



PROTECT YOUR BRAND

Are you Committed to Product Compliance for your Brand?

What is Product Compliance?

Product compliance is the assurance that products you give your target audience meet environmental, social and product safety regulations and standards.



Why Should You Be Concerned?

- Compliance with federal and state regulations is NOT optional. It is the law.
- Non-compliance results in:
 - *Hefty Fines*
 - *Expensive Product Recalls*
 - *Damaged Brand Image*
 - *Lost Customers*
 - *Worst-case: Injuries to People or Environment*
- Establish or maintain an organizational reputation for product safety and compliance.

How Did We Get Here?



- Prop 65 (1986) – Goal was to protect drinking water. Established a list of chemicals that must be clearly labeled on products.
- Lead (2007) – Targeted ceramics and glassware.
- BPA (2008) – Used in consumer plastics and has fallen out of favor and MOST drinkware products are now BPA free.
- CPSIA – Consumer Product Safety Improvement Act (2008) – Focus is on protecting children from hazardous chemicals, particularly lead and cadmium.
- Year of the Recalls (2010) – Wegmans Grocery Bags, Build-A-Bear Lapel Pins, McDonald's Commemorative Glasses.



What is the California Prop 65?

Safe Drinking Water and Toxic Enforcement Act of 1986

- Enacted just for the state of California.
- Applies to all products that may end up being distributed and/or sold in CA.
- Developed as a warning system using labeling to notify Californians of health hazards caused by certain chemicals that are over “safe harbor” levels.
- Covers over 800 chemicals that fall in two major categories: Carcinogenic and Reproductive Toxicity.

What is the CPSIA?

Consumer Product Safety Improvement Act

- In 2008, the CPSIA toughened up existing safety standards, especially for children's products.
- Key components of the act include lower maximums for lead and other toxic chemicals and a permanent tracking system for all products intended for children under the age of 12.

What is the CPSIA?

Consumer Product Safety Improvement Act

- An item that your organization doesn't intend for children doesn't exclude it from the CPSIA.
- Example: A coffee mug (for adults) with a Dora the Explorer logo given to customers is considered an item targeted for children and must pass CPSIA standards. If not, it can land your organization into legal and financial trouble.



What is a Children's Product?

- A consumer product designed or intended primarily for use by children 12 years of age or younger.
- Products intended for this group require compliance to stricter standards, tests, and product labeling.

Which One Has the Greatest Product Safety Risk?



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Why the Collectible Model Car?

- While a golf tool with knife might seem to be a greater safety risk, the toy car is considered an item for children.
- Even if it's intended to be a collector's piece destined for a car enthusiast's mantle, it must go through the rigorous checks to pass the CPSIA.

Why the Water Bottle?

- The Noah's Ark Preschool imprint makes the water bottle a children's product and subject to CPSIA regulations.

Don't Panic!

- Promotional marketing products are safe and effective for promoting your brand!
 - Be aware of the safety issue
 - Use the right promotional products partner and ask these important questions:
 - What steps are being taken to ensure we receive the safest products possible?
 - How are Children's products handled?
 - Can you provide GCCs (General Conformity Certificates) for the products we order?
 - How much liability insurance do you carry?
 - Who is the intended audience (product recipient)? Could the items be distributed to children?
 - Could you eat or drink out of this item?
 - In what states will the products be distributed?
 - Does the item or logo have a child-like appeal?
 - If apparel, will children or youth apparel be requested?

What Do You Do Now?

- Establish or build upon a relationship with a promotional products supplier who is committed to providing a trusted supply chain for all of your promotional needs.
- Ensure they have taken the necessary steps to comply with environmental, social and product safety regulations and standards on a local, national and global basis.



Resources

- PPAI: www.ppai.org
- Consumer Product Safety Commission: www.cpsc.gov; www.recalls.gov
- American National Standards Institute: www.ansi.org or www.astm.org
- Specialized Technology Resources: www.STRQuality.com



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Partner with HALO Branded Solutions and take advantage of our Secure Source Program which enforces safety standards of suppliers who have completed our product safety dossier which includes documentation on product certification and indemnification as well as fair labor practices.