

## AMDEA MEDIA RELEASE

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### AMDEA DRIVING NET ZERO LET'S MENDS OUR WAYS

The Association of Manufacturers of Domestic Appliances (AMDEA) is today calling on the government to ensure households can reap the crucial savings that efficient home appliances can offer, and to help the nation to achieve Net Zero.

Chief Executive Paul Hide points the government to the example of other European nations, promoting sustainability by offering reduced VAT on repairs, and encouraging those homes needing to replace with cash grants towards best in class, high-efficiency models.

In the drive to promote a circular economy and extended life, AMDEA is launching a unique '[Repairs and Spares](#)' portal as an addition to its award-winning *Know Watt's What* energy-saving campaign. The portal offers householders instant access to genuine spare parts, expert repairs and advice from 68 of the UK's leading appliance brands. A new '[Enduring Care](#)' section highlights maintenance tips for each appliance category to help homes secure best performance for longer.

Mr Hide said:

"Right now, everyone is receptive to ways of reducing household costs. Promoting home savings by making the most of installed technology is pushing at an open door. The industry is also putting its weight behind encouraging cost effective repairs that extend appliance lifespans. But when homes need to replace appliances many require help to look beyond the price tag to long term choices for themselves and the environment. The government must step up now, while there is an appetite for change, to add some meaningful financial incentives."

If everyone who replaced a washing machine, fridge freezer or tumble dryer in the last year had bought one of the most energy efficient models, a potential 755m kWh of electricity would have been saved<sup>i</sup>. This is the equivalent of the electricity produced by 125 wind turbines, enough to power every home in a city the size of Cardiff, or a London borough as big as Barnet<sup>ii</sup>.

AMDEA made its call on the government at a Parliamentary Reception '*Appliances and the drive to net zero homes*'. To underpin effective action on good appliance usage, AMDEA also revealed the results of an in-home study by behavioural scientists at the University of Exeter Circular Economy Hub, on whether consumer education can help cut costs and conserve resources.

France has recently introduced anti-waste grants of up to €45 on repairs carried out by accredited professionals. In Sweden tax breaks are offered for repairs – 12% VAT rather than the usual 25%. In Spain, regional governments (Madrid and Galicia) are incentivising with grants for the purchase of more efficient appliances.

**-ENDS-**

#### Notes to editors

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1. 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.

**Contacts for further details, interviews and comment:**

AMDEA Press Office,  
Dee Fernandes, Philippa Dovar or Moira Whittle  
Tel: 020 7722 9034 / 07887 648434  
Email: [amdeapress@bfipr.co.uk](mailto:amdeapress@bfipr.co.uk)

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<sup>i</sup> Youreko; Euromonitor International 'Consumer Appliances in the United Kingdom' December 2022

<sup>ii</sup> ONS 'Population and Household Estimates England and Wales Census', 2021