



PRESS RELEASE FROM THE STOVE INDUSTRY ASSOCIATION

1st September 2025

Stove Industry Association Announces Restructure of Operations Team

The Stove Industry Association (SIA) has announced a restructure of its operations team, strengthening its leadership structure as the Association moves into its next phase of growth and development.

From today, 1st September 2025, the following appointments will take effect:

[Erica Malkin](#) moves into the role of **Executive Director**, having previously served as Communications Manager and Treasurer. In her new position, Erica will lead on strategic direction, governance, financial stewardship, and external relations and advocacy, acting as the primary spokesperson and ambassador for the Association.

[James Verlaque](#) becomes **Director of Policy, Regulation and Technical**, evolving from his previous position as Technical Manager. James will lead the SIA's policy engagement and technical strategy, representing members in regulatory consultations and providing authoritative technical guidance.

[David Hamilton](#) takes on the role of **Head of Membership**, moving from his current role as Client Manager. David will focus on growing and retaining membership across all sectors, supporting members, and developing the SIA's membership offer.

[Andy Hill](#) will continue as **Chair** of the SIA, maintaining governance oversight, board leadership, and representation of the Association at sector level.

Commenting on the restructure, Hugh Wells, Vice Chair of the SIA, said:

"This evolution of our operations team is a very positive step in the Association's journey. It ensures that we have the right expertise and leadership in place to serve our members effectively, influence policy, and champion the role of modern stoves in the UK's energy mix. I am confident that Erica, James, David, and Andy will provide strong direction as we continue to grow and develop as an organisation."

The new structure reflects the SIA's commitment to strengthening its voice on behalf of members, maintaining robust technical and regulatory engagement, and continuing to promote the important role that modern wood-burning stoves play in boosting energy grid resilience and providing affordable, renewable, and low-carbon heat.

Erica Malkin, newly appointed Executive Director of the SIA, added:

"I am delighted to take on this role at such an important time for the SIA and our industry. With a strong and experienced team in place, we are well positioned to build on the Association's successes, continue to represent our members' interests, and demonstrate the

essential contribution that modern stoves make to affordable, renewable and low-carbon heating in the UK. I look forward to working closely with colleagues, members, and stakeholders to continue to deliver on these goals.”

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Notes:

- The Stove Industry Association was formed in 2008 and is a trade association of stove, flue, component and fuel manufacturers, suppliers and distributors, independent retailers, installers and chimney sweeps, training organisations, competent person schemes and other interested industry bodies.
- With over 230 members, the SIA represents the stove industry in discussion with government departments such as Defra and DESNZ, Welsh Government, Scottish Government, and the Greater London Authority.
- The SIA represents the UK in CEFACD, the European Committee of Manufacturers of Domestic Heating and Cooking Appliances and engages openly with all stakeholders.
- Further information on the work of the SIA can be found at www.stoveindustryassociation.org

SIA Top Tips:

- Choose an Ecodesign compliant stove such as a [clearSkies](#) certified appliance. If you currently use an open fire or an older, very basic stove, consider upgrading. A modern Ecodesign compliant stove releases up to 90% less emissions than an open fire and can be up to 80% less than some older stoves. Your local [SIA Retail Group member](#) can help advise on the best stove for you and your family.
- If you live in a [Smoke Control Area](#), your stove will also need to be Defra exempt. All clearSkies Level 3 and above models are certified as Defra exempt.
- Visit your local stove retailer for guidance on choosing the right size stove for your property and for a detailed installation quote. You can find your nearest [SIA Retail Group member showroom here](#).
- Ensure your stove is fitted by an appropriately qualified competent person such as one who is [HETAS](#) or [OFTEC](#) registered.
- Ensure you use quality fuel. Look for the [Ready to Burn](#) logo to ensure your wood logs are at or below 20% moisture content. Never use chemically treated wood or burn waste on your stove.
- Ensure your stove is serviced and your chimney swept at least once a year – the SIA recommends NVQ qualified sweeps for the ongoing maintenance and servicing of your stove and chimney. The [Federation of British Chimney Sweeps](#) has links to all the main sweep associations. Chimney sweeps are a valuable source of information for good practice and advice.
- Always follow the manufacturer’s instructions when using your stove.