

## INITIATIVE TO IMPROVE HOME SAFETY & the traceability of domestic appliances

[www.registermyappliance.org.uk](http://www.registermyappliance.org.uk)

### Supported by:



Nationally, only a third of people register all of their appliances with a manufacturer, leaving many owners untraceable if a product needs to be recalled\*.

To encourage more people to register, the Association of Manufacturers of Domestic Appliances (AMDEA) has created, [www.registermyappliance.org.uk](http://www.registermyappliance.org.uk), which provides access to the registration pages of 53 leading brands of domestic appliances. Launched in January 2015, the website is designed to make it quicker and easier for the public to register all of their appliances – old and new. It provides up-to-date, accurate contact information for owners who have acquired specific models of appliances within the last twelve years, so manufacturers can issue safety updates or repair notifications to the right homes.

### Jo Swinson, Consumer Affairs Minister said:

**“It is so important that we make sure that we register new appliances and don’t risk missing out on key information that could save lives. This initiative will make it easier for consumers to register appliances both new and old, and will help to ensure that relevant owners get vital information on product recalls and safety notices.”**

AMDEA members have pledged that this is purely a safety initiative and the aim is to capture information for this purpose.

The initiative is supported by the Department for Business, Innovation & Skills and the Royal Society for the Prevention of Accidents (RoSPA). AMDEA is also working in collaboration with Trading Standards Institute, Citizens Advice, Age UK and the Fire Services including the 46 fire and rescue authorities across England.

\*This figure is based on a survey carried out by YouGov for the Association of Manufacturers of Domestic Appliances (AMDEA) in December 2014.

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