



MEDIA INFORMATION

BACKGROUND

ABOUT AMDEA - The Association of Manufacturers of Domestic Appliances

AMDEA is the UK trade association for the manufacturers of small and large domestic appliances; representing over 80% of the domestic appliance industry. Members are all manufacturers, importers or distributors of household appliances and include most of the UK's top selling brands of major white goods. In addition to fridges, freezers, washing machines, laundry dryers and dishwashers, members' products also include cooking, heating, water-heating, floor-care, waste-disposal and ventilation equipment.

AMDEA assists UK producers to deliver best practice, compliance and continuous improvement at every stage of the life cycle of household appliances from development, manufacture, marketing and after-sales service, through to the ultimate disposal and recycling of the products.

AMDEA represents the industry at both a UK and European level and works closely with those organisations of which it is a member, such as the European Committee of Domestic Equipment Manufacturers (CECED) and the Confederation of British Industry (CBI).

AMDEA provides a single point of contact, synthesising the voice of the British domestic appliance industry for the media, consumers and non-governmental agencies. It promotes best practices among its members and in the last decade the industry has achieved advances in technology that have significantly reduced the energy and water consumption of domestic appliances, while improving their overall performance.

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AMDEA assists its members by providing a clear path through increasingly complex technical laws and standards. This includes preparing submissions to government on draft national and EC legislation and representation on the bodies responsible for the creation and interpretation of standards such as the British Standards Institute (BSI) and the International Electrotechnical Commission (IEC). By actively participating in this process AMDEA enables members to devote more staff time to product development, sales and customer support.

AMDEA was established as an independent association in 1969 and is based in central London, with a permanent staff of five, including two full-time technical managers.

BIOGRAPHIES OF KEY EXECUTIVES

Douglas Herbison

Chief Executive

Prior to taking the helm of AMDEA in 2006, Douglas was Managing Director of a well established Consultancy dealing with European technical and economic issues.

In this role he managed a number of major projects, including obtaining a seven-year extension for Duty-Free sales in Europe. He also acted as Chief Executive of the European Urban Institute, a body set up to export British expertise world-wide.

Douglas has extensive experience in the public and regulatory policy areas relating to retail and distribution, and was Manager of European Operations of the British Retail Consortium (BRC) and Secretary General of the European trade organization CECD (now EuroCommerce).

As Chief Executive of AMDEA, he is responsible for the management and administration of the Association, and for its scope of activities, including liaison with members and government, policy development, representation, communications, and ensuring that the Association reflects and responds to the needs and concerns of both manufacturers and consumers. Currently, he is involved with the Waste Electrical and Electronic Equipment (WEEE) Directive and related consumer legislation and technical standards.

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Douglas has also worked with the EU and World Bank on projects to export British expertise and has been a policy advisor on both political and economic issues to British Government ministers. He has a BSc Econ (Hons) in Economics and Government.

Stuart MacConnacher

Technical Manager

A highly experienced International Standards engineer, Stuart joined AMDEA in 1991, and throughout his career he has been involved with the development and production of International and European standards.

At AMDEA Stuart's role is diverse; he is involved in all standardisation activities relating to the safety and performance of domestic appliances, including the related area of electromagnetic compatibility. Stuart is AMDEA's technical representative to the European industry organisation CECED, and at national standards level, to the BSI. He is also the convenor of an international working group on fire hazard and is involved in all aspects relating to the safety of appliances across the EU, affecting all European manufacturers and consumers.

Stuart has long been involved in the development of the critical energy measurement procedures used for energy labelling and energy efficiency legislation, and his involvement across the product ranges makes him the leading authority in this sector. He has recently started work on the development of a standardised worldwide measurement method for calculating the energy performance of refrigeration appliances and on refining the tests used for home laundry appliances. He is also a board member of ACRIB, a joint refrigeration industry group which monitors and liaises with government on environmental and energy issues initially on the use of CFCs and more recently F-gas regulations.

Stuart has a BSc in Electrical & Electronic Engineering, is a Chartered Engineer, and a Member of the Institution of Engineering and Technology and the Institute of Refrigeration. He was recently awarded the International Electrotechnical Commission's "1906 Award" for services to international standardisation.

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Richard Hughes

Technical Manager

Before joining AMDEA in 2004, Richard worked for several major multinational manufacturers of telecommunications equipment and computers, advising them on safety compliance and electromagnetic compatibility standards.

Building on this experience, at AMDEA he continues to advise and prepare standards on environmentally conscious design, product safety and electromagnetic compatibility to ensure that product development keeps pace with new technologies and the changing concerns of consumers; including increased environmental awareness. He characterises his involvement as 'being at the front and back ends of a product's lifecycle': the design and disposal phases.

He is currently involved with the preparation of an international standard on environmentally conscious design for the electrotechnical sector, and is also working with the European Electrotechnical Committee, responsible for developing standards to support the Energy Using Products (EuP) Directives. He is also involved in the European Commission's proposals to change the regulatory environment for products, including how non-conforming products are identified and taken out of circulation to protect consumers. Richard is also taking part in ongoing initiatives relating to the UK's implementation of the Waste Electrical and Electronic Equipment (WEEE) Directive.

In addition to an HNC in applied physics, Richard has a BSc in Electrical & Electronic Engineering.

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www.amdea.org.uk

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