**APPLiA** – Home Appliance Association Europe

**APPLiA Italia** – The Italian domestic appliance association

**BEAMA** – Manufacturers and providers of energy infrastructure technologies and systems

**BMA** – Bathroom Manufacturers’ Association

**BRC** – British Retail Consortium

**CBI** – Confederation of British Industry

**ENA** – Energy Networks Association

**EURIS** – European Union Relationship & Industrial Strategy

**GAMBICA** – Instrumentation, Control, Automation and Laboratory Technology

**GIFAM** – The French domestic appliance association

**HEEST** – The Household Electrical and Electronic Servicing Training Forum

**JTA** – Joint Trade Association

**KBSA** – Home Specialist Association

**LIA** – Lighting Industry Association

**Make UK** – UK Manufacturers Association

**MTA** – Microwave Technologies Association

**Retra** – The voice of independent retailers

**TAF** – Trade Associations Forum

**techUK** – UK Tech Trade Association

**Water UK** – Water UK is a membership body representing the UK water industry

### ZVEI –

The German domestic appliance association

## Non-Governmental Organisations

**BSI** – British Standards Institute

### CEN/CENELEC/ETSI –

European Standards Organistaions

**Domestic & General** – providers of appliance warranties, servicing and repairs

**EEESafe** – Building local and Safer Repair Circular Economies

**Electrical Safety First** – Charity promoting all aspects of safe electrical appliance and network use

**Gas Safe Register** – leading/promoting accreditation of the approved gas installation, service and support network

### IEC –

International Electrotechnical Committee

**ISO** – International standards organisation

Independent consultants

**LFB** – London Fire Brigade

**Material Focus** – supporting and promoting electrical goods recycling

**NFCC** – National Fire Chiefs Council

**REPIC** – Environmental Compliance

**Recolight** – Environmental Compliance

**ERP Recycling** – Environmental Compliance

**Valpak** – Environmental Compliance

**WEEE forum** – International Association of Electronic Waste Producer Responsibility Organisations

**Which?** – Consumer information, reviews and reports

**WRAP** – Waste and Resources Action Programme

**WRAS** – Water Regulations Approval Scheme

## About AMDEA

AMDEA is the UK trade association for manufacturers of large and small domestic appliances, representing over 85% of the domestic appliance industry, rising to 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 more information on AMDEA and to access all of our publicly available reports and publications, visit **www.amdea.org.uk**

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# AMDEA

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