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Extraordinary times call for extraordinary measures

The home appliance industry calls the European Commission for extraordinary measures to help the sector cope with the unprecedented situation generated by the outbreak of COVID-19.

The industry, currently impeded in carrying on its daily operations, is witnessing a remarkable reduction of demand and almost a complete shutdown of activities, be it manufacturing, suppliers, services, logistics, external laboratories, or research in innovation.

“The health response to this unprecedented situation is indisputably a priority for us all.” said Dr. Peter Götz, APPLiA’s President. “We also have to consider the consequences of this crisis on our sector, although not yet totally identifiable nor quantifiable,” he added. “To preserve the continuation and the future of the home appliance industry in Europe, key legal requirements need to be alleviated now.”

The household appliance industry commitment in achieving the EU’s decarbonisation goals is intact. However, the extraordinary times we are living today call for extraordinary measures. This way our sector can focus its efforts in taking up this challenge in due time.

The letter sent to the President of the European Commission von der Leyen is available [here](#), where a strategic way forward is outlined for the benefit of industry and consumers alike.

“At this moment in time, we expect decisive actions from the Commission and all EU decision-makers to help us preserve the workforce and expertise we have in Europe”, commented Paolo Falcioni, APPLiA’s Director General.

APPLiA - Home Appliance Europe represents home appliance manufacturers from across Europe. By promoting innovative, sustainable policies and solutions for EU homes, APPLiA has helped build the sector into an economic powerhouse, with an annual turnover of EUR 50 billion, investing over EUR 1.4 billion in R&D activities and creating nearly 1 million jobs.

