

**MEDIA RELEASE**  
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**GB consumers left out to dry say appliance manufacturers**

Appliance manufacturers warn that British consumers are being left behind, as the UK Government is not keeping up with the EU on energy efficiency labelling. Today (1 July) the EU is implementing enhanced sustainability requirements and new energy labelling information for tumble dryers. Mainland GB householders will not be offered this new information but their counterparts in Northern Ireland will be, along with consumers in the EU. Unless the Government acts fast, the same situation will be played out for GB consumers buying other domestic appliances warns the Association of Manufacturers of Domestic Appliances (AMDEA).

Paul Hide, CEO of AMDEA, says:

‘Whilst we welcome the Government’s intention to introduce a regulatory environment that is compatible with that of the EU, the EU adopted these new sustainability rules back in 2023, taking full effect today - including in Northern Ireland. Tumble dryer manufacturers selling into the UK market are facing additional costs, administrative burdens and uncertainty. They have to supply products accompanied by the old efficiency labels for the GB market but change over to entirely different, new labels for machines destined for Northern Ireland. Clearly this is incompatible with the principle of ‘unfettered access’ under the Windsor Framework and disruptive to the functioning of the UK Internal Market, as well as leaving GB consumers behind using the old ratings system. We have been warning against this situation for years and are not sure when it will change.

‘We urge Government to speed up regulations that are compatible with the EU requirements or we will see this situation arise for cooking appliances, water heaters and other appliances in the not too distant future’.

Ends -

**Notes to editors**

**1. About the new EU ecodesign and energy labelling legislation**

In 2023, the EU adopted revisions of the ecodesign and energy labelling laws that apply to household tumble dryers placed on the EU market. On 1 July 2025, these EU laws fully replaced their earlier incarnations: laws that date to 2012. The 2023 EU laws apply in Northern Ireland (NI) by virtue of ecodesign and energy labelling legislation being one of the areas of EU law that continues to apply to and in the UK in respect of NI under the Windsor Framework. In the meantime, the UK ecodesign and energy labelling laws that currently apply to tumble dryers placed on the GB market are assimilated versions of the EU legislation from 2012. These laws are EU Regulations No 932/2012 and No 392/2012.

In the NI and EU markets, the earlier, un-rescaled EU energy label from 2012 will cease to be referred to from 1 July 2025, and printed versions of it should no longer accompany tumble dryers when placed on the market for the first time. The UK legislation will still require the provision of an un-rescaled GB energy label though. Manufacturers will not be able to provide both labels with their products because the information these labels present will be different and, under the legislation, is 'likely to mislead or confuse' consumers.

## **2. 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 further information, interviews or comment:**

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