



Press Release  
22<sup>nd</sup> September 2021  
For immediate release

## **SIA appoints new Chair**

[Please click here for high res image of Andy Hill](#)

[Please click here for a copy of the SIA logo](#)

The Stove Industry Alliance (SIA), the industry membership organisation for manufacturers, suppliers, retailers and stakeholders of the wood burning stove industry, is pleased to announce the appointment of Andy Hill as its new, independent chair.

Andy has worked in the UK organics and alternative fuels sectors for over 17 years, with 9 years spent at SUEZ recycling and recovery UK where his focus was on the commercial development of alternative fuels for a range of markets.

Following his successful career at SUEZ, Andy set up his own consultancy business, Cynosure Partners, and he is also the deputy chairman of the Wood Recyclers' Association, which represents both UK producers and European energy and panel board consumers, along with non-executive chair roles for Gavin Griffiths Group and RPM Plant, and as a senior advisor for N+P.

Andy, who takes over the role from outgoing chair Morley Sage, was formally introduced to members of the SIA at its AGM last week where Andy commented:

“I am delighted to be joining the SIA and it is already clear to me what a well organised, energetic and enthusiastic industry association it is. All its members are passionate about promoting the many benefits of wood burning stoves as low carbon, low emission, sustainable heating solutions, that have a key role to play in the UK's drive towards net zero. It is both an exciting and challenging time for the sector and I look forward to rolling up my sleeves, meeting as many industry stakeholders as possible and continuing to build on the great work of the SIA to further embed it as the ‘voice of the industry’.”

Vice chair of the SIA, Hugh Wells of Charnwood stoves added:

“This is an exciting time for our industry as we see Ecodesign regulations come into force in January. Much of our industry got into the stove business because we care passionately about improving our environment, and we are now developing stoves that will be part of the solution to poor air quality while reducing our reliance on fossil fuels. It was vital that we found a chair to communicate this message clearly and build on the vision and leadership of Morley, to whom we are most grateful.”



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Editor's Notes:

- The Stove Industry Alliance was formed in 2008 and is a trade association of stove manufacturers, distributors and retailers, wood fuel suppliers, flue and component manufacturers and other interested industry bodies.
- With over 40 manufacturing members and 60+ retail members, the SIA represents the stove industry in discussion with government departments such as Defra and BEIS, Welsh Government, Scottish Government and the Greater London Authority.
- The SIA represents the UK in CEFACD, the European stove association and work closely with a range of industry bodies such as Kiwa, HETAS, OFTEC, Woodsure and the Federation of British Chimney Sweeps.
- Please contact Andy Hill, SIA Chair on 07970 498511 or [andy@stoveindustryalliance.com](mailto:andy@stoveindustryalliance.com), James Verlaque, SIA Technical Manager on 07427 034245 or [james@stoveindustryalliance.com](mailto:james@stoveindustryalliance.com) or Erica Malkin SIA Secretary General on 07891 097842 or [erica@stoveindustryalliance.com](mailto:erica@stoveindustryalliance.com) for further comment on this press release.
- Further information on the work of the SIA can be found at [www.stoveindustryalliance.com](http://www.stoveindustryalliance.com)