

2024 PRODUCT SAFETY and RECALL DIRECTORY[®] by ADK

The Product Safety Manager's Resource Guide

– Mid-Year Edition –
TRENDS FOR 2024

Special Section on 2024 Trends in Product Safety

INSIDE

TRENDS FOR 2024

Global regulatory trends and leadership in AI among trends examined.

VIEWPOINTS

Articles based on the authors' academic and practical experiences and background.

BEST PRACTICES

Tips and techniques to help strengthen product safety programs.

ADK's

Global Impact Award

Donald Mays, Product Safety Renaissance Man

2024 Recipient



If you're looking for words that summarize the career and impact of Don Mays, try 'Product Safety Renaissance Man'. His career includes the roles of Chief Safety and Quality Officer at Samsung Electronics North America, Inc.; Managing Director Product Safety & Quality at Deloitte & Touche LLP; and Senior Director, Product Safety/Technical Policy at Consumers Union/Consumer Reports. His professional affiliations include: Chairman, F15 Committee on Consumer Products for ASTM-International; Board member American Standards Institute; Board member International Consumer Product Health and Safety Organization (ICPHSO); and Board Member and Vice Chair Design Safety Toolkit for Kids in Danger. He is also the founder of Product Safety Insights LLC, a consumer product safety consulting company where, among other services, he advises companies on developing best practices for their product safety programs.

However, it's his current activities that attracted the attention of the former recipients of the ADK Global Impact Award, who unanimously selected Don Mays to receive the 2023 award. In particular, they noted Don's leadership as President of the Board of Directors of the Society of Product Safety Professionals (SPSP). The organization is now entering its 7th year as the leading career and professional development group in the product safety field. His contributions to that organization are greatly admired by the previous winners of this award: Dr. Ik-Whan Kwon, Ph.D. Emeritus, Saint Louis University Chaifetz School of Business; Al Kaufman, Toy Association Senior Advisor, Technical Affairs (retired); R. David Pittle, former member of the Consumer Product Safety Commission, appointed by both Republican and Democrat Presidents and Senior Vice President (retired) at Consumers Union; Catherine (Kitty) H. Pilarz, Vice President, Product Safety and Regulatory Compliance, Mattel (retired); and Robert Adler, former Acting

Chair and Member of the Consumer Product Safety Commission. SPSP plays a critical role in providing university-level and expert led educational programs for professionals in the product safety field.

Don wasted no time in providing critical leadership for SPSP. He supported one of the most important decisions made by the organization in the selection of Virginia Tech's Research Center in Arlington, Virginia as the university home for the SPSP Consumer Product Safety Professional Certification Program in 2022. Its first class graduated in 2023. The significance of that decision is magnified by the relationship that VT has with the Consumer Product Safety Commission: graduates of VT are among the leadership of CPSC senior staff. VT has devoted significant research resources to issues such as safe helmets for bike riders, scientific methods to turn plastic waste into soap (VT College of Science), and a groundbreaking e-scooter study identifying the safety risks associated with behavioral, infrastructure and environmental factors (VT Transportation Institute). SPSP and ADK Information Services will continue their partnership with Virginia Tech in offering their Certified Product Safety Professionals program.

Don holds a Master's Degree in Mechanical Engineering and a Bachelor of Engineering Degree—both from Manhattan College, Riverdale, NY. He has extensive experience in consumer product testing for safety, quality, and performance. He actively participates in the development of product safety standards and is a frequent speaker and trainer on matters of product safety, including best practices. In addition, he has worked extensively in advising companies on risk assessment and management, including hazard identification and root cause analysis.

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PUBLISHER ANNOUNCEMENT

We are proud to announce that 2024 will mark a new chapter for the Product Safety & Recall Directory®.

We are embarking on a digital publishing road in order to provide a mid-year edition that will allow professionals to share their insights into 2024 trends WHILE they are occurring, and how companies are responding in light of those trends. Consider it **Real Time Product Safety Knowledge!**

The deadline for submitting your perspective on current happenings is May 1, 2024.

The deadline for advertising in this mid-year edition is May 15, 2024.

This will also mark the transition in 2024 for the Directory's movement away from hard copy to an all-digital publishing product.

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Cover Story...

10 TRENDS THAT HELP DEFINE THE STATE OF THE PRODUCT SAFETY FIELD...

Last summer, ADK's *Product Safety & Recall Directory™* editor, Harold Zinn and I were discussing ways that we might add value to the 2024 edition as we transitioned into an online information resource.

We settled on the idea of creating an online, mid-year edition of the 2024 Directory. From there it was a short leap over to define the focus of this new mid-year resource. That focus is defining trends that product safety managers are dealing with now and can be expected to deal with in coming years.

We announced the special edition in January, and ultimately ended up with 10 articles addressing current issues that are characterizing the field. As usual, we have a talented group of authors/contributors who know the field well because they are among the leaders in the field today. It's due to their contributions that ADK is able to deliver on its mission: "Product safety experts supporting product safety practitioners through product safety knowledge and information."



You will find this new section on trends in the closing section of the mid-year edition of the 2024 Directory. The promise to our readers continues to be bringing you information that will be useful in meeting your daily product safety responsibilities. What that looks like in print is conveyed in the topics that include: the continued growth of counterfeiting of consumer products; addressing sustainability in the consumer product field; trends in product safety and management education; and foreseeable use and misuse of generative AI in product safety.

As we celebrate 15 years of information and education services to the field, we hope that our efforts continue to have meaning for you. Each segment of our development has an interesting story, beginning with our various publications such as the semi-weekly *Product Safety Education* newsletters; special information channels such as the *Product Safety Network News™* and ADK's YouTube channel; or our university partnerships that have offered the field knowledge and information in meeting daily challenges.

Thanks to all of you who encourage us to do the best job possible in meeting your career goals! We welcome your comments and ideas as we jointly push forward to expand and enhance the product safety profession.

The ADK team (alpha): Greg Gobberdiel, Steve Epner, Lodden Harp, Ann Kornblet, Don Kornblet, Dr. Ik-Whan Kwon, Lynette Lingard, Larry Mrazek, Richard Stern, Linda Tyler, and Harold Zinn.

Introduction...

Certification celebrates its 5th year of recognizing leaders and talent of the future

Our theme for the 2024 Directory is "Certification...Is this your year to stand out?" We hope the cover art for this edition tells the story: One tree in a section of the forest stands out with a shining color and personality. Every member of the consumer product safety community has an opportunity to be that standout if they have the drive and passion for professional growth. We hope that our past Certified Professionals are joined by many of their peers in the years to come!



In honor of this 5th Anniversary, we present a special section of the directory dedicated to the Certification program. You will be able to learn about the many benefits of certification, as well as what is required in order to receive the designation Certified Product Safety Professional™ (CPSP holders). You will be able to see some of the reasons that drove our inaugural groups of professionals who earned their designation in the 5-year period from 2019-2023. The group is diverse in terms of industries, variety of professional disciplines and the range of motivations that brought this unique cohort of pioneers together.

You will be treated to an insight of what encouraged professionals to sign up for certification, and hear from some of our university advocates who cheered us on.

You will also be able to find information that has become part of your own continuing education strategy. Our Best Practices section is a longtime favorite for those seeking ideas and creativity in the practice of product safety...Our View Points has its usual range of insights into trends, issues, and education...

Finally, we're proud to bring some new innovative service providers in that section, which features attorneys, test labs, consultants, and a new technology and software category. Stay tuned, if you want to see where a field is headed, look at where some of its bright new stars come from.

Have a great and healthy 2024! We can all assure ourselves that we will end the year knowing more than what we knew at the start!

Donald R. Kornblet, President
ADK Information Services LLC
Publisher, Product Safety & Recall Directory™ by ADK

Acknowledgments

We are proud of the opportunity to be of service to the product safety profession over the past 14 years, through the avenues of publications, newsletters, education programs, and general cheerleader for the product safety community and its constituency, consumers everywhere. This work began under the wise leadership of **Dr. Ik-Whan Kwon**, Ph.D. Emeritus Professor, and longtime faculty member of the Chaifetz School of Business at Saint Louis University. Steve Epner, who helped get our education programs off the ground in 2009, has been a vital supporter through his work as an instructor in the MBA course at SLU.

Following Dr. Kwon's retirement from Saint Louis University, we were invited to move our professional certification program to **Virginia Tech's Research Center (VTRC)** in Arlington, Virginia.

This new location placed us in the capital region, which is rich in terms of networking and proximity to the individuals, government regulators, associations, and the U.S. Consumer Product Safety Commission which oversees all federal laws pertaining to consumer products produced and distributed to American consumers. We graduated our first VTRC class this past year and are looking forward to our 2024 Certification program to again being offered at VTRC.

The move to Arlington, Virginia could not have taken place without the leadership of **Alan Abrahams**, Ph.D., Associate Professor in the **Department of Business Information Technology** within **Virginia Tech's Pamplin College of Business**.

His university partner in getting our certification program into the university's educational offerings is **Shelly Jobst**, Director of VT's Continuing and Professional Education area. This team is supported by the **Society of Product Safety Professionals (SPSP)** and its leadership: **Don Mays**, President of the Board, and **Laurel Roney**, Vice President. SPSP is the official sponsor of The Certification Program.

Our other new university relationships are in place due to the interest and support of key leadership:

- For the **University of Michigan** we were fortunate to have as our advocate, **Sheryl Ulin**,

Ph.D. CPE, Research Program Officer, Director of Continuing Education, **The University of Michigan, Center for Ergonomics, Center for Occupational Health Safety and Engineering (COHSE)**.

- For the **University of Missouri St. Louis (UMSL) College of Business Administration**, we were guided and supported by **John Palmer** and **Jill Bernard Bracy**. John is Director, Executive Education Program and Associate Teaching Professor, College of Business Administration. Jill is Associate Teaching Professor, Supply Chain and Analytics, UMSL.



On the ADK side, our heroes continue to produce amazing results day-after-day... **Harold Zinn**, editor of our weekly newsletters and the annual directory has contributed one idea after another, each bringing our readers new quality and insights into the unique world of consumer product safety management. **Linda Tyler**, longtime associate and marketing professional who designed every student survey taken throughout our 13-year history. Her work has enabled program graduates to influence

improvements in succeeding courses. **Lodden Harp**, our talented program webinar coordinator and associate supporting both ADK and SPSP. **Larry Mrazek**, our IT 'brains' since 2008, has brought technical skills enabling us to respond to the changes over the past 15 years.

We are fortunate to have **Lynette Lingard**, longtime colleague who has managed recruitment of candidates for our professional certification program. Finally **Greg Gobberdiel**, graphic artist and designer of our annual directories for nearly 10 years creating one thought-provoking directory cover after another.

And finally a reflection of gratitude for a family of supporters led by my wise wife, **Ann**, who has touched all key decision made by ADK over the past 14 years (or 50 years if counting a marriage calendar), and sons **Ben** and **David**, joined by daughter **Sarah**, each cheerleading our work, making their own contribution to the growth of our enterprise, and often serving as quality control for ADK over the years!

Donald R. Kornblet, Publisher

COOPERATING ORGANIZATIONS

The Product Safety & Recall Directory® has enjoyed the support of many different industry groups. Some of these groups have created awareness of the Directory.

Other groups have helped to spread the word on the product safety management education courses offered

appreciates the support shown to us by the community of industry associations highlighted here.

We hope to be able to work closely with a growing number of associations in generating programs that serve their members and help meet their individual association goals.



American Association for Laboratory Accreditation (A2LA)
www.a2la.org

A2LA is a private, non-profit membership association, established in 1978. Its primary mission is to provide comprehensive laboratory accreditation programs.

Over 2,000 scopes of accreditation have been accredited in 17 fields of testing and calibration.

Laboratories are accredited to ISO/IEC 17025 and field-specific requirements developed with government and industry.

A2LA also offers programs for accreditation of inspection bodies (ISO/IEC 17020), proficiency testing providers (ILAC G13, ISO/IEC Guide 43), reference material producers (ISO/IEC Guide 34), and bodies operating product certification systems (ISO/IEC Guide 65).

Craft & Hobby Association (CHA)
www.craftandhobby.org



The Craft and Hobby Association (CHA) was formed in 2004 with the merger of the Hobby Industry Association (HIA) and the Association of Creative Crafts Industries (ACCI). CHA is a not-for-profit global

organization comprised of thousands of member companies.

Membership encompasses the manufacture, distribution, and retail sales of products in the near \$30 billion craft and hobby industry.

CHA's vision, simply stated, is to create a vibrant industry with an exciting image, an expanding customer base and successful members.

The goal is to stimulate the sales growth of the craft and hobby industry worldwide by creating consumer demand, helping members succeed and leading the industry.

International Consumer Product Health and Safety Organization (ICPHSO)
www.icphso.org



ICPHSO is a not-for-profit organization incorporated 1993 as an organization dedicated to discussing health and safety issues related to consumer products marketed globally.

IPHSO is unique in that it brings together all the key players in product safety: regulators, retailers, manufacturers, consumers, lawyers, consultants, standards and testing organizations, academics, and researchers to share information and best practices. ICPSHO has grown considerably.

The annual conference now attracts over 500 attendees and is recognized as the per-eminent event for consumer product safety professionals. In addition to its annual conference, ICPHSO hosts an international meeting and training symposium and a regional product safety workshop held in different cities within the United States.

International Sleep Products Association (ISPA)
www.sleepproducts.org

Established in 1915, the International Sleep Products Association (ISPA) is dedicated to protecting and enhancing the growth, profitability and stature of the mattress industry.

As the industry's trade organization, ISPA represents mattress manufacturers



and suppliers throughout the world. ISPA provides a wide range of services that benefit its membership.

These include exclusive industry surveys and statistics, advocacy support, educational offerings, the industry's ISPA EXPO trade show, safety research through its Sleep Products Safety Council, consumer research and education through its Better Sleep Council, BedTimes and Sleep Savvy publications, the ISPAEarth™ Industry Sustainability Initiative, and more.

Juvenile Products Manufacturers Association (JPMA)

www.jpma.org

The Association is a national trade organization of more than 250 companies in the United States, Canada, and Mexico.

JPMA exists to advance the interests, growth, and well-being of North American prenatal to preschool product manufacturers, importers, and distributors marketing under their own brands to consumers.

It does so through advocacy, public relations, information sharing, product performance certification, and business development assistance conducted with appreciation for the needs of parents, children, and retailers.

Missouri Society of Certified Public Accountants (MSCPA)

www.mocpa.org

The Missouri Society of Certified Public Accountants (MSCPA) is the premier professional development organization dedicated to certified public accountants in the state of Missouri.



The MSCPA represents more than 8,500 CPA members in public

practice, industry, government, and education.

Established in 1909, the MSCPA provides members with continuing education, governmental advocacy, and networking opportunities, while working to further the future of the CPA profession through student-focused initiatives.

MSCPA's membership is diverse — representing all aspects of the CPA profession, as well as every town, city, and municipality in Missouri. More than half of MSCPA's membership resides and works in St. Louis.

Retail Industry Leaders Association (RILA)

www.rila.org

The Retail Industry Leaders Association (RILA) is the trade association of the world's largest and most innovative retail companies.

Retail executives choose RILA's unique collaborative forums, effective advocacy, and premier educational events to advance excellence throughout the retail industry.



RILA members include more than 200 retailers, product manufacturers, and service

suppliers, which together account for more than \$1.5 trillion in annual sales, millions of American jobs and operate more than 100,000 stores, manufacturing facilities and distribution centers domestically and abroad.



Society of Product Safety Professionals® (SPSP)

www.productsafetyprofessionals.org

SPSP was formed in 2016 by a group of graduates of the Saint Louis University Supply Chain Center for Excellence who wanted to see additional educational opportunities in the product safety management field. Their leadership helped to launch what would become the Consumer Product Safety Professional Certification Program, offered through the Emerson Leadership Institute at Saint Louis University's Richard A. Chaifetz School of Business. SPSP will confer the designation Certified Consumer Product Safety Professional™ upon those who successfully pass the Saint Louis University certification program. The organization has also developed a series of free webinars for product safety professionals, made possible by a grant from Sedgwick Brand Protection. The organization publishes a monthly newsletter, and explores other avenues for professional development.



Toy Association™, Inc.

www.toyassociation.org

Toy Association™, Inc. (TIA) is the not-for-profit trade association representing all businesses involved in creating



Toy Industry Association, Inc.

and bringing toys and youth entertainment products to kids of all ages. TIA's 600 members account for an estimated 85 percent of the annual U.S. domestic toy market of more than \$22 billion. TIA has a long history of leadership in toy safety, including responsibility for the development of the first comprehensive toy safety standard. TIA members and staff continue to work with government officials, consumer groups, and industry leaders on ongoing programs to ensure safe play. TIA serves as the industry's advocate on legislative and trade issues; enhances the image and growth of the industry by promoting toy products at its trade shows and events, in the media, and via other means; and fosters philanthropy to children via the Toy Industry Foundation and its Toy Bank.

Virginia Tech's Pamplin College of Business

www.pamplin.vt.edu

The college offers undergraduate and graduate programs in accounting and information systems, business information technology, finance, hospitality and tourism management, marketing, and real estate. The college offers in-person and online MBA programs, and both full-time and part-time (execphd.vt.edu) doctoral degrees in business.



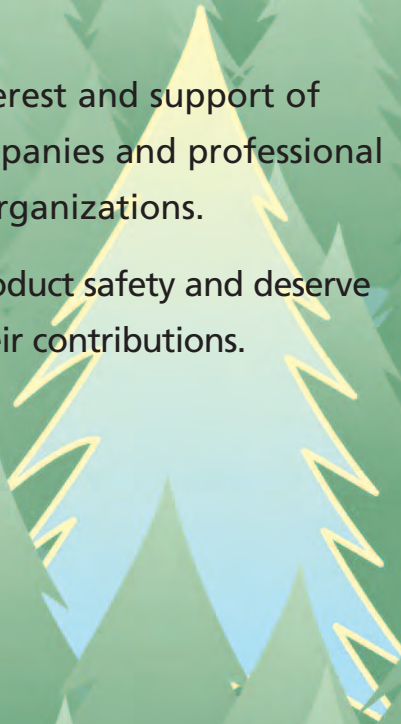
PAMPLIN COLLEGE OF BUSINESS
VIRGINIA TECH™

The college's degree programs, except for the master of information technology, are accredited by AACSB International — the Association to Advance Collegiate Schools of Business International. Pamplin and the College of Engineering jointly deliver the Master of Information Technology program.

ADVERTORIALS & SPONSORSHIPS

We appreciate the interest and support of
industry associations, companies and professional
development organizations.

They enrich the field of product safety and deserve
recognition for their contributions.



Product Safety Leaders, Sharing Product Safety Knowledge

2010-2023 Instructors Panel

Alan Abrahams, PhD, Virginia Tech
Patricia Adair, CPSC
Hon. Robert Adler, CPSC
Hon. Dana Baiocco, CPSC
John Barrera, Best Choice Products
Karl Bekeny, Tucker Ellis
Dennis Blasisu, CPSC,
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Commissioner, CPSC
Alison Brown, Arnold & Porter
Mike Brown, Gidding Law
Hon. Ann Marie Buerkle, CPSC
David Callet, Callet Law
Timothy Cassidy, Best Buy
Cathy Choffin,
McDonald's Corporation
Neal Cohen, Attorney
Nancy Cowles, Kids In Danger
Dr. Sridhar Condoor,
Saint Louis University
Hon. Michael David, former Circuit
Judge (22nd Circuit) Missouri
Holly Davies, State of Washington
Toxicology Program
Mike Davison, Sedgwick
Brand Protection
Jan Deconinck, EU General Counsel
Susan DeRagon, QIMA
Michael Del Negro, Vice President
Compliance, Peloton Interactive
Kenneth d'Entremont,
University of Utah
Mark Dewar, Simmons & Simmons
Quin Dodd, Attorney
Bob Drury, Consultant,
Saint Louis University
Ken Edwards, Sedgwick
Brand Protection
Patty Edwards, CPSC (retired)
Matthew Eisenstein,
Arnold & Porter

Dean Eldrenkamp, Intertek
Steve Epner, The Start-up Within,
Saint Louis University
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Cheryl Falvey, Crowell Moring
Bruce Farquhar, International
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Safety + Ergonomics
Dr. Paul Frantz, Applied Safety
+ Ergonomics
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Ergonomics
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Sanjeev Gandhi, SGS
Mike Gentine, Arnold & Porter
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Boaz Green, Keller and Heckman
Brian Grochal, UL
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& Ergonomics
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Dan Hinkelbein, Realtime Results
Kenneth Hinson, Walmart
Matt Howsare, Cooley-USA
Don Huber, Consumer Reports
Kim Hughes, Microsoft
Pratik Ichhaporia, Intertek
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Alan Kaufman, Toy Association

Rohit Khanna, CPSC
Mark Kinzie, LogiTech
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Carol Kraege, State of Washington
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Joan Lawrence, Toy Association
Kevin Lehrer, 5Horizons Group
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Information Network, Inc.
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Chelsea Mikula, Tucker Ellis
Paul Milne, SGS
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and Risks, Inc.
Sheila Millar, Keller and Heckman
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Richard Stern, TTI
Eric Stone, Attorney
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Tim Sullivan, Spin Master
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Hank Tapey, CPSC
Inez Tenenbaum, Attorney
& past Chairman CPSC
Mary Toro, CPSC
William Troutman, Norton Rose
Fulbright US LLP
Peter Unger, American Association
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Peter Winik, Latham Watkins
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George A. Zsidisin, Ph.D., UMSL,
Supply Chain Risk, Disruptions

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Shelia Gottschalk, Hallmark Cards

Kimberly Horne, Walmart
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Kelly Mariotti, Juvenile Products Man-
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Electronics America
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Chaifetz School of Business
Don Moffett, Carhartt
Joseph Mohorovic,
Engineering Systems, Inc.

Wayne Morris, Association of
Home Appliance Manufacturers
Brandon Mueller, Husch Blackwell
Richard Rosati, Bureau Veritas
Tim Saylor, Newell Brands
Richard Stern, Consultant
Brenda Torres, S.C. Johnson & Sons
Timothy Sullivan, Spin Masters
David Webb,
Washington University



An ADK Publication





noun \ Ick-Fa-So \ a global (NGO) non-profit membership organization

The International Consumer Product Health and Safety Organization (ICPHSO) is an international, neutral forum for product safety stakeholders to learn, network, and share information to advance safer consumer products around the globe.

UPCOMING MEETINGS:

February 19-22, 2024

2024 Annual Meeting and Training Symposium
Hyatt Regency Grand Cypress Hotel
Orlando, FL

June 26, 2024

2024 North America Product Safety Training Workshop
Walmart David Glass Technology Center Auditorium
Bentonville, AR

October 16-17, 2024

2024 International Symposium in conjunction
with International Product Safety Week (October 14 - 17, 2024)
Brussels, Belgium

February 10-13, 2025

2025 Annual Meeting and Training Symposium
Hyatt Regency Grand Cypress Hotel
Orlando, FL

MEMBER BENEFITS:

- Discounted Conference Rates
- Members-Only On-Line Access to Conference Presentations
- Members Only Special Event Opportunities
- Participation in Conference Planning Committees
- Career Center Job and Resume Posting Discounts
- Networking Opportunities Via Members Only Membership Directory

For more information on any of our upcoming programs or on becoming a member, visit www.icphso.org or contact Marc Schoem, Executive Director at marc.schoem@icphso.org or by phone at 703.822.7976.

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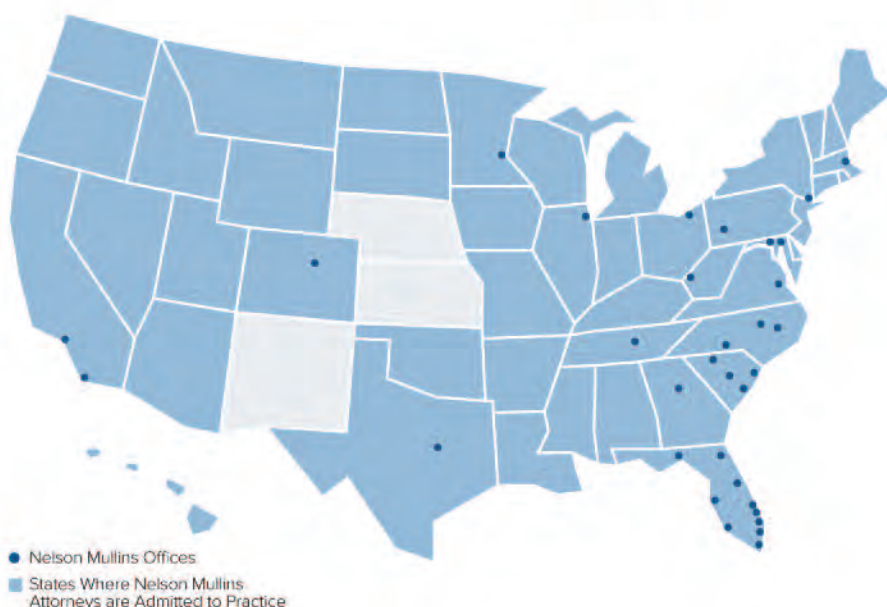


www.icphso.org



Helping businesses comply with regulations and avoid exposure

Our Consumer Product Safety, Risk Prevention, and Regulatory practice team has a proven track record of success advising consumer product manufacturers of all types and sizes. From start-ups to Fortune 500 companies, businesses with diverse needs have sought counsel and representation from our experienced team of product liability litigators and counselors. Known as leaders among legal advocates for businesses and manufacturers, our lawyers will guide clients through compliance, protocols, reporting, and other pitfalls in the consumer product landscape.



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PRODUCT SAFETY NETWORK NEWS®

Now In Our 14th Year Of Bringing News
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Each Tuesday and Thursday, ADK's **Product Safety Network News™** is issued electronically. Material for the newsletter comes from a body of more than 6,000 local, national and international news sources. If you are not receiving the e-mail newsletter every Tuesday and Thursday morning, click "Newsletter" and enter your information at adksafetyinfo.com.



VIEW POINTS

Presenting facts, analysis and commentary on relevant regulatory and marketplace issues facing product safety professionals by noted subject matter experts, including:

Alan S. Abrahams
Tracey Bischofberger
Tim Cassidy
Steve Epner
Rod Freeman
Chris Harvey
John F. Kuppens

Don Mays
Jennifer Moore
Kelly M. Reid
Marc Schoem
Ed Turtle
See pages 52-64



New Graduating Class of Certified Product Safety Professionals™ Announced

Candidates represented different industries and various disciplines in their product safety roles. All candidates are required to complete a product safety education program at Virginia Tech's Research Center in Arlington, VA.



Left to right: (front row): Melissa McCright, DICK's Sporting Goods; Jessica Doyle, the Boppy Company; Patricia Adair, CPSC staff, accompanying Commissioner Mary T. Boyle, CPSC and Keynote Speaker; Jarrod Kuhn, Sterno; Delfina Anderson, Goldbug; (back row): Jacob Borowiec, Hasbro; Sanjay Kotia, SnugZ USA; Rebecca Kurisko, Hasbro; and Beth Millard, SnugZ USA.

Eight product safety professionals have earned the designation Certified Product Safety Professionals™, it was announced by the Society of Product Safety Professionals (SPSP) and Virginia Tech. These industry professionals were required to have 10 years of experience in a product safety role or 7 years of experience and a 4-year college degree in a related field. To earn certification, all candidates are required to complete a product safety education program at Virginia Tech's Research Center in Arlington, VA.

The candidates from the 2023 certification program and their company affiliations are: Delfina Anderson, Vice President of Product Integrity, Goldbug; Jacob Borowiec, MBA, Manager, Reliability Engineer/Quality Assurance, Hasbro; Jessica Doyle, Director of Quality and Compliance, The Boppy Company; Jarrod Kuhn, Senior Director, Global Logistics, Trade & Regulatory, Sterno; Sanjay Kotia, Supply Chain Quality Assurance and Government Compliance, SnugZ USA; Rebecca Kurisko, MBA, Reliability Engineering Manager, Hasbro; Melissa McCright, Manager, Product Integrity Compliance, DICK'S Sporting Goods; and C. Beth Millard, Product Compliance Specialist, SnugZ USA.

Candidates are required to demonstrate in-depth knowledge and understanding of consumer product safety. They do this by: 1) passing a multiple-choice examination, 2) submission of a personal essay, 3) submission of a written case study on a product safety problem, and 4) an oral presentation of their case study to a panel of product safety professionals and an academic member.

The 2023 certified professionals will be recognized and presented their certifications by SPSP during the International Consumer Product Health and Safety Organization (ICPHSO) annual meeting and training symposium in Orlando, Florida, in February 19-22.

The Consumer Product Safety Professional Certification Program is directed under the authority of Consumer Product Safety Certification Services, an independent non-profit affiliate of SPSP. Its board membership consists of Alan Kaufman, Chairman, Toy Association (retired); R. David Pittle, Ph.D., Commissioner of the U. S. Consumer Product Safety Commission (1973-1982) and Consumer Reports, Senior Vice President, Technical Director, (Retired); Kitty Pilarz, Vice President, Product Safety & Compliance, Mattel (retired); and Alan Schoem, Director, Office of Compliance, U.S. Consumer Product Safety Commission (Retired). The Certification program is sponsored by SPSP, and managed by ADK Information Services, LLC, a product safety advisor.

For more information: dkornblet@adksafetyinfo.com



VT
PAMPLIN COLLEGE OF BUSINESS
VIRGINIA TECH™

PRODUCT SAFETY

An independent weekly for executives concerned with consumer product regulations, legislation and standards. Founded in 1972.

LETTER

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WHAT WE ARE



An independent weekly for executives concerned with consumer product safety regulations, legislation and standards. Founded in 1972.

WHO WE SERVE

In-the-know industry representatives, regulators, consumer advocates and other experts worldwide depend on *Product Safety Letter*.



Visit us at www.productsafetyletter.com.

Also publisher of *Product Safety Forum* and *Product Safety Daily*.

We Salute our University Partners who Help Call Attention to our Product Safety Education Programs from a Platform of Excellence in U S. and Worldwide Higher Education

Virginia Tech (VT) was ranked as a top-20 public university in the latest U.S. News & World Report 2024 Best Colleges report, led by the university's excellence in engineering, computer science and innovation.

The Blacksburg, Virginia-based university is regionally, nationally, and internationally renowned within academia, government and industry for its research and teaching partnerships that transform individuals, organizations, and communities. It has an established reputation in the greater Washington DC area through its Arlington Executive Briefing Center and its new VT Innovation Center, as well as the more than 35,000 alumni who live and work in the nation's capital region.

The Society of Product Safety Professionals and ADK Information Services, LLC presents the Consumer Product Safety Professional Certification Program at Virginia Tech thanks to the support of Virginia Tech's Continuing and Professional Education group, and the Pamplin College of Business.

The University of Michigan is a public research university in Ann Arbor, Michigan. Founded in 1817, the university was the first U.S. modern university based on the European model. The university consists of nineteen colleges and offers

degree programs at undergraduate and graduate levels in some 250 disciplines. Schools are ranked according to their performance across a set of widely accepted indicators of excellence.

The University of Michigan is known for its excellence in academics, research, and athletics. It is consistently ranked among the best universities in the world. It has a total undergraduate enrollment of 32,695 (fall 2022), its setting is in the city of Ann Arbor, and the campus size is 3,207 acres. It utilizes a trimester-based academic calendar. University of Michigan—Ann Arbor's ranking in the 2024 edition of Best Colleges is National Universities, #21.

The Society of Product Safety Professionals and ADK Information Services, LLC presents the Fundamentals of Product Safety Management, and it is co-sponsored by the University of Michigan Center for Occupational Health Safety and Engineering (COHSE)

The University of Missouri—St. Louis (UMSL) is a public research university in St. Louis, Missouri. Established in 1963, it is the newest of the four universities in the University of Missouri System.

Bachelor's, Master's, and doctoral programs are offered through the

College of Arts and Sciences, 7th College of Business Administration, the College of Education, the College of Nursing, the School of Social Work, and the College of Optometry. With a student population of 15,000 students, UMSL is the St. Louis region's premier public research university.

The business school is AACSB-accredited and is the only public university in the St. Louis area to also be AACSB-accredited in accounting.[11] Preprofessional, a joint engineering program with Washington University in St. Louis, and evening programs are also offered. U.S. News & World Report ranked the International Business Undergraduate program 15th for 2010. That was the 7th time the program was ranked in the Top 20. The university ranks #15 for graduate programs in the supply chain and logistics by Great Value Colleges. The Princeton Review ranks UMSL as the one of the top 3% of Business Schools in the country.

The Society of Product Safety Professionals and ADK Information Services, LLC presents the Crisis Management Planning course through UMSL's College of Business Administration. The program is supported by faculty that includes professors who are known nationally and internationally for their knowledge of supply chain management.



Ready to expand your knowledge in product safety?
OR
become a
Certified Product Safety Professional™(CPSP)?

Look no further than



SPSP and our education partner ADK look forward to
our growing university relationship with Virginia Tech
as we pursue our mission:

***Supporting product safety professionals in education,
leadership, and service here and around the globe.***

For More Information: info@productsafetyprofessionals.org

SPSP membership is open to ALL persons working
within the product safety community.

www.productsafetyprofessionals.org



SECTION I

SERVICE PROVIDERS

by Alphabet, Category and Geography

The product safety profession is fortunate to have the support and expertise of a wide range of experts from many fields.

This group mirrors the passion for the product safety mission and has earned the title:
PARTNERS IN PRODUCT SAFETY.

ADK Information Services, LLC		International Compliance Workshop Limited		Silverman, Cary	
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Bichet, Emma		leConsumo SL		Temple, Claire	
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Best Practice tips and techniques from a variety of product safety specialists.

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WHAT IS CLAIM TRAINING IF WE ARE NOT INSURANCE BROKERS?

Jennifer Moore

5 THINGS ABOUT THE UPCOMING EU GENERAL PRODUCT SAFETY REGULATION TO START THINKING ABOUT

Rod Freeman, Ed Turtle, Tracey Bishofberger

PRODUCT SAFETY REQUIRES CONSISTENT UPDATES TO CERTIFICATIONS AND TRAINING

Chris Harvey

LEARNING FROM OVER A DECADE OF CONSUMER ELECTRONICS PRODUCT FAILURE

Eric Xu

PAS 7050: BRINGING SAFE PRODUCTS TO MARKET

Geraldine Cosh Msc



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Educated: University College London
Admitted to Bar: 2015

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense, Complex and Multi District, Class Action Defense

Practice Description: Anushi Amin is a products lawyer, regulatory advisor and litigator with particular experience in the consumer product, cosmetics, and technology sectors. Anushi advises clients on product compliance and regulatory matters, ranging from product launches to any issues that can arise during the life of the product. Anushi also has experience advising on a range of product liability disputes, with an emphasis on multi-jurisdictional group litigation claims. Notably, she has acted in relation to a high-profile group action litigation before the England and Wales High Court. Anushi joined Cooley at the end of 2022, after seven years at Freshfields. She has spent time on secondment in Washington DC and at a major US-based technology company.

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Educated: Charles University in Prague, Czech Republic (Ph.D. in law)

Admitted to Bar: Brussels Bar (B-List), Czech Barr

Practice Areas: Product Safety Consultation, Product Recall

Practice Description: Ales has a broad experience in EU product regulatory law, including REACH, CLP, POPs, biocidal legislation, food law, medical devices, electronic products and product and food safety. He advises on regulatory compliance of a broad range of products marketed in the EU and represents clients

before EU and national competent authorities on compliance and enforcement issues. Ales also advises on product recalls and withdrawals.

Ales focuses on EU regulation of chemicals and food, including representing clients in various procedures before the European Chemicals Agency (ECHA) and European Food Safety Authority (EFSA). Prior to joining Keller and Heckman, Ales interned at the European Commission and worked for almost ten years as an EU regulatory associate at two international law firms in Brussels. Mr. Bartl is fluent in English, French, Czech, and Slovak.

Industries Served: Clients requiring support on EU regulation of chemicals and food, including medical devices, electronic products and product and food safety.

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Educated: University of Cambridge (BA) and College of Europe (Masters in EU Law)

Admitted to Bar: New York and Brussels bar - B list

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense, Complex And Multi District

Practice Description: Emma Bichet is a new addition to the Cooley International Products Law Team. She is based in Brussels. Emma brings a broad international perspective to her work, amongst other things having studied in the UK, Spain, and Belgium, having worked at the European Parliament, and being admitted to the New York Bar. Emma has extensive experience advising clients primarily in EU and UK regulatory, environmental and products law. This includes matters in the field of chemicals (REACH, CLP, biocides and pesticides), climate change and industrial emissions, electrical and electronic equipment (the WEEE and RoHS Directives), eco-design and eco-labelling, pharmaceuticals and veterinary medicines, and GMOs. She also advises international product manufacturers on EU consumer protection law, including labelling and product safety issues. Her work includes litigation, risk advisory and due diligence on corporate transactions.

Industries Served: Consumer products, electrical and electronic equipment, home

appliances, chemicals, plastics, textile and apparel, food and drink, automotive.

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Educated: Monash University

Admitted to Bar: Supreme Court of Victoria, Australia

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense, Class Action Defense

Practice Description: Tracey Bischofberger is a professional support lawyer in our product compliance and liability team. She provides advice on consumer law, product safety and regulatory issues to clients in the technology and consumer products sectors. Tracey has experience delivering complex multi-jurisdiction projects. She provides advice on global product launches and co-ordinates worldwide recalls and corrective actions. Tracey also has experience working on large group actions helping manufacturers to defend product liability claims. She has a particular interest in regulatory issues associated with new technologies and helps clients monitor forthcoming initiatives that may affect their products.

Industries Served: Consumer products, electrical and electronic equipment, Internet of Things and connected devices, home appliances, toys, sporting goods, clothing and textiles, machinery and telecommunications.

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Educated: University of Miami, J.D., Columbia University, B.A. 1980

Admitted to Bar: Illinois

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense,

Complex And Multi District, Class Action Defense

Practice Description: Frank has over 37 years of litigation experience. He counsels clients on risk management and product safety matters, including toxic tort defense, for both consumer and industrial products. In this capacity, he has been responsible for matters pending before various federal and state agencies and committees regulating the importation and sale of goods in the United States. In connection with these efforts, Frank also has counseled clients on crisis management and crisis communications.

Federal Agency Representation: Consumer Product Safety Commission (20 years), Food and Drug Administration (15 years), Environmental Protection Agency (10 years), National Highway Traffic Safety Administration (15 years), Health Canada (15 years), Electrical Safety Authority (15 years).

Industries Served: Retail, Apparel, Jewelry, Consumer Products

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Educated: Oxford University

Admitted to Bar: England and Wales

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense, Complex And Multi District

Practice Description: Fergal Duggan is an associate in Cooley's London litigation department, and is part of the international product liability and product compliance team. Fergal advises global companies spanning a wide-range of sectors and jurisdictions on their international product compliance, safety and liability obligations, especially concentrating on new and innovative products. Fergal has experience in coordinating business-critical multi-jurisdictional projects, including in relation to product launches, regulatory investigations/inquiries, product recalls and consumer claims.

Industries Served: Consumer products, electrical and electronic equipment, Internet of Things and connected devices, home appliances, toys, sporting goods, clothing and textiles, food and drink, medical devices, machinery and motor vehicles.

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Educated: Pace University School of Law (J.D.); Kings College London (LL.M.) **Admitted to Bar:** District of Columbia, New York, Connecticut

Practice Areas: Consumer Product Safety; Product Compliance; Product Recall

Practice Description: Keller and Heckman's Shanghai office is geographically situated to help domestic and multinational corporations ensure its products fully comply with the laws and regulations of China.

With its technical staff to assist, the firm counsels clients on regulatory compliance, strategic advice, advertising and labeling and crisis management.

Federal Agency Representation: State Administration for Industry & Commerce of PRC (SAIC), General Administration of Quality Supervision, Inspection and Quarantine of PRC (AQSIQ), National Health and Family Planning Commission of PRC (NHFP), and local Chinese Entry-Exit Inspection and Quarantine Bureaus (CIQs)

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Educated: University of Sydney

Admitted to Bar: England and Wales, Australia (New South Wales)

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense, Complex And Multi District, Class Action Defense

Practice Description: Rod Freeman is an international products lawyer. With a unique perspective on the global risk environment, he works to solve international problems for product manufacturers and suppliers wherever they may arise. Rod is routinely ranked as a leading product liability lawyer in the major legal directories, where he is

described as "...the outstanding go-to specialist for product liability matters," and "without a shadow of a doubt the most knowledgeable product liability lawyer in the European space." He works alongside the world's leading global companies, and those at the cutting edge of innovation, to help them solve their product-related issues, protect their reputations, defend their products and build more successful businesses around the world. With a background in high stakes product liability litigation and more than 20 years devoted to international products law, Rod understands the challenges faced by international brand names and those investing in new technologies in an increasingly risky global environment. Rod serves as a director of ICPH-SO (the International Consumer Product Safety and Health Organisation) where he is responsible for its International Program, and he is a long-standing sustaining member of the Product Liability Advisory Council. Rod also serves as an industry representative on the OECD Working Party on Product Safety.

Industries Served: Consumer products, electrical and electronic equipment, Internet of Things and connected devices, textiles, food and drink, medical devices, machinery, pharmaceuticals and vaccines, motor vehicles, telecommunications, asbestos

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Educated: George Washington University Law School (JD); Florida State University (MA, BA)

Admitted to Bar: Maryland, District of Columbia

Practice Areas: Product Safety Consultation, Product Recall, Motor Vehicle Regulation and Recall

Representation before Federal Agencies: Consumer Product Safety Commission (6 years, and 4+ years as a legal and political adviser at CPSC); National Highway Traffic Safety Administration (6 years)

Practice Description: Mike Gentine is an Arnold & Porter Counsel who represents companies in product safety and motor vehicle safety matters including investigations, reporting obligations, recalls, civil penalty proceedings, premarket compliance review, internal controls, and public policy, as well as other regulatory and enforcement matters. Mike has over four years of experience as an attorney and advisor to two CPSC commissioners.

Industries Served: Manufacturers, importers, distributors, and retailers of clothing, toys and other children's products, consumer electronics, household appliances, furniture, heating and cooling equipment, computer equipment, packaging, and on- and off-road vehicles, including all-terrain vehicles (ATVs).

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Educated: American University, Washington College of Law (JD); Syracuse University (BS, cum laude)

Admitted to Bar: District of Columbia

Practice Areas: Product Safety Consultation, Product Recall

Practice Description: Michelle Gillice is an Arnold & Porter Partner who represents companies in product safety matters including investigations, reporting obligations, recalls, civil penalty proceedings, premarket compliance review and internal controls, and other regulatory and enforcement matters. Michelle has over nine years of experience as a compliance attorney in CPSC's Office of the General Counsel and office of Compliance and Field Operations, serving as the lead attorney on numerous complex investigations, recalls, and civil penalty matters.

Federal Agency Representation: Consumer Product Safety Commission

Industries Served: Manufacturers, importers, distributors, retailers of clothing,

toys and other children's products, household appliances, furniture, heating and cooling equipment, computer equipment, premiums, packaging, cosmetics, and other products

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Educated: University of Michigan, B.S., 1991 with distinction, Environmental Science and Policy University of Michigan Law School, J.D., 1996

Practice Areas: Product Safety Consultation, Product Liability Defense, Complex And Multi District, Class Action Defense

Practice Description: Eric Gotting represents Keller and Heckman's clients in litigation and related matters, specializing in complex civil and appellate matters, internal investigations, and regulatory compliance. With an extensive background in environmental law, he has expanded his practice over the years to cover many of Keller and Heckman's industry sectors and regulatory areas. Eric is a former Am Law 50 litigation partner and U.S. Department of Justice, Civil Division, Trial Attorney. Eric's practice spans a broad range of legal issues, including administrative and constitutional law, agency enforcement actions, toxic torts, product liability, general business litigation, and regulatory advice. He works with a diverse set of industries, including chemicals, plastics, pesticides, fuels and pipelines, food and packaging, consumer goods, telecommunications, and e-cigarettes. As a litigator, Eric has tried cases to verdict and argued appeals before federal and state courts across the country. His experience includes class actions, mass tort litigation, AAA arbitrations, and agency proceedings. Eric has also litigated challenges to federal and state statutes, regulations, and orders. He has particular expertise involving the Administrative Procedure Act (APA), the Dormant Commerce Clause, the First Amendment, the Due Process Clause, and federal preemption. He has also filed amicus briefs in litigation involving regulatory issues facing a variety of industry sectors.

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Educated: Nottingham University, BPP Law School

Admitted to Bar: England and Wales

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense, Complex And Multi District

Practice Description: Julia works with companies on a range of product compliance and safety matters, including international recalls, consumer disputes and regulatory investigations. She has experience working with companies across Cooley's global platform in industries including technology, consumer products and medical devices.

Industries Served: Consumer products, electrical and electronic equipment, Internet of Things and connected devices, home appliances, toys, chemicals, sporting goods, cosmetics, clothing and textiles, food and drink, medical devices, machinery, pharmaceuticals and vaccines, and telecommunications.

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Educated: Oxford University

Admitted to Bar: England and Wales

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense, Complex And Multi District, Class Action Defense

Practice Description: Carol Holley is an associate in Cooley's International Product Liability and Product Compliance team. She advises world leading brands on regulatory matters and litigation, ranging from new product launches, to issues that can arise throughout the life of a product, including handling consumer claims. Carol has a particular interest in policy work and regularly advises clients on new legislation that will affect their business and how to prepare for changes. Carol has spent 7 months on secondment at a global e-commerce business, providing product safety and compliance support. She also has a keen interest in the processes and implications of Britain's exit from the European Union, and assists clients in identifying and understanding areas that may impact their business.

Industries Served: Consumer products, electrical and electronic equipment, home appliances, cosmetics and e-commerce.

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Educated: Wofford College

Admitted to Bar: District of Columbia, South Carolina

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense

Practice Description: Matt is the chair of Cooley's North American product compliance and product liability practice and a leading global consumer product safety and compliance lawyer who counsels manufacturers, retailers, distributors, trade associations, and consumer product companies on issues within all aspects of a product's life cycle. Matt previously served as the Chief of Staff at the U.S. Consumer Product Safety Commission. From preventative and compliance counseling incorporated before a product launch, to manufacturing and defect management, and recall strategies and governmental compliance adherence, Matt's experience spans the most challenging product related issues faced by companies around the world. Specifically, Matt helps clients find solutions in response to concerns surrounding regulatory compliance, product safety reporting, recalls, defect investigations, civil penalties, inspections, import seizures, internal compliance programs, litigation resulting from product liability and safety related incidents, and many other issues faced by consumer product companies. Matt advises clients across a wide array of consumer product categories such as personal electronics, appliances, apparel, children's toys, fitness equipment, office supplies, household furniture, products requiring child resistant packaging, arts & crafts materials, books, recreational and sporting equipment, lighters, heating and cooling equipment, home decorations, promotional products, household cleaners, and numerous other types of consumer products. Matt is actively involved in the U.S. and international product safety community. He has served on the Board of Directors of the International Consumer Product Health and Safety Organization (ICPHSO) since 2016, including election to the Executive Committee and

as President of the organization. He also serves as the Vice Chair of the ABA's Consumer Product Regulation Committee.

Federal Agency Representation: Consumer Consumer Product Safety Commission (13 years), Federal Trade Commission (13 years), Health Canada (13 years)

Industries Served: Retailers, manufacturers, importers, private labelers, distributors, trade associations, testing laboratories

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Educated: Leeds University

Admitted to Bar: England & Wales

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense, Complex And Multi District, Class Action Defense

Practice Description: Jamie is a litigation and regulatory lawyer. He is a strategic advisor to clients who face critical threats to their business at all stages of the product life-cycle, working with them to ensure the most favourable outcome and manage any reputational impact. He also provides policy advice to clients on proposed legislation and regulations that may introduce profound changes to their business.

He has acted on high profile litigation across a range of different industries, internal investigations into allegations of fraud by global products manufacturers, major corruption investigations for Governments, and B2B product liability disputes, international recalls and consumer claims for well-known global brands.

He is passionate about the impact that new technologies such as 3D printing, AI and Internet of Things will have in the products space and works with clients to ensure they prosper within a dynamic regulatory environment. He is a special counsel in Cooley's litigation department and qualified in 2008.

Industries Served: 3D printing, artificial intelligence, consumer products, electrical and electronic equipment, Internet of Things and connected devices, home appliances, machinery, motor vehicles, and telecommunications.

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Educated: Southampton University

Admitted to Bar: England and Wales

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense, Complex And Multi District, Class Action Defense

Practice Description: Harriet regularly advises clients on a range of disputes in the construction, home appliance, cosmetics and life sciences sectors. Her work ranges from day to day pre-action/litigation management to providing strategic oversight on claims.

With experience of large-scale investigations, crisis management and recalls, Harriet helps in circumstances where there is a significant threat to the business or reputation of our clients.

Industries Served: Consumer products, electrical and electronic equipment, home appliances, chemicals, cosmetics and medical devices

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Educated: Clemson University; University of South Carolina School of Law

Admitted to Bar: 1989

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense, Complex And Multi District, Class Action Defense

Practice Description: More than 30 years of experience representing product manufacturers, including serving as North American counsel for a leading manufacturer of consumer products.

Evaluates products to assess compliance with consumer product safety regulations,

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including products governed by the U.S. Consumer Product Safety Commission.

Evaluates corporate product safety risk management systems and counsels regarding regulatory compliance and liability prevention.

Counsels clients regarding product liability risk prevention issues, and evaluates product literature, warnings, labeling, and warranties.

Handles product liability litigation, and has experience with principles of accident reconstruction, metallurgy, design, biomechanics, manufacturing processes, and warnings.

Has defended product liability cases involving a wide range of products, including boilers, lawn and garden products, building products, food products, medical devices, electrical and gas-fired appliances, aerial lifts, and textile machinery.

Federal Agency Representation: Consumer Product Safety Commission (11 years), Health Canada

Industries Served: Product manufacturers and distributors.

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Educated: Saint Louis University, John M. Cook School of Business, Center for Supply Chain Management Studies, Graduate Certificate in Product Safety Management, Washington University School of Law, J.D., Washington University Law Quarterly

Admitted to Bar: District of Columbia (2009), Missouri Bar (1990)

Practice Areas: Product Safety Consultation, Product Recall

Practice Description: Belinda May is a partner in Dentons' Consumer Products, Regulatory and Litigation and Dispute Resolution practice. She concentrates on regulatory compliance, disputes and litigation arising in connection with the manufacture and sale of consumer products, having been acknowledged by Chambers as a nationwide recognized practitioner in the area of Product Liability. Belinda is also Past President of ICPHSO, having served as President, Chairwoman of ICPHSO's Annual Symposium, and Treasurer. Belinda is also

a member of ASTM International and serves on Committee F15 for Consumer Products.

Belinda has experience in all aspects of consumer products law, involving the entire lifecycle of a product, spanning design, development, safety, manufacturing and production.

This includes an immense range of topics, such as product safety design and the human factors "Inclusion" point-of-view, including "Disabilities and Accessibility" - historically known as disabled, hazard and supply chain analysis, product advertising claims, regulatory challenges and contested proceedings with competitors, consumers and applicable agencies.

Belinda is passionate about her dedication to "Inclusion" and was recently named Co-Chair of Dentons Diversity & Inclusion: Disabilities and Accessibility Initiative, as part of her ongoing commitment to Diversity & Inclusion.

Belinda works extensively on Consumer Product Safety Commission and other regulatory matters. She has handled a wide range of CPSC and regulatory compliance and enforcement matters covering numerous consumer products. She also has extensive experience handling consumer-products-related class action litigation and dispute resolution.

Industries Served: Belinda represents manufacturers, retailers and other supply chain stakeholders in connection with a wide array of consumer products, including household appliances, decorative products, consumer electronics, bicycles, exterior household products, kitchen and bath items, furniture, light fixtures, office supplies, building materials, plumbing products, heating and cooling elements, electrical meters, children's toys and other products, to name a few.

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Educated: American University, Washington College of Law

Admitted to Bar: District of Columbia

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense

Practice Description: Keller and Heckman has one of the preeminent product safety practices in the country.

With its technical staff to assist, the firm counsels clients on regulatory compliance, public policy, strategic advice, advertising and liability defense.

Federal Agency Representation: Consumer Product Safety Commission (31 years), Federal Trade Commission (31 years), Environmental Protection Agency (30 years)

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Educated: University of California

Admitted to Bar: California

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense, Complex And Multi District, Class Action Defense

Practice Description: Jasmin Motlagh focuses her practice on defending product manufacturers in litigation, with extensive experience in the aviation industry.

Her litigation experience ranges from complex product liability matters and mass tort litigation to catastrophic personal injury claims and wrongful death matters.

Jasmin's clients include airlines, aviation product manufacturers, various aviation services companies, as well as consumer product manufacturers.

Jasmin was a Sayre Macneil Scholar at Loyola Law School, a title awarded to the top five percent of each class.

She also served as a judicial extern to the Honorable Robert Gary Klausner, US District Court Judge for the Central District of California.

Industries Served: Consumer products and aviation products.

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Educated: Georgetown University Law Center

Admitted to Bar: California, 2001

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense, Complex And Multi District, Class Action Defense

Practice Description: Bill regularly counsels clients on a wide range of product issues, including regulatory compliance, risk assessment and mitigation, warning and labelling, and crisis management. Bill's product liability advisement and litigation experience covers a wide range of product segments, including consumer products, medical devices, automotive, robotics and autonomous systems, and industrial equipment. Bill's litigation experience includes the trial and arbitration of commercial disputes relating to patent license agreements, supply contracts, partnerships, real estate and insurance and reinsurance. His six-month secondment to the general counsel team of Amlin, PLC, the largest Lloyd's insurer in the London market, has given him particular insight into the international insurance industry, and Bill routinely advises clients on risk management issues. Bill serves on the Board of Governors for the San Diego chapter of the Association of Business Trial Lawyers and is a barrister in the Honorable J. Clifford Wallace Chapter of the American Inns of Court. As an experienced pilot, Bill understands the technical aspects involved in aviation-related litigation. Bill has been involved in several high-profile aviation accident cases, including the Alaska Airlines Flight 261, Gol Flight 1907 and Air France Flight 447 multi-district litigations. Bill also represents aircraft and helicopter manufacturers in product liability litigation filed in the US and abroad. Bill maintains a significant airports disputes practice, which involves the representation of airport proprietors and FBOs in controversial matters. For example, Bill led the representation of the City of Santa Monica in litigation against the FAA, which resulted in a landmark settlement to close the Santa Monica Airport. Bill also represents aviation clients in commercial and regulatory matters, FAA enforcement proceedings, Part 16 cases, and DOT investigations. Bill is also involved in cutting-edge legal matters involving unmanned aircraft. His success in the aviation field has been recognized by Chambers USA and Legal 500.

Industries Served: Consumer products, medical devices, automotive, robotics and autonomous systems, and industrial equipment.

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Educated: Duke University School of Law

Admitted to Bar: New York, District of Columbia

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense

Practice Description: Anushka Rahman practices in the areas of consumer product safety, hazardous materials transportation, and environmental matters, as well as privacy and cybersecurity, advertising and promotions. Ms. Rahman counsels clients on compliance with domestic and international regulations, advising them on safety and risk management strategies. Ms. Rahman also assists clients facing government enforcement actions. Prior to joining Keller and Heckman, Ms. Rahman worked in private practice, as well as for the U.S. Environmental Protection Agency. While in law school, Ms. Rahman served as an editor for the Duke Environmental Law and Policy Forum.

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Educated: University of Edinburgh, University of Law

Admitted to Bar: England and Wales

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense, Class Action Defense

Practice Description: Corinne is an associate in Cooley's London litigation department and is part of the international product liability and product compliance team. Corinne advises on consumer law, product safety and regulatory issues for global companies across wide-ranging sectors. Corinne has experience coordinating mul-

ti-jurisdictional projects including in relation to product launches, product recalls and consumer claims.

Industries Served: Consumer products, electrical and electronic equipment, Internet of Things and connected devices, home appliances, toys, sporting goods, clothing and textiles, food and drink, medical devices, machinery and motor vehicles.

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Educated: UCLA School of Law

Admitted to Bar: Utah, California, Missouri, Minnesota

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense

Practice Description: Ken has been counseling manufacturers and product sellers for over 40 years on the legal and practical aspects of meeting their pre-sale and post-sale duties, including regulatory compliance. This includes safety management, design, warnings and instructions, contracts, document management, advertising, preparing for recalls, reporting to government agencies, implementing recalls in the U.S. and around the world, defending recalls, and presenting public and inhouse product safety training programs. He has also served as a consulting expert and expert witness in litigation involving recalls and safety issues.

Federal Agency Representation: Consumer Product Safety Commission (41 years), Food and Drug Administration (26 years), National Highway Traffic Safety Administration (13 years), Health Canada (13 years)

Industries Served: All industries with a focus on Consumer Products, Medical Devices, Industrial/Commercial Products, Gas and Electrical Appliances and Products, Farm Equipment, Construction Equipment, and Motor Vehicle Equipment, including auto parts, trailers and RV's.

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Educated: George Washington University Law School
Admitted to Bar: District of Columbia

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense, Complex And Multi District, Class Action Defense

Practice Description: Eric Rubel is Senior Counsel for Arnold & Porter. He was General Counsel of CPSC from 1994-1997. He represents companies, both large and small, at all levels of the distribution chain in product safety matters and related litigation, including consumer class actions. Eric has extensive experience with the full range of CPSC matters-e.g. pre-market product review and internal controls, reporting requirements, recalls, penalties, and CPSIA compliance.

Federal Agency Representation: Consumer Product Safety Commission (21 years)

Industries Served: Manufacturers, importers, distributors and retailers of clothing, toys and other children's products, sporting goods, household appliances, furniture, heating and cooling equipment, computer and telecommunications equipment, premiums, building materials, fire safety equipment, packaging, off-road vehicles, pharmaceutical drugs, cosmetics, and other products

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Educated: University of Maryland; American University Washington College of Law
Admitted to Bar: 1973

Practice Areas: Product Safety Consultation, Product Recall

Practice Description: As the former Director of CPSC's office of Compliance (1997-2004, Mr. Schoem provides legal advice and guidance to companies on product safety-related issues including, CPSC "Section 15" reporting, product recalls, civil penalties, importation detention issues, and developing product recall and

reporting procedures and manuals. Mr. Schoem also provides expert witness testimony.

Federal Agency Representation: Consumer Product Safety Commission (44 years)

Industries Served: Consumer Product

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Educated: George Washington University (JD and MPA with honors), SUNY Geneseo (BS, Management)
Admitted to Bar: Maryland, Washington, D.C.

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense, Class Action Defense

Practice Description: Cary Silverman's practice includes both the policy and regulatory side of consumer product safety. Cary advises businesses on reporting obligations, recalls, and settlements. He has testified and filed comments with the Commission on behalf of business groups. Cary represented manufacturers in the first legal challenge to the inclusion of inaccurate material on saferproducts.gov and small businesses that supported a challenge to the CPSC's attempt to impose personal liability for a recall in the Buckyballs' litigation.

Industries Served: Manufacturers, Retailers, Trade Associations

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Educated: Emory University School of Law; Georgia Institute of Technology
Admitted to Bar: 2015

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense, Complex And Multi District, Class Action Defense

Practice Description: Shawn Skolky is a trusted regulatory adviser and litigator for multinational companies seeking representation on product safety reporting obligations, recalls, safety investigations and enforcement matters involving the US Consumer Product Safety Act, the Canada Consumer Product Safety Act, the US Food, Drug and Cosmetic Act, and other federal and state regulations. Shawn advises on safety, design, and regulatory issues (pre- and post-market), and how to deal with regulatory authorities and handle crises, including global recalls. Shawn also guides companies through the recall process and has helped clients avoid recalls of consumer goods ranging from children's products to home furnishings to fitness equipment.

Federal Agency Representation: Consumer Product Safety Commission (5 years), Food and Drug Administration (1 years), Federal Trade Commission (5 years), National Highway Traffic Safety Administration (1 years)

Industries Served: Consumer products, electrical and electronic equipment, Internet of Things and connected devices, home appliances, toys, sporting goods, fitness equipment, cosmetics, clothing and textiles

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Admitted to Bar: California; District of Columbia; U.S. District Court, Northern District of California; U.S. District Court, Southern District of California; U.S. District Court, Eastern District of California; U.S. District Court, Central District of California; U.S. Court of Appeals for the Ninth Circuit

Practice Areas: Advertising and Promotion, Product Safety, Litigation

Practice Description: Antonia Stamenova-Dancheva counsels clients on a wide range of matters, including compliance with federal and state requirements governing product safety, consumer protection, and advertising. She represents clients before various agencies, including the U.S. Consumer Product Safety Commission (CPSC), the National Advertising Division (NAD), and the Federal Trade Commission (FTC). Antonia also has extensive litigation experience representing companies in consumer class actions. Prior to joining Keller and Heckman, Antonia served as product safety and compliance counsel at a major online retailer, where she represented their interests before the CPSC and State Attorneys General. She spent more than a decade in the Los Angeles and Washington, DC offices of a large New York-based law firm where she was directly involved in litigation strategy and day-to-day management of all aspects of civil litigation. Antonia leverages her combined in-house and private practice experience to understand her clients' needs and, if necessary, to guide them through litigation.

Industries Served: Advertising, Consumer Products and Retail, Automotive, Electronics, and Trade Associations

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Educated: University of Sheffield
Admitted to Bar: England and Wales

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense, Complex And Multi District, Class Action Defense

Practice Description: Claire is a Special Counsel in our product compliance and liability team. She specialises in advising clients on regulatory risk, compliance and litigation issues. She helps clients who deal with products and consumers. Claire works with them to help bring both digital and physical products to market, advising on labelling, packaging, regulatory approvals and engaging with regulators and consumers. She also has significant expertise in coordinating and delivering business critical international regulatory and compliance advice and delivering complex multi-jurisdictional projects. Claire also advises clients when things go

wrong such as dealing with regulatory and compliance issues, crisis management, handling and coordinating regulatory crises, product recalls and product liability matters, managing customer relations and claims and investigating and defending regulatory investigations and prosecutions.

Industries Served: Consumer products, electrical and electronic equipment, Internet of Things and connected devices, home appliances, toys, chemicals, sporting goods, cosmetics, clothing and textiles, food and drink, medical devices, machinery, motor vehicles and telecommunications.

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Admitted to Bar: England and Wales

Practice Areas: Product Safety Consultation, Product Recall, Product Liability Defense, Complex And Multi District, Class Action Defense

Practice Description: Ed Turtle is a products lawyer, regulatory advisor and litigator with particular experience in the technology, life sciences, automotive and consumer product sectors. Ed helps innovative companies with compliance and safety issues, including in the development, launch and marketing of new products. Ed specializes in advising on disruptive technologies, including AI, wearables, e-commerce and AR/VR. He also undertakes European policy work, assisting companies with monitoring policy discussions, tracking developments and making submissions in the context of forthcoming legislation and guidance.

Ed is experienced at dealing with regulatory authorities and handling product crises, including global recalls and mass consumer claims. He has advised on a wide range of product liability disputes, with an emphasis on multi-jurisdictional claims. He has extensive experience of product litigation and class actions, having acted in relation to one of the key European mass product liability actions in recent years, and advised on class action products claims in North America, Asia, Africa and Australasia. Edward joined Cooley in early 2018, after six years at Freshfields. He has spent time on secondment in Germany, and at a major US technology company.

Industries Served: Consumer products, electrical and electronic equipment, Internet of Things and connected devices, home appliances, toys, chemicals, sporting goods, cosmetics, clothing and textiles, food and drink, medical devices, machinery, pharmaceuticals and vaccines, motor vehicles and telecommunications.

Walker, Jean-Cyril Keller and Heckman LLP

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Educated: University of Maryland School of Law
Admitted to Bar: District of Columbia

Practice Areas: Product Safety Consultation, Product Liability Defense

Practice Description: JC Walker practices environmental, product safety and energy efficiency law. Mr. Walker's environmental practice focuses on a wide range of matters, including compliance with U.S. requirements governing the safe management and disposal of chemical and hazardous substances under the Resource Conservation and Recovery Act and state analogues. Mr. Walker regularly advises industry and trade association clients on regulations of hazardous air pollutants under the federal Clean Air Act (CAA) and state and local air pollution statutes, as well as emissions of volatile organic compounds (VOCs) in adhesives, paints, and other industrial and consumer products. Mr. Walker also regularly advises clients on product safety issues. This includes assessing compliance with the Federal Hazardous Substances Act (FHSA), other Consumer Product Safety Commission (CPSC) requirements, and state consumer product requirements. Additionally, Mr. Walker counsels a broad range of industries on compliance with the U.S. Energy Policy and Conservation Act and California's energy efficiency regulations. Representative clients include manufacturers and distributors of: consumer appliances; commercial refrigeration equipment; heating, ventilation and air conditioning equipment; and computers and consumer electronic devices. In addition to compliance advice, Mr. Walker regularly represents clients in actions brought by the U.S. Environmental Protection Agency, the Department of Energy, the Federal Trade Commission (FTC), and other Federal and state agencies.

Federal Agency Representation: Consumer Product Safety Commission (6 years), Federal Trade Commission

Industries Served: Chemical, Plastics, Packaging, Electronics, Consumer Products

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Educated: George Washington University Law School (JD); University of Michigan (BA)

Admitted to Bar: District of Columbia, Michigan

Practice Areas: Product Safety Consultation, Product Recall

Practice Description: Jessica's practice is focused on assisting clients in evaluating and meeting their compliance obligations under U.S. Consumer Product Safety Commission regulations, including reporting obligations and recall planning, and defending civil penalty investigations and other enforcement matters.

Federal Agency Representation: Consumer Product Safety Commission

Industries Served: Manufacturers, importers, distributors, retailers of clothing, toys and other children's products, household appliances, furniture, heating and cooling equipment, computer equipment, premiums, packaging, cosmetics, and other products

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United States

Phone: 888-732-3901

Web: Sedgwick.com/brandprotection

Blog: sedgwick.com/news

Twitter: @Sedgwick

Contact: Chris Harvey

Email: Brand.protection@sedgwick.com

Years in Business: 28

Services: Sedgwick Brand Protection specializes in establishing and implementing rapid, highly scalable recall communications services to notify affected parties and indirect customers that may be in possession of recalled products. Over the past 28

years, Sedgwick Brand Protection has successfully managed over 7,000 of the most sensitive and time-critical product recalls across 100+ countries and 50+ languages. Our services include traceable physical notification, voice broadcast, text and e-mail with 24/7 online reporting, multilingual documentation and management of a customer's recall response. Our trained global contact center representatives manage customer's frequently asked questions, appointment scheduling, coordination of replacement product(s), website registration, consumer complaints and adverse events. We respond quickly with expertise and sensitivity from event initiation to final closeout.

Industries Served: Pharmaceutical, Medical Device, Consumer Products, Food & Beverage, and Automotive.

EDUCATION AND TRAINING

ADK Information Services, LLC

4579 Laclede Ave. #326
St. Louis, MO 63108
United States

Phone: 314-497-1797

Web: adksafetyinfo.com

Primary Contact: Donald Kornblet

Email: dkornblet@adkprg.com

Years in Business: 41

Industry: Education and information programs

Programs Offered: Product Safety Professional Certification Courses, Advanced Product Safety Management Certificate Course, and customized programs for industry professionals.

Program Location: Virginia Tech Research Center, Arlington, VA. On campus, online and at client locations

University Affiliation: Virginia Tech Research Center, Arlington, Virginia

International Consumer Product Health & Safety Organization (ICPHSO)

Marc J. Schoem, Executive Director
c/o Association Headquarters
1120 Route 73 - Suite 200
Mount Laurel, NJ 08054
United States

Phone: 301-774-3020 or 301-728-2360

Web: icphso.org

Primary Contact: Marc J. Schoem

Email: mschoem@icphso.org

Years in Business: 26

Industry: ICPHSO provides training and education programs for health and safety professionals

Programs Offered: ICPHSO provides its members and non-member participants an annual meeting and training symposium, an international symposium, and regional training workshops.

Its programs are designed to provide current information on product health and safety developments, including emerging safety hazards, and compliance training to meet global regulatory requirements. ICPHSO regional workshops offer manufacturers, suppliers and others a more in-depth one day training workshop on regulatory requirements and compliance obligations.

Program Location: Annual Symposium: Orlando, FL/Washington, D.C.; International: Various; Regional Workshop: Various in North America

Industries Served: Consumer product health and safety professionals including industry, regulators, consumer and other NGOs.

Society of Product Safety Professionals (SPSP)

4579 Laclede Ave. #326
St. Louis, MO 63108
United States

Phone: 917-568-2906

Web: productsafetyprofessionals.org

Primary Contact: Don Mays

Email:

info@productsafetyprofessionals.org

Years in Business: 6

Industry: SPSP, a non-profit organization, in 2017 was established to provide professional development programs and services to the product safety professional field.

Services: SPSP provides educational programs, including webinars, workshops, and conferences on various topics relevant to product safety professionals.

The group supports the Consumer Product Safety Certification Services organization as it develops requirements which can lead to the credential designation of "certified product safety professional."

Industries Served: Product safety professionals in the consumer product supply chain

Virginia Tech Continuing & Professional Education

Blacksburg, VA 24061
United States

Phone: 540-231-5182

Web: cpe.vt.edu

Primary Contact: Shelly Jobst

Email: sjobst@vt.edu

Industry: Education

Programs Offered: From certificate programs designed for rising executives to customized training programs for forward-thinking organizations, we connect the vast resources of Virginia Tech with curious and ambitious minds around the world.

Program Location: Campus locations, on-line, and client locations

University Affiliation: Virginia Polytechnic Institute and State University

Industries Served: All industries and organizations seeking professional education opportunities, upskilling, and or reskilling

Virginia Tech Executive PhD Virginia Tech

Falls Church, VA 22043
United States

Phone: n/a

Web: execphd.vt.edu

Primary Contact: Annabelle Ombac

Email: executivephd@vt.edu

Industry: Education

Programs Offered: Part-time, research intensive business PhD, with concentrations in business information technology, management, marketing, finance, and hospitality. Research focused on product safety is welcomed, and doctoral assistantships for product safety research may be available.

Program Location: Falls Church, Virginia; Blacksburg, Virginia, and online

University Affiliation: Virginia Tech

Industries Served: All industries

GENERAL SERVICES

ADK Information Services, LLC

4579 Laclede Ave. #326
St. Louis, MO 63108
United States

Phone: 314-497-1797

Web: adksafetyinfo.com

Primary Contact: Donald Kornblet

Email: dkornblet@adkprg.com

Years in Business: 41

Industry: Education and information programs

Programs Offered: Product Safety Professional Certification Courses, Advanced Product Safety Management Certificate Course, and customized programs for industry professionals.

Program Location: Virginia Tech Research Center, Arlington, VA. On campus, online and at client locations

University Affiliation: Virginia Tech Research Center, Arlington, Virginia

International Consumer Product Health & Safety Organization (ICPHSO)

Marc J. Schoem, Executive Director
c/o Association Headquarters
1120 Route 73 Suite 200
Mount Laurel, NJ 08054
United States

Phone: 301-774-3020 or 301-728-2360

Web: icphso.org

Primary Contact: Marc J. Schoem

Email: mschoem@icphso.org

Years in Business: 26

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Programs Offered: ICPHSO provides its members and non-member participants an annual meeting and training symposium, an international symposium, and regional training workshops. Its programs are designed to provide current information on product health and safety developments, including emerging safety hazards, and compliance training to meet global regulatory requirements. ICPHSO regional workshops offer manufacturers, suppliers and others a more in-depth one day training workshop on regulatory requirements and compliance obligations.

Program Location: Annual Symposium: Orlando, FL/Washington, D.C.; International: Various; Regional Workshop: Various in North America

Industries Served: Consumer product health and safety professionals including industry, regulators, consumer and other NGOs.

Society of Product Safety Professionals (SPSP)

4579 Laclede Ave. #326
St. Louis, MO 63108
United States

Phone: 917-568-2906

Web: productsafetyprofessionals.org

Primary Contact: Don Mays

Email:

info@productsafetyprofessionals.org

Years in Business: 7

Industry: SPSP, a non-profit organization, was established in 2017 to provide professional development programs and services to the product safety professional field.

Services: SPSP provides educational programs, including webinars, workshops, and conferences on various topics relevant to product safety professionals.

The group supports the Consumer Product Safety Certification Services organization as it develops requirements which can lead to the credential designation of "certified product safety professional."

Industries Served: Product safety professionals in the consumer product supply chain

PRODUCT COLLECTION

Sedgwick | Brand Protection

6026 Lakeside Blvd
Indianapolis, IN 46278
United States

Phone: 888-732-3901

Web: Sedgwick.com/brandprotection

Blog: sedgwick.com/news

Twitter: @Sedgwick

Primary Contact: Chris Harvey

Email: Brand.protection@sedgwick.com

Years in Business: 28

Services: Sedgwick Brand Protection responds quickly and efficiently to a variety of retrieval, quality audit and store visit challenges in order to protect your brand, ensure compliance, and minimize disruption to your daily business. Our integrated suite of services include product collection, reverse logistics and infrastructure support to safely remove and secure impacted products, from a single unit to a full-scale recall. Our global team can mobilize thousands of field representatives within 24 hours to visit any number of locations, including consumer residences, to provide worldwide, end-to-end removal, process-

ing, storage and destruction of affected products. And Sedgwick has the surge capacity to handle the influx of product until the final event closeout. We also manage customers' data and maintain detailed regulatory reports. Over the past 28 years, Sedgwick Brand Protection has successfully managed over 7,000 of the most sensitive and time-critical product recalls and in-market remediations across 100+ countries and 50+ languages. Other services include retail quality audits, recall retrieval and effectiveness checks, and detailed web-based reporting. Our services include traceable physical notification, voice broadcast, text and e-mail with 24/7 online reporting, multilingual documentation and management of a customer's recall response. Our trained global contact center representatives manage customer's frequently asked questions, appointment scheduling, coordination of replacement product(s), website registration, consumer complaints and adverse events. We respond quickly with expertise and sensitivity from event initiation to final closeout.

Industries Served: Pharmaceutical, Medical Device, Consumer Products, Food & Beverage, and Automotive.

PRODUCT RECALL

Sedgwick | Brand Protection

6026 Lakeside Blvd
Indianapolis, IN 46278
United States

Phone: 888-732-3901

Web: Sedgwick.com/brandprotection

Blog: sedgwick.com/news

Twitter: @Sedgwick

Primary Contact: Chris Harvey

Email: Brand.protection@sedgwick.com

Years in Business: 28

Specialisms: Product recall planning and management, product remediation, reverse logistics.

Services: Product recalls affect thousands of companies every year – impacting sales, customer relationships, daily operations, supply chains and reputations. Without the appropriate planning, training, expertise and processes in place, a recall event can cause irreparable damage to a company's brand. Over the past 28 years, Sedgwick Brand Protection has successfully managed over 7,000 of the most sensitive product recalls across 100+ countries and 50+ languages. With extensive knowledge, and command of best practices combined with nearly three decades of proven experience,

Sedgwick Brand Protection expertly navigates the full end-to-end recall process – from preparation, through execution, to event close-out with regulatory agencies or any part in between. We offer mock recalls, planning and training, in addition to being on-call during a crisis. Trusted by the world's leading brands and businesses, we help companies of all sizes protect their customers, their revenue, their brand and their public image.

Industries Served: Pharmaceutical, Medical Device, Consumer Products, Food & Beverage, and Automotive.

PRODUCT RETURN MANAGEMENT

Sedgwick | Brand Protection

6025 Lakeside Blvd.
Indianapolis, IN 46278
United States

Phone: 1-866-732-3901

Web: Sedgwick.com/brandprotection

Blog: sedgwick.com/news

Twitter: @Sedgwick

Primary Contact: Chris Harvey

Email: Brand.protection@sedgwick.com

Years in Business: 28 years

Specialisms: Reverse logistics: end-to-end removal, processing, storage and destruction of impacted product.

Services: Sedgwick Brand Protection responds quickly and efficiently to a variety of retrieval, quality audit and store visit challenges to protect your brand, ensure compliance and minimize disruption to your daily business. Our global team can mobilize thousands of field representatives within 24 hours to visit any number of locations, including consumer residences, to provide worldwide, end-to-end removal, processing, storage and destruction of affected products. We ensure compliance and help maintain your routine business operations whether it is a single unit under investigation or a full-scale recall. Over the past 28 years, Sedgwick Brand Protection has successfully managed over 7,000 of the most sensitive and time-critical product recalls and in-market remediations across 100+ countries and 50+ languages. Other services include retail quality audits, recall retrieval and effectiveness checks, and detailed web-based reporting.

Industries Served: Pharmaceutical, Medical Devices, Consumer Products, Food & Beverage, and Automotive.

PRODUCT SAFETY CONSULTANTS

Applied Safety + Ergonomics A Rimkus Company

3909 Research Park Drive
Ann Arbor, MI 48108
United States

Phone: 734-994-9400

Web: appliedsafety.com / rimkus.com

Primary Contact: Charles Burhans

Email: info@appliedsafety.com

Years in Business: 26

Services: Applied Safety + Ergonomics, A Rimkus Company, (ASE) offers services in both consultation and expert witness capacities, including performing hazard analyses and risk assessments, developing and testing safety symbols, providing custom training in product safety and warnings, evaluating warnings and instructions, implementing consumer product safety management strategies, developing industry-wide warnings and standards, ensuring compliance with industry standards, and assisting clients in developing product safety labeling, warnings, and user instructions. Since 1994, ASE has answered technical questions about human factors in product safety, incident investigation, and warnings design and evaluation. ASE consultants have been involved in projects or worked for clients in all 50 U.S. states, and multiple countries around the world. ASE consultants have been involved with ANSI Z535 for over 25 years, and also contribute to international safety communication standards. Roles have included Z535 committee vice-chair, chair of the subcommittees for product safety labels and for owner's manuals, membership in all Z535 subcommittees, and U.S. delegate for ISO safety symbol standards.

In 2020, Rimkus Consulting Group, Inc. (Rimkus), a worldwide provider of forensic engineering and technical consulting services, announced the strategic acquisition of ASE. Rimkus and ASE are aligned in their shared vision of being a global leader in engineering and consulting services.

Industries Served: ASE has experience across a wide range of products, including industrial and household chemicals, children's products, toys, cosmetics, consumer electronics, flooring, furniture, industrial equipment, helmets and other protective equipment, medical devices, bicycles and accessories, power tools and equipment, recreational vehicles, sporting goods, hunt-

ing equipment, automotive products, home appliances, watercraft, and many others. ASE has worked with the U.S. Consumer Product Safety Commission by conducting research responsive to their technical questions during administrative actions and by presenting on behalf of manufacturer and industry groups.

Cooley (UK) LLP

22 Bishopsgate
London, EC2N4BQ
United Kingdom

Phone: +442075564430
Web: www.cooley.com
Blog: https://products.cooley.com/
Twitter: twitter.com/cooleyllp
Primary Contact: Rod Freeman
Email: rfreeman@cooley.com
Years in Business: 31

Industry: Litigation Support

Practice Description: Rod Freeman is an international products lawyer. With an unique perspective on the global risk environment, he works to solve international problems for product manufacturers and suppliers wherever they may arise. Rod is routinely ranked as a leading product liability lawyer in the major legal directories, where he is described as "...the outstanding go-to specialist for product liability matters," and "without a shadow of a doubt the most knowledgeable product liability lawyer in the European space." He works alongside the world's leading global companies, and those at the cutting edge of innovation, to help them solve their product-related issues, protect their reputations, defend their products and build more successful businesses around the world.

With a background in high stakes product liability litigation and more than 20 years devoted to international products law, Rod understands the challenges faced by international brand names and those investing in new technologies in an increasingly risky global environment.

Rod serves as a director of ICPHSO (the International Consumer Product Safety and Health Organisation) where he is responsible for its International Program, and he is a long-standing sustaining member of the Product Liability Advisory Council. Rod also serves as an industry representative on the OECD Working Party on Product Safety.

Industries Served: Consumer products, electrical and electronic equipment, Internet of Things and connected devices, home appliances, toys, chemicals and textiles, food and drink, medical devices, machinery, pharmaceuticals and vaccines, motor vehicles, telecommunications, and asbestos.

Insight Quality

600 East Carpenter Freeway
Irving, TX 75062-3937
United States

Phone: 4695865328
Toll Free Phone:
Fax:
Web: insight-quality.com
Primary Contact: Andy Church
Email: andy.church@insight-quality.com
Years in Business: 10
Accreditations: CNAS, ASQIQ, ISO

Organization Memberships: ICPHSO, SPSP, ASQ, JPMA, PPAI

Industries Served: General Consumer Merchandise including apparel, electrical

International Compliance Workshop Limited

Unit 4301B & 02-04, Level 43, Tower 1, Metroplaza,
223 Hing Fong Road,
Kwai Fong, New Territories, H
Hong Kong, 000000
China

Phone: 852-3705-0346
Web: icw.io
Primary Contact: Gary Lam
Email: gary.lam@icw.io
CEO: Gary Lam
Years in Business: 20

Industry: Safety Program Development

Services: ICW provides cloud-based compliance management software & integrated certification marketplace that help global retailers, brands and Amazon sellers to comply market-entry requirements, digitize compliance workflow process and increase transparency between businesses.

Industries Served: Supply Chain Compliance

leConsumo SL

Carrer del Doctor Trueta, 15
Barcelona, 08005
Spain

Phone: +34-639-756-999
Web: productsafetymanagement.com
Primary Contact: Tica Bosch
Email: tbosch@ieconsumo.org
CEO: Josep Tous
Years in Business: 20

Industry: Product Risk Assessment

Services: Notification to authorities in the worldwide recall process, Product risk assessment, hazard identification, and product safety EU legal requirements.

Product Integrity Consulting Services

3191 Brockway
St. Palatine, IL 60067
United States

Phone: 630-253-1903
Primary Contact: Don Moffett
Email: don.moffett@comcast.net

Industry: Product Risk Assessment

Services: Product Risk Assessment Training, Product Evaluation (Risk Assessments), Quality / Product Safety / Business Consulting.

Industries Served: Children's Products (Toys, etc.), Children's Clothing, Consumer Goods.

Product Safety Insights LLC

580 Hunting Ridge Rd.
Stamford, CT 06903
United States

Phone: 917-561-2906
Web: www.ProductSafetyInsights.com
Primary Contact: Don Mays
Email: Don@ProductSafetyInsights.com

Industry: Safety Program Development

Services: Don Mays is a product safety professional with a wide range of experience gained throughout his career by leading safety programs while working for a manufacturer (Samsung), a testing lab (Intertek), a consulting firm (Deloitte), and a consumer organization (Consumer Reports). His broad experience has given him unique knowledge and insight into the product safety field. As an independent consultant his services include: • Product Safety Program Design and Auditing - helping companies mitigate their risk and develop leading industry practices, • Litigation Support - providing a range of services from technical file review to expert witness services, • In-house Training - providing insight and education to those companies looking to navigate complex issues and learn how to develop best practices for product safety, • Test Program Development - designing comprehensive test programs that extend past simply meeting compliance requirements, • Monitoring - independent monitoring, whether driven internally or required by a court, to ensure continued compliance with regulatory requirements and best practices.

Industries Served: Consumer products including manufacturers, retailers, and legal.

SECTION I SERVICE PROVIDER LISTINGS

Toy Safety & Quality, Inc

Lake Street
San Francisco, CA 94118
United States

Phone:

Web: toysafetyandquality.com

Primary Contact: Rachel Murray Meyer

Email: rachel.tsq@me.com

Years in Business: 22

Industry: Safety Program Development

Services: Age Grading, Product Risk Assessment, Concept review, Design Evaluations, Guidance on Regulatory Compliance, Industry best practices, Vendor compliance, Continuous improvement

Industries Served: Toys, Children's Products, Licensed Consumer Products, Manufacturers, Licensors, Licensees, Retailers, Test Labs

TECHNOLOGY & SOFTWARE SERVICES**Comply PRO+**

PO Box 415
West Chester, PA 19381
United States

Phone: 484-200-7725

Toll Free Phone: 888-808-5476

Web: complyproplus.com

Blog: complyproplus.com/insights/

Primary Contact: Bill Jacoby

Email: bill@complyproplus.com

CEO: Bill Jacoby

Years in Business: 11

Services: Compliance Program Framework Software As A Service

Industries Served: Manufacturing, Retail

ProductIP

Rubensstraat 211
Ede, 6717VE Netherlands

Phone: +31318700622

Web: productip.com

Blog: productip.com

Twitter: @productip

Primary Contact:

Maarten J. van der Dussen

Email: maaretn@productip.com

CEO: Maarten van der Dussen

Years in Business: 11

Services: Companies use ProductIP as their trusted source for product requirements and technical specifications for the products they source in China and other parts of the world. And they use the efficient web based ProductIP collaboration platform to create, manage and share product compliance evidence in the supply chain.

Now they can effectively demonstrate to customers and authorities that their products meet relevant customer requirements and legislation.

ProductIP's online SAAS solution ensures your supply chain, your customers and authorities to speak the same language, use the same reference. The platform provides quick and easy access to a complete list of applicable legal and company specific requirements for European non-food consumer goods. The platform is currently expanding to cover the whole world.

It also enables users to collect, manage and share product compliance evidence documents quickly and easily. ProductIP users have reduced their labor costs on compliance by over 50%. And if the responsibility is passed to the supplier through ProductIP the cost/time savings may increase to 75%.

Already more than 13,500 users from leading companies worldwide rely on ProductIP as their trusted source. They have created 100,000's of technical files with a trade value of over 50 billion euros.

Industries Served: Retail, trade, manufacturing, licensing

TEST LABS – INDEPENDENT SERVICE PROVIDERS**Intertek**

545 E. Algonquin Road
Arlington Heights, IL 60005
United States

Toll Free Phone: 1-800-967-5352

Web: intertek.com/products-retail

Blog: intertek.com/blog

Twitter: twitter.com/Intertek_CG

Primary Contact: Brandy Triplett

Email: product.testing@intertek.com

CEO: André Lacroix

Years in Business: 131

Testing Specialties: Calibration, Chemical, Construction Materials, Electrical, Environmental, Information, Non Destructive

Industries Served: Retail, Consumer Electronics, Furniture, Toys, Apparel & Footwear, Sporting Goods, Housewares & Home Decor, Lighting, Juvenile Products, PPE

International Locations: Intertek is a leading Total Quality Assurance provider to industries worldwide. Our network of more than 1,000 laboratories and offices in more than 100 countries, delivers innovative and bespoke Assurance, Testing, Inspection and Certification solutions for our customers' operations and supply chains. Intertek Total

Quality Assurance expertise, delivered consistently with precision, pace and passion, enabling our customers to power ahead safely. Please visit intertek.com/contact/ for information about specific locations.

MSR Laboratories

348 Bedford Street
Lakeville, MA 02347
United States

Phone: (781) 297-2030

Web: msrlaboratories.com

Primary Contact: Mark Simonds

Email: mark.simonds@msrlabs.com

Years in Business: 17

Testing Specialties: Chemical, Powersports, Ignition Strength Propensity Testing, Candle Testing, Toys, Children's Products, Furniture, Consumer Goods, Sporting Goods, Seasonal Apparel & Decor, Housewares & decor

Industries Served: Retail, Consumer Goods, Furniture, Toys, Sporting Goods, Housewares & Home Decor, Juvenile Products, Seasonal Apparel & Decor, Powersports, Governmental Agencies

QIMA

352 Sonwil Dr.
Buffalo, NY 14225
United States

Phone: 716-635-1180

Toll Free Phone: 888-264-8988

Web: qima.com

Twitter: twitter.com/qimagroup

Primary Contact: Karolyn Helda

Email: customerservice@qima.com

CEO: Sebastien Breteau

Years in Business: 16

Testing Specialties: Chemical

Industries Served: Garments & apparel, textiles & fabrics, footwear, eyewear, e-bikes & EPACs, electrical & electronics, toys & recreational, jewelry, promotional products, cosmetics, technical parts and other softlines and hardlines.

International Locations: QIMA, (formerly AsiaInspection), is a leading provider of supply chain compliance solutions, that partners with brands, retailers and importers to secure, manage and optimize their global supply network..

QIMA has on-the-ground presence in 85

countries, combining industry-leading experts for onsite inspections, supplier audits and lab testing with a digital platform that brings accuracy, transparency and intelligence for quality and compliance data.

For all our clients in 120 countries who use the QIMA platform and benefit from 24/7 support in over 20 languages, QIMA is Your Eyes in the Supply Chain.

S-E-A

7001 Buffalo Parkway
Columbus, OH 43229
United States

Phone: 800-782-6851

Fax: 614-885-8014

Web: SEALimited.com

Primary Contact: Benjamin Potter

Email: bpotter@sealimited.com

CEO: Jason Baker

Years in Business: 54

Expert Witness Availability: Yes

Testing Specialties: Chemical, Construction Materials, Electrical, Environmental, Geotechnical, Non Destructive

Industries Served: Electrical, Biomechanical, Biomedical, Materials/Metallurgical, Construction/Structural, Mechanical, Vehicular, Environmental, Geotechnical, Retail

UL

85 John Road
Canton, MA 02184
United States

Phone: 781-644-1600

Toll Free Phone: 877-854-3577

Fax: 781-821-9266

Web: ul.com/CRS

Primary Contact: Michele Jones

Email: Michele.Jones@ul.com

CEO: Jenny Scanlon

Years in Business: 120+

Industries Served: Dietary Supplements; Food and Beverage; Household Cleaners;

Jewelry and Watches; OTC and Pharmaceuticals; Promotional Products; Licensed Goods: Toy Premiums; Toys; Juvenile Products; Textiles and Apparel; Footwear International

Locations: Agoura Hills, CA USA; Bentonville, AR USA; Canton, MA USA; Los Angeles, CA USA; Mount Pocono, PA USA; Rogers, AR USA; Winsor, CT USA; Lima, Peru; Los Morales, Mexico DF; Sao Paulo, Brazil; Barcelona, Spain; Cabiante, Italy; Cologne, Germany; Istanbul, Turkey; Saint-Aubin, France; Reading, United Kingdom; Ho Chi Minh City, Vietnam; Kowloon, Hong Kong; Kwai Chung, New Territories, Hong Kong; Makati City, Philippines; Nansha District, Guangzhou P.R. China; Seoul, Korea; Shanghai, P.R. China; Shenzhen, P.R. China; Singapore; Taipei City, Taiwan; Bangalore, India; Dhaka, Bangladesh; Gurgaon-Haryana, India; Tunis, Tunisia; Casablanca, Morocco; Mississauga, Canada; Warsaw, Poland

STANDARDS ORGANIZATIONS

ARGENTINA

National System of Standards, Quality and Certification *iram.org.ar*

The National System of Standards, Quality and Certification was set up in 1994 and has authority to "promote minimum mandatory safety requisites for products." It is made up of two organizations. The Argentine Accreditation Board is a private organization to accredit certification bodies and laboratories under ISO guidelines.

A consumer representative sits on its Executive Council and consumer associations can join as "active members," within "Group B: Consumer and Public Interest Sectors." The Argentine Standards Institute (IRAM, Instituto Argentino de Normalización), also a private organization, is the national body of standardization.

IRAM standards are accepted as national standards. Consumers have one representative on the IRAM Council. IRAM procedures are conducted according to ISO guidelines on consensus.

Office: Instituto Argentino de Normalización y Certificación – IRAM
Perú 552/556, AR-C1068AAB Buenos Aires
Phone: +54 11 43 46 06 48
Fax: +54 11 43 46 06 51
Email: ltrama@iram.org.ar

AUSTRALIA

The Joint Accreditation System of Australia and New Zealand *jas-anz.com.au*

The JAS-ANZ is a not-for-profit international organization that operates the joint accreditation system in Australia and New Zealand.

The JAS-ANZ offers accreditation programs such as a management systems certification, product certification, personnel certification and greenhouse gas validation and verification.

The JAS-ANZ is one of the four organizations in Australia's standards and conformance infrastructure, which includes National Association of Testing Authorities, Standards Australia and the National Measurements Institute.

Mail Address:
GPO Box 170,
Canberra ACT 2601, Australia
Phone: (02) 6232 2000
Fax: (02) 6262 7980

The National Association of Testing Authorities (NATA) *australia.gov.au/directories/australia/nata*

The NATA's responsibilities include ensuring all member facilities comply with the relevant international and Australian standards, and so are qualified to provide reliable testing, calibration, measurement and inspection data to government and industries.

NATA also works to facilitate trade by reducing barriers such as technical barriers to trade.

NATA is one of the four bodies that form Australia's standards and conformance infrastructure.

Office: New South Wales

7 Leeds St., Rhodes, NSW 2138 Australia
Postal Address: O. Box 7507
Silverwater NSW 2128
Phone: 61 2 9736 8222
(toll-free: 1 800 621 666)
Fax: 61 2 9743 5311

National Measurement Institute *measurement.gov.au*

The National Measurement Institute (NMI) is the top measurement body in Australia. It is responsible for biological, chemical, legal, physical, and trade measurement.

The NMI is a division within the Department of Innovation, Industry, Science and Re-

SECTION I SERVICE PROVIDER LISTINGS

search. The NMI also provides the technical framework for disseminating measurement standards for the Australian economy. The NMI website contains many useful links, as well as news and publications.

Office: Bradfield Road, West Lindfield NSW 207

Phone: +61 2 8467-360

Fax: +61 2 8467-361

Email: info@measurement.gov.au

Standards Australia standards.org.au

Standards Australia is the top non-government standards organization in Australia. Standards Australia's responsibilities include accreditation of standards development organizations, standards development, design assessment programs and international standards information coordination.

Their website features a wealth of information on the organization itself, as well as separate sections on developing standards in Australia and the roles that Standards Australia plays in standardization activities.

Office: Level 10, The Exchange Centre, 20 Bridge St., Sydney, GPO Box 476, Sydney NSW 2001

Phone: 1800 035 822

From Overseas:

+61 2 9237 6171 **Fax:** 02 9237 6010

Email: mail@standards.org.au

BRAZIL

Brazilian National Standards Organization (ABNT) abnt.org.br

The Brazilian Association of Technical Standards (ABNT) is the body responsible for technical standardization in the country, providing the necessary basis for technological development in Brazil.

It is a private, nonprofit organization, recognized as the only National Forum for Standardization by Resolution No. 07 of CONMETRO of 24.08.1992. It is a founding member of ISO (International Organization for Standardization), the COPANT (Pan-American Commission of Technical Standards) and AMN (MERCOSUR Standardization Association). ABNT is the official representative in Brazil of ISO, IEC and regional standardization bodies COPANT (Pan-American Commission of Technical Standards) and AMN (MERCOSUR Standardization Association).

Office: Associação Brasileira de Normas Técnicas Av. 13 de Maio, n 13, 28 andar R-20031-901 – Rio de Janeiro-RJ

Phone: +55 11 30 17 36 00

Fax: +55 11 30 17 36 33

Email: abnt@abnt.org.br

CANADA

British Columbia Safety Authority (BC Safety Authority) safetyauthority.ca/

The British Columbia Safety Authority is British Columbia's delegated authority, and it mandates the safe installation and use of technical equipment. It is a non-profit organization that administers safety standards through education. The BC Safety Authority also promotes compliance to standards to ensure consistency, and conduct on-site inspections.

Bureau De Normalisation Du Quebec (BNQ) bnq.qc.ca/en/

Founded in 1961, the Bureau De Normalisation Du Quebec (BNQ) is a member of the National Standards System of Canada.

It operates in the fields of standards development, product, services, process and personnel certification, as well as the certification of quality and environmental management systems.

Primary goals of the BNQ include development of consensual standards, implementation of certificate programs, and the registration of management systems.

Tel: 418-652-2238 or 1-800-386-5114

Fax: 418-652-2292

System Certification and Laboratory Assessment

Tel: 418-652-2238 or 1-800-386-511

Fax: 418-652-2221 or 514-383-3260

National Research Council Institute for National Measurement Standards (NRC-INMS) nrc.canada.ca/en

The NRC Institute for National Measurement Standards (NRC-INMS) is one of the institutes of the National Research Council (Canada).

It is responsible for primary standards of physical measurements. The three main goals that the NRC-INMS focuses on include development of measurement standards, dissemination of measurement

science, and support for the Canadian National Measurement System.

Office: NRC Communications & Corporate Relations

1200 Montreal Road, Bldg. M-58

Ottawa, Ontario, Canada K1A 0R6 45

Tel: (613) 993-9101

Fax: (613) 952-9907

Toll-free: 1-877NRC-CNRC (672-2672)

TTY: (613) 949-3042

Email: info@nrcnrc.gc.ca

The Standards Council of Canada (SCC) scc.ca/en

The Standards Council of Canada (SCC) is a federal crown corporation with the responsibility of promoting efficient and effective voluntary standardization. Based in Ottawa, Ontario, the organization facilitates the development and use of national and international standards.

The SCC reports to Parliament through the Ministry of Industry, and oversees Canada's National Standards System. The SCC accredits the many conformity assessment bodies, including testing and calibration laboratories and personnel certification bodies.

Office: 270 Albert Street, Suite 200

Ottawa ON K1P 6N7, Canada

Tel: +1 613 238 3222

Fax: +1 613 569 7808

CHINA-HONG KONG

Certification and Accreditation Administration of the Republic of China (CNCA) cnca.gov.cn

The CNCA is one of the standards and conformity assessment bodies within the ministry of agriculture; however it is responsible for the inspection regimes used for both domestic and foreign products. The CNCA is also responsible for submitting current PRC technical regulations, standards, and quality evaluation procedures to the WTO. The website includes documents detailing regulations and rules for products including toys, vehicles, appliances and medical equipment.

Office: Certification and Accreditation Administration of the People's Republic of China

9A Madian Street, Haidian district, Beijing 100088, PR China

Tel: +86 (10) 8226-2749

Fax: +86 (10) 8226-0799

Standardization Administration of the R. of China (SAC)

sac.gov.cn/templet/english

The SAC was established in 2001, and authorized by the State Council to exercise administrative responsibilities by supervising and coordinating standardization works in China. Main responsibilities of the SAC include drafting and administration of laws regarding standardization in China, development and revision of national standards, and to represent China in international standards organizations such as ISO and IEC. The website offers information on the organization itself, current laws, and leadership.

No.9 Madian Donglu Haidian District
Beijing 100088, China
Tel: +86 010-82262609

Hong Kong Standards and Testing Center (STC)

customs.gov.hk

The Hong Kong Standards and Testing Center was established as Hong Kong's first independent, not-for-profit testing, certification and inspection.

The STC tests and certifies most products in its laboratory to make sure they meet the Hong Kong's safety, quality, reliability and performance requirements.

The STC also specializes in several types of consumer goods, such as audio/visual electromagnetic, condoms, and footwear.

The STC website contains an "about me" section, as well as sections on services and products, customer services, news and events, and a solution finder tab that may be useful to businesses.

Office: 10 Dai Wang Street,
Tai Po Industrial Estate
Tai Po, New Territories, Hong Kong

Tel: (852) 2666-1888
Fax: (852) 2664-4353
Email: hkstc@hkstc.org

EUROPEAN UNION

In the European Union, standards created by CEN, CENELEC and ETSI are recognized as "European standards." CENELEC, ETSI and EN form the European system for technical standardization.

European Committee for Standardization or Comité Européen de Normalisation (CEN)

cen.eu/cen

The European Committee for Standardization (CEN) is a non-profit organization that provides the infrastructure to interested parties for the development, maintenance and distribution of standards and specifications. The CEN is officially recognized as a European standards body by the European Union, and represents all sectors other than Electrotechnical and telecommunications. The CEN's 31 national members work together to develop voluntary European standards. The CEN (together with CENELEC) own and run the Keymark, a voluntary quality mark for products and services.

Office:
CEN-CENELEC Management Centre
Avenue Marnix 17 B-1000 Brussels

Tel: +32 2550 08 11
Fax: +32 2550 08 19

European Committee for Electrotechnical Standardization (CENELEC)

cenelec.eu

The European Committee for Electrotechnical Standardization (CENELEC) is the standards organization for the European Union in the area of Electrical engineering. Together with ETSI and CEN, CENELEC are members of the system of standardization in Europe. CENELEC is a non-profit organization under Belgian law, operating out of Brussels and its members are national electrotechnical standardization bodies of many European countries. Although CENELEC works closely with the European Union, it is not an institution of the EU.

Office: CENELEC
17, Avenue Marnix, B-1000 Brussels

Tel: +322519687
Fax: +3225196919

European Telecommunications Standards Institute (ETSI)

etsi.org

The European Telecommunications Standards Institute (ETSI) is an independent, non-profit standards organization in the telecommunications industry. ETSI has successfully standardized Low Power Radio, Short Range Device, and GSM Cell phone

systems in most European countries. Based in Sophia Antipolis, France, ETSI is officially responsible for standardization of Information and Communication Technologies.

Office: 650, Route des Lucioles
06921 Sophia-Antipolis Cedex, France

Tel: +33(0)492944200
Fax: +33(0)493654716
Email: info@etsi.org

Institute for Reference Materials and Measurements (IRMM)

irmm.jrc.be

The Institute for Reference Materials and Measurements (IRMM), based in Geel, Belgium, is one of the seven institutes of the Joint Research Centre (JRC). The Institute works on producing and disseminating quality assessment tools, such as validated methods, reference materials, reference measurements and training in best practices.

The six main areas that the IRMM focuses on include Reference Materials, Food Analysis, Bioanalysis, Chemical Reference Measurements, Radionuclide metrology, and Neutron Physics.

Tel: +32 (0)14 571 705
Fax: +32 (0)14 590 406
Email: jrc-irmm-rm-sales@ec.europa.eu

Office: European Commission, Joint Research Centre Institute for Reference Materials and Measurements
Retieseweg 111, B-2440 Geel, Belgium
Tel: +32 (0)14 571 211
Fax: +32 (0)14 584 273

INDIA

Bureau of Indian Standards (BIS)

bis.org.in

The Bureau of Indian Standards (BIS) is the national standards body of India working under the aegis of Ministry of Consumer Affairs, Food & Public Distribution, Government of India. All foreign manufacturers of products who intend to export to India are required to obtain a BIS product certification license. Towards this, BIS launched its Product Certification Scheme for overseas manufacturers in the year 1999. Under the provisions of this scheme, foreign manufacturers can seek certification from BIS for marking their product(s) with BIS Standard Mark. The activities of BIS can be broadly grouped under the following heads: Standards Formulation, Certification: Product/Systems, Laboratory Services, Sales of Indian Standards/other publications, International Activities, Consumer Related Activities, Pro-

motional Activities, Training Services, Information Services, Financial, Resources, Mobilization and Utilization etc.

Office: Manak Bhavan, 9 Bahadur Shah Zafar Mar
New Delhi 110 002, India

Tel: +91 11 23230131, 23233375,
23239402 (10 lines)

Fax: +91 11 23234062, 23239399, 2323938

Email: info@bis.org.in

Standardization Testing and Quality Certification (STQC) **stqc.nic.in**

Standardization Testing and Quality Certification (STQC) Directorate is an attached office of the Department of Information Technology (DIT), Government of India. It provides quality assurance services in the area of Electronics and IT through a countrywide network of laboratories and centers. The services include testing, calibration, training and certification to public and private organizations. These laboratories have national/international accreditation and recognitions in the area of testing and calibration. Besides testing and calibration STQC has specialized institutions such as Indian Institute of Quality Management (IIQM) for quality related training programs; Centre for Reliability (CFR) for reliability related services; and Centre for Electronics Test Engineering (CETEs) for skill based trainings.

Office: Dept. of Information Technology
Ministry of Communication & Information Technology Electronics Niketan, III Floor, 6, CGO Complex, Lodi Road,
New Delhi – 110 003

Contact: Director General,
Dr. Gulshan Rai

Tel: 011 – 2436308

Email: grai@mit.gov.in

JAPAN

Japan Toy Association **toys.or.jp**

The Japan Toy Association was founded in 1967 in order to contribute to the comprehensive development of the toy industry both in Japan and abroad. The Japan Toy Association deals with issues with production, distribution, exports and usage of toys in Japan. The Japan Toy Association runs the "ST Mark" program, which is the toy safety standard in Japan. The website only has basic information of the Japan Toys Association in English; everything else is in Japanese.

Office: 22-4, Higashi-Komagata
4-chome, Sumida-ku,

Tokyo, 130-8611 Japan

Tel: +81-3-3829-2513

Email: otoiwase2010@toys.or.jp

Japanese Industrial Standards Committee **jisc.go.jp**

The Japanese Industrial Standards Committee (JISC) is a standards organization and is the International Organization for Standardization member body for Japan. It is also a member of the International Electrotechnical Commission. The JISC establishes and maintains the Japanese Industrial Standards. The website contains information on standardization (JIS, ISO/IEC), conformity assessment (JIS mark, ISO9000), and JISC's annual report.

Office: 1-3-1 Kasumigaseki,
Chiyoda-ku, Tokyo 100-8901, Japan 47

Email: jisc@meti.go.jp

MALAYSIA

Department of Standards Malaysia (DSM) **standardsmalaysia.gov.my**

The Department of Standards Malaysia is an agency under the authority of Ministry of Science, Technology and Innovation (MOSTI). It is governed by the Standard Malaysia Act 1996 and is established to undertake the statutory roles in national standardization formerly carried out by the Standards and Industrial Research Institute of Malaysia (SIRIM) after its corporatization. DSM's functions include carrying out the activities of standardization and accreditation for organizations and companies. Among DSM functions are to develop, promulgate and promote the usage of Malaysian Standards (MS). MS is a technical document that specifies the minimum requirements of quality and safety for voluntary use by the public.

Office: Century Square, Floor 1 & 2, Block 2300,

Jalan Usahawan, 63000

Cyberjaya Selangor, Malaysia

Tel: 03-8318 0002 **Fax:** 03-8319 3131

Email:

central@standardsmalaysia.gov.my

MEXICO

ANCE **ance.org.mx**

The Association for Standardization and Certification, is a team specialized in ensuring quality and safety of products and services. ANCE's certificates of products include the

electricity, gas and industrial sectors as well as agribusiness, information verification and shopping centers. They exercise authority over fire extinguishers and management system certification, laboratory testing, verification of certification for food and beverage, as well as Christmas trees, lumber, and sustainability of forests.

They also provide training and technical assistance nationally and internationally. The website is a platform that ANCE uses to spread information about the Mexican Conformity Assessment System and Standardization. Every relation ANCE has abroad nowadays was planned, negotiated and obtained by International Operations Division.

Tel: (52 55) 5747-4550

Email: international@ance.org.mx

NORMEX **normex.com.mx/**

NORMEX is the first National Agency for Standardization and Certification with over 50 years of experience in the technology sector for quality.

NORMEX consists of three national institutions: Universidad del Valle de Mexico (UVM), the National Polytechnic Institute (IPN) and the National Chamber of Industry (CANACINTRA), so NORMEX has the representation of the academic scientific, technological and industrial areas.

NORMEX is accredited and approved by various public agencies and accreditation bodies: Ministry of Economy (SE), Ministry of Health (SS), Ministry of Tourism (SECTUR), Ministry of Communications and Transportation (SCT), Mexican Accreditation Entity (EMA), and Standardization and Certification Council of Competition (CONOCER).

Services NORMEX offers to companies include standards that are registered in ten sectors covering 34 industries. It participates in the national standards program in nine Mexican National Standardization Technical Committees.

Their programs mainly include verification that a product complies with various decrees and regulations issued by an authority.

Office: San Antonio Ave #256, Piso 7,
Col. Naples Extension, Del. Benito Juárez,
Mexico

Federal District, 03840, Mexico

Tel: (01 55) 5598-3036

NEW ZEALAND

Joint Accreditation System Of Australia And New Zealand **jas-anz.com.au**

The JAS-ANZ is a not-for-profit international organization that operates the joint accreditation system in Australia and New Zealand. The JAS-ANZ offers accreditation programs such as a management systems certification, product certification, personnel certification and greenhouse gas validation and verification. JAS-ANZ is the government-appointed accreditation body for Australia and New Zealand responsible for providing accreditation of conformity assessment bodies (CABs) in the fields of certification and inspection. Accreditation by JAS-ANZ demonstrates the competence and independence of these CABs. JAS-ANZ accredits 92 CABs who in turn certify some 70,000 organizations. Including accreditations and technical assistance projects JAS-ANZ provides services in over 20 countries.

JAS-ANZ is a signatory to a number of bilateral, regional and international agreements.

Office: Level 6 Deloitte House,
10 Brandon St., Wellington 6011

Postal address: Medsaf, New Zealand
Medicines and Medical Devices Safety Authority
PO Box 5013, Wellington 601

Tel: 04 819 6800 **Fax:** 04 819 6806
Email: becci_slyfield@moh.govt.nz

Standards New Zealand (SNZ) **standards.co.nz**

Standards New Zealand (SNZ) is New Zealand's leading developer of standards and standards-based solutions and is the trading arm of the Standards Council, a Crown entity operating under the Standards Act 1988. SNZ specializes in developing and marketing national, regional and international standards, offering an independent, efficient and cost-effective service to a wide range of organizations. SNZ represents New Zealand representative at the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC). SNZ contains guidance on: general and materials, electrical and electronics, building and civil engineering, mechanical and transportation, information technology, telecommunications and radio.

Office: Standards New Zealand Radio
New Zealand House
Level 10, 155 the Terrace, Wellington
6011

Free phone: 0800 782 632
Tel: +64 4 498 5990
Fax: +64 4 498 5994
Email: enquiries@standards.co.nz

SINGAPORE

SPRING Singapore **spring.gov.sg**

SPRING Singapore is the enterprise development agency responsible for helping Singapore enterprises grow. It serves as the country's national standards and accreditation body. The agency develops and promotes an internationally-recognized standards and quality assurance infrastructure to support Singapore enterprises, products and services, thereby enabling their global competitiveness and facilitating global trade.

Office: 1 Fusionopolis Walk, #01-02 South Tower Solaris, Singapore 138628

Tel: (65) 6278 6666 **Fax:** (65) 6278 6667

SOUTH KOREA

Korea Agency for Technology and Standards (KATS) **kats.go.kr**

The Korean Agency for Technology and Standards (KATS) was established in 1883 originally as the analysis and testing laboratory under the Mint Office. Functions related to industrial criteria and product safety were integrated later into the organization. KATS also runs the Korea Laboratory Accreditation Scheme (KOLAS), and the product safety certification system in Korea. The KATS website offers information for business on how to get products certified, international standardization activities and standards on different products.

Office: 96, Gyoyukwongil, Gwacheon-Si,
Gyeonggi-Do, Republic of Korea, 427-723

Product Safety & Quality Policy Division
Tel: +82-2-509-7238
Fax: +82-2-509-7305
Email: product@kats.go.kr

General Inquiries International Standards Cooperation Division
Tel: +82-2-509-7400
Fax: +82-2-507-6875
Email: standard@kats.go.kr

Korea Research Institute of Standards and Science (KRISS) **www.kriss.re.kr/eng/main/main.html**

The Korea Research Institute of Standard and Science provides measurement technologies, measurement solutions and test

ing and analysis in order to meet regulations on food quality, public health, medicine, safety, and other important standards. Other responsibilities include exploring measurement technologies for emerging industries.

Office: 267 Gajeong-ro, Yuseong-gu,
Daejeon 305-340 Republic of Korea

Phone: +82-42-868-511
Fax: +82-42-868-5252
Email: sky0512@kriss.re.kr

UNITED STATES

American National Standards Institute (ANSI) **ansi.org**

The American National Standards Institute (ANSI) is a private non-profit standards organization that oversees the development of voluntary standards for products, services, systems and personnel in the United States. ANSI also coordinates US standards with international standards. In addition, ANSI promotes US standards internationally, and advocates US policy and technical positions in both international and local standards organizations.

Office: 1899 L Street, NW
11th Floor
Washington, DC 20036

Tel: 202.293.8020
Fax: 202.293.928
Email: info@ansi.org

American Society for Testing and Materials (ASTM) **astm.org**

ASTM International, or the American Society for Testing and Materials (ASTM), is an international standards organization that develops and publishes voluntary standards for a wide range of products, systems and services.

ASTM is headquartered in West Conshohocken, Pennsylvania. Each year, ASTM publishes the Annual Book of ASTM Standards in print, CD and online versions.

ASTM International only publishes voluntary standards, and plays no role in requiring or enforcing compliance with its standards.

Office: 100 Barr Harbor Drive
West Conshohocken, Pennsylvania, USA

Tel: (610) 832-9500
Fax: (610) 832-9555

American Society of Mechanical Engineers (ASME)

asme.org/kb/standards

ASME is a not-for-profit membership organization that enables collaboration, knowledge sharing, career enrichment, and skills development across all engineering American Society of Mechanical Engineers (ASME) disciplines, toward a goal of helping the global engineering community develop solutions to benefit lives and livelihoods.

ASME was founded in 1880. The organization has over 200 sections and 32 technical divisions.

It has developed 600 technical standards improving the safety and efficiency of boilers, elevators, cranes, nuclear energy, pipelines, and many other areas.

Office: Three Park Avenue
New York, NY 10016-5990

Tel: 800-843-2763 (U.S./Canada)
001-800-843-2763 (Mexico)
973-882-1170 (outside North America)
Email: CustomerCare@asme.org

Association of Pool & Spa Professionals (APSP)

apsp.org/standards/ansiapsp-standards

The Association of Pool & Spa Professionals (APSP) is the world's largest international trade association representing the swimming pool, spa and hot tub industry.

APSP's mission is ensuring consumer safety and enhancing the business success of its members.

APSP member companies include manufacturers, distributors, manufacturers' agents, designers, builders, installers, retailers, and service professionals. Since 1983, APSP has been the accredited Standards Development Organization for the nation's pool and spa standards and now counts 15 American national standards under its purview.

These national standards establish voluntary minimum guidelines that, when adopted by governments and agencies, have the force of law.

Office: The Association of Pool & Spa Professionals (APSP)
2111 Eisenhower Avenue, Suite 500
Alexandria, VA 22314-4695

Tel: 703.838.0083
Fax: 703.549.0493
Email: memberservices@aps.org

National Institute of Standards and Technology (NIST)

nist.gov

The National Institute of Standards and Technology (NIST) is an agency of the US Department of Commerce and was founded as the first federal government physical science research laboratory.

The Institute's main responsibility is to advance measurement science, standards and technology in order to enhance US innovation and industrial competitiveness. The NIST supplies industry, academia and government with over 1,300 Standard Reference Materials.

Office: NIST, 100 Bureau Drive
Stop 1070
Gaithersburg, MD 20899-1070

Tel: (301) 975-NIST (6478)
TTY: Federal Relay Service
(800) 877-8339
Email: inquiries@nist.gov

UL Standards

UL Standards encompass UL's extensive safety research, scientific expertise and focus on quality. UL Standards are used to assess products; test components, materials, systems and performance; and evaluate environmentally sustainable products, renewable energies, food and water products, recycling systems and other innovative technologies. UL Standards development covers more than just products; it also includes testing of systems and services. UL develops a wide variety of standards to measure and validate performance, environmental health and sustainability. UL supports harmonization to minimize redundant or conflicting standards where support for such harmonization exists.

Office: 2600 N.W. Lake Rd.
Camas, WA 98607-8542

Tel: 1.877.UL.HELPS (854.3577)
Fax: 1.360.817.6278
Email: cec.us@us.ul.com

VIETNAM

Directorate of Standards, Metrology and Quality (STAMEQ)

tcvn.gov.vn

STAMEQ is the primary regulatory authority overseeing consumer product safety in Vietnam. In addition, STAMEQ also serves as the primary standards organization in Vietnam. Vietnam's standards system cur-

rently consists of over 6,000 national standards (TCVN-based on the Vietnamese language). Vietnam's weights and measures standards are based on the Metric system. The Law on Standards and Technical Regulations was adopted by the National Assembly in June 2006 and took effect on January 1, 2007. This law marked a turning point for standardization activities in Vietnam and comprehensively reformed the system. Under this law, standards and technical regulations are simplified to three levels: national standards (TCVNs) and organization's standards (TCCSs), national technical regulations (QCVNs) and local technical regulations (QCDPs). While standards are applied voluntarily, technical regulations are mandatory. The Law also clearly identified the Ministry of Science and Technology as the responsible agency for issuing and managing national standards, while line ministries are responsible for developing national technical regulations.

Office: 8, Hoang Quoc Viet Road
VN-Hanoi

Tel: +8443791163 **Fax:** +84437911595
Email: pth@tcvn.gov.vn

Vietnam Standards and Consumers Association (VINASTAS)

consumersinternational.org/members/members/vietnam-standards-and-consumers-association-vinastas

VINASTAS, the Vietnam Standard and Consumers Association, is a not-for-profit non-government organization working at the national level which was founded in 1988. Its mission is twofold: to promote standardization and product safety and to improve consumer protection in Vietnam. 28 province and city based consumer associations are members of VINASTAS.

Its main activities are: contributing to national legislation and policies, consumer information, publishing (The Consumer), handling individual consumer complaints and campaigning for consumers in areas such as competition, fair trade, anti fake goods, tobacco control, energy saving. The website allows users to read the recent news and report about quality and safety of food and consumer products in Vietnam market.

Office: Do Gia Phan (Vice-president)
214/22 Ton That Tung, Hanoi, Vietnam

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ARGENTINA

National System of Standards,
Quality, and Certification 32
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Phone: +54 11 43 46 08 48
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AUSTRALIA

Joint Accreditation System of Australia
and New Zealand. 32
Accredited Test Labs
Phone: + 61 2 6232 2004
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The National Association of
Testing Authorities 32
Standards Organization
Phone: +61 2 9736 8222
(toll-free: 1 800 621 666)
Website: nata.asn.au

National Measurement Institute ... 32
Standards Organization
Phone: +61 2 8467 360
Email: info@measurement.gov.au

Standards Australia 33
Standards Organization
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CANADA

British Columbia Safety
Authority 33
Standards Organization
Website: safetyauthority.ca

Bureau De Normalisation
Du Quebec 33
Standards Organization and
Systems Certification
Phone: +418 652 2238 or
1 800 386 5114
Website: bnq.qc.ca/en/index.html

Institute for National
Measurement Standards 33
Standards Organization
Phone: +613 993 9101
Email: info@nrc-cnrc.gc.ca

The Standards Council of Canada
Standards Organization 33
Phone: +1 613 238 3222
Website: scc.ca
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CHINA

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International Compliance
Workshop Limited 30
Consultant Software
Phone: 852-3705-0346
Email: gary.lam@icw.io

Standardization Administration
of the Republic of China 34
Standards Organization
Phone: +86 010 82262609
Website: sac.gov.cn/templet/english

EUROPEAN UNION

European Committee for
Standardization 34
Standards Organization
Phone: +32 2550 08 19
Website: cen.eu/cen/pages/de- fault.aspx

European Committee for
Electrotechnical Standardization ... 34
Standards Organization
Phone: +322519687
Website: cenelec.eu/Cenelec/Home-
page.htm

European Telecommunications
Standards Institute 34
Standards Organization Phone: +33 (0)
492944200
Email: info@etsi.org

Institute for Reference Materials
and Measurements 34
Standards Organization
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ec.europa.eu

INDIA

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23239402

Email: info@bis.org.in

Standardization Testing and
Quality Certification 35
Standards Organization
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JAPAN

Japan Toy Association 35
Standards Organization
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Email: otoiawase2010@toys.or.jp

Japanese Industrial Standards
Committee 35
Standards Organization
Email: jisc@meti.go.jp
Website: jisc.go.jp

MALAYSIA

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central@standardsmalaysia.gov.my

MEXICO

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Email: international@ance.org.mx

Normex 35
Standards Organization
Phone: + (01 55) 5598 3036
Website: normex.com.mx

MONGOLIA

Mongolian Agency for Standardization
and Metrology, Accreditation
Department 41
Accredited Test Labs
Phone: +976 51 263907
Email: info@masm.gov.mn

NETHERLANDS

Product IP 31
Technology & Software Services
Phone: +31318700622
Email: maaretn@productip.com

NEW ZEALAND

Australia and New Zealand 35
Standards Organization
Phone: +04 819 6800
Email: becci_slyfield@moh.govt.nz

Standards New Zealand 36
Standards Organization
Phone: +64 4 498 5990
Email: enquiries@standards.co.nz

SECTION I SERVICE PROVIDER LISTINGS

SINGAPORE

SPRING Singapore 36
Standards Organization
Phone: + (65) 6278 6666
Website: enterprisesg.gov.sg

SOUTH KOREA

Korea Agency for Technology and
Standards 36
Standards Organization
Phone: +82 2 509 7238
Email: products@kats.go.kr

Korea Standards Association 36
Standards Organization
Phone: +82 2 6009 458
Email: ksaicd@ksa.or.kr
Standards Organization
Phone: +82 42 868 511
Email: sky0512@kriss.re.kr

SPAIN

IeConsumo SL 30
Product Risk Assessment
Phone: +34-639-756-999
Email: tbosch@ieconsumo.org

THAILAND

Bureau of Laboratory Accreditation,
Department of Science Service, Ministry
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2024 HEADLINES REVIEW

PRODUCT SAFETY NETWORK NEWS® HEADLINES

ADK's Product Safety Network News® is issued electronically each Tuesday and Thursday. It presents a carefully selected wide range of articles related to product safety from around the globe. If you are currently not receiving these e-mails each Tuesday and Thursday, you can sign up to get them at no charge at adksafetyinfo.com.

December 2023

Sen. Manchin leads bipartisan effort to protect off-highway vehicles against regulatory overreach

CPSC issues recall and warnings over toy magnetic balls after 7 deaths reported



European product recalls continue to break records in third quarter of 2023; consumer product recalls down 10.5%

Remarks of Chair Alex Hoehn-Saric at ICPHSO 2023 International Symposium

\$2 trillion worth of counterfeit products are sold each year.

Can AI help put a stop to it?

January 2024

E-Bike & electric scooter injuries are increasing by at least 20% every year

Washington law attempts to fill the void in federal regulation of hazardous chemicals

CPSC's Trumka receives commitments that Jo-Ann's, Kohl's and Shein will stop selling water beads

CPSC: Small parts ban and choking hazard labeling

Analysis: Landmark product safety prosecution may signal sea change



February 2024

Bipartisan bill addressing lithium-ion battery fires awaits congressional action

Should Amazon be responsible for everything it sells and ships? A U.S. Agency may soon decide

Perspective: Proposed Consumer Advocacy and Protection Act (CAP) could remove the cap on civil penalties the CPSC can impose

EU product liability reforms represent a major shakeup

CPSC Chair Hoehn-Saric addresses annual ICPHSO product safety conference



March 2024

Senate confirms Doug Dziak to CPSC; Agency back to five commissioners

Nearly \$3 billion in designer dupes, counterfeit goods seized by CBP

Senators Welch, Blumenthal and Markey urge CPSC to implement stricter safety measures to protect infants and toddlers

Europe's world-first AI rules get final approval from lawmakers. Here's what happens next

Commissioner Boyle: Sharp increase in e-bike injuries over past six years

CPSC Chairman Hoehn-Saric Invited to Keynote 2024 Professional Certification Program at Virginia Tech



April 2024

Fire extinguishing ball manufacturer says safety agency doesn't understand how its product works

After years of trying, the U.S. government may finally mandate safer table saws

Commissioners Feldman and Dziak: We oppose the new "Value of Statistical Life" methodology

China, US, EU reach new consensus on cooperation on consumer product safety

Amazon and Target will bar sales of weighted baby sleep sacks and baby swaddles due to safety concerns

May 2024

A new button battery dyes kids' mouths blue if swallowed

First Sturdy Act recall: Dressers recalled for violating tipover standard

Bipartisan bill aims to ban potentially hazardous water beads sold as children's toys

State level PFAS regulations are coming: Are you ready?

U.S. product recalls reach highest quarterly total in past five years

June 2024

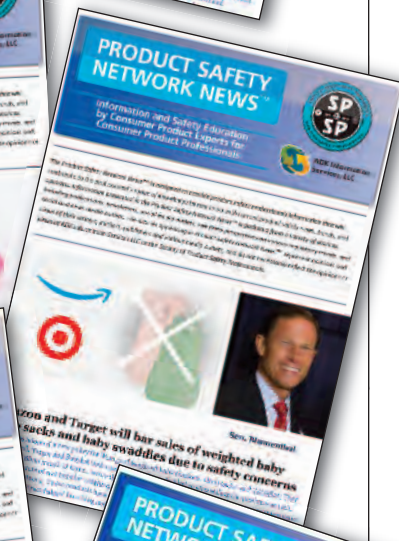
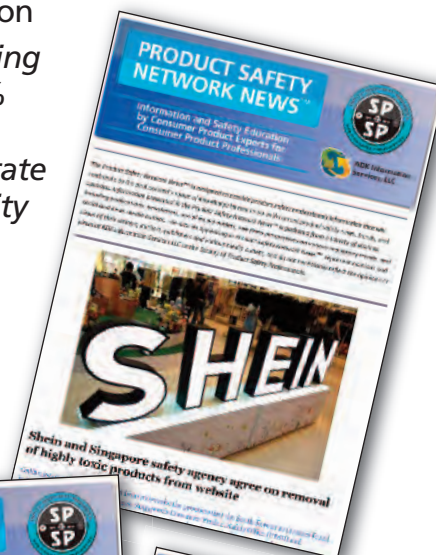
Rare recall: Smoke/carbon monoxide detectors recalled without manufacturer consent

CPSC reports off-highway vehicle deaths soar 33%

10th Circuit Court upholds denial of infant lounge maker's request for injunction to prevent CPSC action

New CPSC drowning report shows 12% increase in child fatalities; higher rate in Black community

RILA to CPSC: Strengthen collaboration to improve recall efficiencies and effectiveness



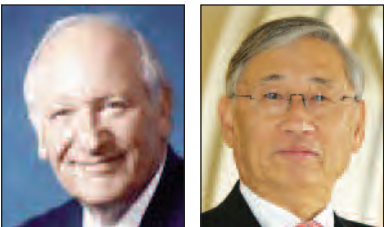
SECTION II

THE VOICES OF CERTIFICATION



Certified Product Safety
Professionals™ reflect on what
certification has meant to them
professionally and personally.

The reflections in this section are from product safety professionals who have earned their Certified Product Safety Professional™ designation and come from a variety of companies and organizations. All of them share a commitment and dedication to the field and to providing consumers around the world with safe products. We are happy to present their thoughts and opinions.



THE ROAD TO CERTIFICATION'S BENEFITS: MASTERY OF PRODUCT SAFETY KNOWLEDGE

Donald R. Kornblet, Ik-Whan Kwon, Ph.D.

Scope Of The Certification Field

It's widely known that the benefits of professional certification are compelling. Among these benefits are professional achievement, professional advancement, expanded job opportunities, higher salaries, a broader network, recognition and respect among your peers within and outside of your company. In pursuit of the rewards of certification, professionals must demonstrate their knowledge and understanding of basic product safety issues and trends. This would include having specific career long-term and short-term goals, and a realistic self-assessment addressing your strengths and weaknesses. In the area of continuing education, candidates for certification will participate in advanced product safety education, attendance at industry conferences and workshops, webinar participation, and individual study.

Certification has benefits beyond the individual who is seeking their designation as certified professionals. While the individual certainly benefits, their peers, their company, the stakeholders of their company also benefit from the higher level of competency that certified professionals

bring into an organization. And ultimately consumers benefit. When you look more closely at the benefits that certification can bring, you get a glimpse at the attraction of gaining this status and how it expands far beyond the individual (see Table 1). A ladder of certification benefits illustrates the impact of the Certification process.



The Ladder Of Certification Benefits

Individual Growth

Enhanced Knowledge and Understanding	Often undergo rigorous training and education
Credibility	Knowledge certified by 3rd party organization
Career Growth and Enhancement	Certified professionals have more options
Wider Networking Opportunities	Expanded relationships with peers and leaders
Raise Confidence	Achievement builds self confidence

Professional Growth

Improved performance	Exercise more knowledge, understanding
Higher job satisfaction	Increased opportunity leads to higher morale
Close skill gaps	Increased knowledge expands skill level
Increased competency	Improved quality performance is displayed
Companies value certification	Invest in employees with highest potential

Table 1

Organizations and Companies

Focus on quality	Certified employees raise performance level
Lifts culture and stature	Companies stand out with strong employees
Continuous improvement	Companies seen as innovation leaders
Customer Satisfaction	Satisfied employees build customer loyalty
Regulatory Compliance	Certified employees show focus on compliance

Consumers

Safe Products	Customer trust rises with quality
Lifts culture and stature	Companies stand out with strong employees
Continuous improvement	Companies seen as innovation leaders
Customer Satisfaction	Satisfied employees build customer loyalty
Regulatory Compliance	Certified employees understand compliance

The Path To Earning Certification

Earning certification requires drive, persistency, and focus. Different organizations have their own process for determining who earns certification and who does not.

In the consumer product safety world, the establishment of a certification program took 2 years to research and prepare initial infrastructure.

Senior product safety professionals, many recognized as among the top leaders in the field, devoted time and energy to help organize the Consumer Product Safety Professional Certification.

Many certifications are under the umbrella of a respected professional development organization devoted to career development. No such group existed in 2016, when the founders of the certification program were putting together their vision.

The group decided it would set up a new organization devoted to career development.

Thus, the Society of Product Safety Professionals (SPSP) was formed and incorporated as a non-profit association with its

own Board of Directors. Most certification programs are operated under the specific authority of an organization devoted strictly to the certification program.

Shortly after SPSP was formed, it established an independent affiliate charged with the design and implements of the certification program. The group was established as the Consumer Product Safety Certification Services Board (CPSCS). Four members were appointed, each a veteran in some segment related to consumer product safety field.

One of the first things that CPSCS initiated, in collaboration with SPSP, was to form a job description committee for the product safety professional.

The committee was comprised of 12 professionals including product safety industry managers, compliance attorneys, test lab technical personnel, and educators.

The description this committee came up with is today known as the Five Pillars of Product Safety Education. Its structure is illustrated in Table 2.

The Five Pillars Of Knowledge

Individual Growth

Pillar	Title	General Interest
1	Culture and Ethics	Understanding culture and ethics and how they influence the individual and the organization
2	Risk Assessment and Hazard Analysis	Focuses on the engineering factors that influence product safety, including the role that standards play in product development, and the impact of chemicals and toxins in hazardous products
3	Regulatory Compliance	Based on compliance with the law, and understanding the rules that companies must follow or subject themselves to enforcement tools such as civil penalties that could include criminal charges.
4	Product Incident Investigations	Employs forensic tools to help identify process, data management, and special factors, under the general title of Human Factors
5	Product Safety Recalls and Removal	This function is usually done under the authority of the Consumer Product Safety Commission in cooperation with the recalling company.

Table 2

The path of education is challenging and requires effort to achieve your goals. One illustration of this is the requirement to successfully complete the Consumer Product Safety Professional Certification program. This 4-month program, offered through Virginia Tech (VT) at its Research Center, in Arlington, Virginia is sponsored by the Society of Product Safety Professionals (SPSP). "Our goal for the education program is to make the program rigorous, but fair," according to Al Kaufman, a widely respected product safety veteran who serves as President of the Consumer Product Safety Certification Services Board.

Among the criteria for successful participation is acceptance into the Virginia Tech professional certification program. Candidates must be accepted by an Admissions Committee. There is an assessment section that takes place at the conclusion of the program. Elements of the assessment include a multiple-choice examination, an individual essay, creating a written product safety case study, and meeting with a Case Study Review Panel to explain your strategy in the case study.

Scope Of Program Instruction: Five Pillars Of Knowledge

The Consumer Product Safety Professional Certification Program is based on the following Five Pillars of Knowledge. As a program outcome, candidates are expected to demonstrate mastery of the elements of each area to the extent necessary to act and/or to engage the appropriate external and internal resources for action.

1. CORPORATE CULTURE OF PRODUCT SAFETY

The Culture pillar covers the knowledge necessary to contribute to the company's culture as a responsible business and corporate citizen. It includes policy development, project management, stakeholder communication, advocacy for senior management support for the product safety mission, advising senior management on all product-related program activities and important incidents, working with company leaders to determine whether to report incidents to regulatory bodies when warranted. This pillar also delves into ethical practices, including provisions for conduct and ethical behavior, and speaks to the importance of educating personnel about the organization's product safety mission and its impact on the company and consumers.

2. CONSUMER PRODUCT SAFETY ASSURANCE & RISK MANAGEMENT

The safety assurance and risk management pillar include knowledge of the elements of a broad product safety assurance program that enables product safety professionals to make appropriate decisions on matters of risk and hazard assessment. It looks at product development functions and recognizes the product safety role in product design with foreseeable consumer behavior in mind.

Also included is the testing of related programs, including methods, standards, and assessment of marketing materials and product instructions for safety issues. It speaks to the importance of collaboration with internal and external stakeholders, such as marketing managers, operations managers, retailers and customers.

This pillar covers the integration of safety analytical tools such as Design Failure Mode and Effects analysis (DFMEA), Process Failure Mode and Effects Analysis (PFMEA), criticality analysis, fault trees, risk sensing analytics, and others and

how they fit into the product development process to predict and reasonably minimize safety risks to consumers. This area also looks at 3rd party certifier management, including coordination of testing to validate product compliance with mandatory and voluntary standards, along with the management and maintenance of Good Laboratory Practices of qualified laboratories for self-certifications.

3. REGULATORY COMPLIANCE

The regulatory compliance pillar describes the knowledge of rules, regulations, standards, bans, and restrictions applicable to a company's products; use of information sources to stay up-to-date on standards and regulations with continuous efforts to research and learn about new information related to their organization's industry; communicates a company's overall safety vision and requirements across the supply chain.

This pillar shows how professionals must be cognizant of regulations and requirements in all applicable markets while noting that the overall program's focus is primarily on the United States market at the federal, state, and local levels. Engagement with industry associations to keep abreast of changing laws, regulations and standards is also covered, along with maintaining awareness of standards development panels, committees, industry groups, task forces, etc., and participating in standards development activities.

4. INCIDENT MANAGEMENT, DATA MANAGEMENT & HUMAN FACTORS

The incident management pillar overviews the comprehensive corporate system through which all product safety-related complaints, incidents, injuries, lawsuits, liability claims, warranty claims, etc. are compiled in a data management system. Instruction looks at how professionals manage and maintain a system to investigate, evaluate, and when appropriate, act on safety-related incidents, including a system that escalates potential or actual product safety incidents for reporting, recalling, and other corrective actions, such as product redesigns and production changes.

This pillar monitors field complaints received by phone, email, mail, warranty and other claims, legal actions, on-line and social media complaints that may indicate safety related product issues, including a knowledge of consumer safety information sources such as the Consumer Product Safety Commission's (CPSC) SaferProducts.gov website, CPSC's National Electronic Injury Surveillance System (NEISS), and other regulatory agencies. This area also reviews product recalls of products similar to those manufactured/sold by the company, manages resources to forensically determine root causes of failures, evaluates the effectiveness of corrective actions, and maintains all records necessary for product safety actions and for corrective actions both internally and externally.

5. PRODUCT RECALLS AND PRODUCT WITHDRAWALS

This includes communication and coordination of product sales and shipping-holds; reverse logistics; recalls and other corrective actions including safety notices, corrective action preparation and coordination with the appropriate regulatory agency and company personnel. The product recall and withdrawals pillar also look at the coordination of consumer communications and remunerations, including notification of a product defect or failure; the system for return, repair, replacement, repurchase and disposal plans; and modifica-

tion of future production to eliminate the identified risk that led to recall or corrective action. Collaborates in the design, development, and maintenance of systems to control affected inventory and compensation/incentives to encourage the appropriate corrective action and widespread withdrawal participation. Coordinates and monitors and reports corrective actions activity as required by law. Includes management of effective and fraud-free corrective actions, and maintenance of all records for product destruction, returned inventories, repaired or refurbished products, etc. Communicates lessons learned and conducts post-mortem on all product safety corrective actions and withdrawals with a broad team from across the company.

With an understanding of the product safety profession, a focus on the knowledge areas that individuals are typically

responsible for, and a clear passion for a successful product safety career, individuals will have truly earned the designation Certified Product Safety Professional™. In being presented with their designation pin and certification, they can truly say this was a “rigorous but fair” process that they set out to master.

Ik-Whan Kwon, Ph.D. is Emeritus Professor Operations & IT Management Education at Saint Louis University Chaifetz School of Business. He is a longtime contributor to the ADK Product Safety & Recall Directory.®

Donald R. Kornblet is a product safety advisor in the consumer products safety field, developing information and educational programs to help professionals grow.



BILL BAXTER

I refer to my pre-certification period as having had good boot camp experiences. My first focus was in product design for children's products, following my formal training at the Fashion Institute of Technology in New York,

one of the leading arts institutes in the U.S. I began my compliance career at Bureau Veritas as part of the Toys'R'Us Team, which was an amazing global experience. Then I moved to SGS helping customers understand chemical safety requirements, so my credentials include the combination of good education and training, wide ranging global retail experience, and the client service side through test labs. In 2018 I started my own consulting company.

What drew me to the professional certification program was the caliber of instructors associated with the program, including many who were at the top of their professions. I found the strong safety focus of the program, including the knowledge areas, was a useful way for me to compensate for the lack of organized training for product safety professionals.

“Once in the program, I realized that an important component of learning was through the quality of my peers and their varied backgrounds and experience.”

We had a “we can make the field better by working together” attitude.

The program itself was about what I expected. The topics were good, even with their relatively high-level aspects that had to start at a high level, because we had so much ground to cover. I especially liked learning about areas that I didn't have exposure to, such as customer complaints, and post-sales safety processes. My background, by contrast, had been front level end compliance requirements necessary in the design and production of products. Our class was made up of people

who worked with customer complaints and safety issues, as well as regulated products reflecting a manufacturing perspective. The benefit of having knowledgeable instructors is that they could immediately connect with detailed specific questions allowing us to dig into the topics in ways that were meaningful to each of us. I knew little about tip-overs, 4 wheelers, and the like, some of the specifics of active issues with the CPSC at the time and I learned more about these gaps in my experience through my classmates as well as the attorney-led instruction presentations that addressed compliance duties and obligations.

I was warned at the beginning, accurately as it turned out, that the multiple-choice examination would be challenging for anyone who had been away from a university environment for 15 or 20 years. Dealing with minute details at this stage was difficult. I appreciated that the course enables a retake on the areas of the test that we did not pass. I did well on the personal essay requiring a basic understanding of the Five Pillars of Knowledge. The case study went smoothly as it reflected directly on the type of writing necessary in my field. Thanks to the multiple-choice exam retake I earned my designation in my program year of 2020.

“Our class opening workshop took place on March 11, 2020. This was the week that the world changed for many of us.”

While we had the advantage of starting our program in-person, the program was held in a virtual Zoom environment after March 12. I regret that we didn't have more in-person time together, but we understood the necessity of avoiding group events during year 1 of the pandemic. I can now, in retrospect, see that some of the major benefits from the program included meeting new contacts which enhanced the cross-learning enrichment experience that we had. I've maintained some of my contacts through staying active with ICPHSO, SPSP, and attending educational webinars that labs put on. Staying informed is essential in this field. Information is the currency of product safety knowledge!



BRENDA A TORRES

Our adult children were not going to return to the Midwest where they were raised and we still lived. My husband and I were tired of the extreme cold temperatures and the wind chill. We decided that this was the time to make a move to a warmer climate. So, we picked a few cities where we thought we could live and started looking for jobs that were available in those cities.

"I wanted to do something to help me stand out among candidates for product safety professional positions. I want to increase my knowledge of areas in which I had little experience, such as the CPSC and recall regulations."

I was aware of the steps taken by SPSP to create the certification body and process. I was curious about the certification program that was built. I decided to earn the Certified Product Safety Professional designation.

After spending twenty plus years working as a product safety professional, I felt I knew the subject matters well and did

not need to put much effort into this program. But after reviewing some of the practice questions which could be on the final examination, it was clear that this certification program was intended to be rigorous and truly prepare the person to be a well-rounded product safety professional.

I made the effort to review the materials every week and take advantage of the excellent course presenters when I needed more clarification on a subject. The cohort of students in my class formed a LinkedIn chat group to stay connected, help study or encourage each other. I also need to thank many of the safety professionals, friends, and even a CPSC compliance officer who encouraged me throughout the program, helped me develop my case study, and proofread my final report. The program was university class quality.

I am proud to say that I am a certified product safety professional. It has furthered my development in the areas I mentioned above, but I also gained some leadership skills and networking experiences. I felt confident and better prepared for a job hunt. During the interview process, the certification was a positive interest point for the companies with which I interviewed. I got hired by woom Bikes USA in Austin, TX to help them build a product safety and compliance program.



KRISTIN CORDZ

I was first introduced to the Society of Product Safety Professionals (SPSP) at the 2018 ICPHSO conference, where SPSP annually shared an information booth with ADK Information Services. Through my work with the American Cleaning Institute on behalf of, Bitrex®/Market Actives, a colleague suggested that the product safety conference might be worth attending because of how our work aligned with the organization and the opportunity to connect deeper with professionals in the safety area. At the ICPHSO conference I signed up to join SPSP and began receiving the SPSP monthly newsletter and Product Safety Education newsletter from ADK.

Through these communications, I became aware of the scope of work done by SPSP in the education and training area, as well as the new professional certification education program that SPSP was sponsoring. I was intrigued with the certification and the "Certified Product Safety Professional™" designation. The simplicity of the format breaking down to focusing on 5 Pillars of Knowledge that defined the product safety professional multi-layer discipline was appealing.

"Through my job, I work in the area of product safety but in a different way than a traditional/ corporate product safety professional. I work with and educate others about how our product helps make their own product safer."

To help me better understand the needs and aspects that they may be dealing with I felt this program would help to fill in any gaps I had in my knowledge of the product safety discipline. For example, we do not deal with recalls though Bitrex® has been a corrective measure or even a preventative measure chosen to help avoid a recall. With the knowledge of this program, I can create messaging and explanations that resonate with their needs in understanding how additional layers of safety could be achieved to help reduce risk and help prevent serious hazard/injury.

Despite my having no background in traditional/corporate consumer product safety, I was able to build the case in my application for admittance to the SPSP certification program that I work daily in the field of product safety and serve as an expert consultant to traditional product safety professionals contributing to the furthering of consumer product safety. I was very excited when I learned that my appeal had been accepted and I was accepted into the program.

What I learned in the program included 3 important lessons critical to effectiveness as a product safety professional.

1. Knowledge that is critical to the work of an engineer in designing a safety product, and a compliance professional understanding regulatory requirements. This knowledge and the best tools to use as resources can be learned when presented in a methodical, easy-to-understand program. I am the type of person who wanted to soak up new knowledge wherever it could be found.
2. The program is a practical program, with a 'hands on' aspect to the daily work of a product safety profession-

al. Being a believer in learning by doing, I was able to put myself in the shoes of a product safety professional in terms of what is base-line critical in designing safe products and managing a compliance process.

3. The design and management of a product recall requires its own tool kit of expertise unique to the recall process. Reaching consumers and sharing vital warnings of risk involved communication skills, marketing intelligence, and data management all while operating under the stress of finding and helping consumers understand the serious risks and even death caused by hazardous products. It takes a strong multi-dimensional team to do it well.

I have always approached learning in an open-minded way, letting new information contribute to my ongoing

learning. Because of my varied background of experience, including in emergency veterinary medicine which is related to product safety in its own way,

"I am driven to work very hard in improving my understanding of the 5 Pillars and how to use them effectively."

This certification course gave me more confidence in my work and helped me create connections with other professionals to further the common goal we all share, to protect the health and safety of vulnerable children and families. That's what I consider a win-win for everyone



MARK HICKOK

As a 32-year veteran of the product safety profession, I have committed much of my career to helping ensure the safety and well-being of our customers and end-users. Over the years, I have attended numerous conferences, classes, and webinars on a variety of safety related topic and love to stay up to date on what is going on. When COVID hit and caused so many conferences to be cancelled, I started looking for online options and was fortunate to have found the Professional Certification Program page on the SPSP website.

I continuously look to connect with other safety professionals to help me improve my skill set and stay relevant with current trends in product safety, which is what initially drew me to the CPSP program. After reviewing the program content, goals, and the format, and its focus on the 5 Pillars of Knowledge, this seemed like a logical place to continue my growth as a safety professional. As such, I applied and eventually was privileged to have been selected as a member of the 2021 cohort, ultimately earning the CPSP designation.

"Coming into the program, I expected to connect with peers from different companies across a variety of consumer product industries. The opportunity to hear their perspectives and approaches to handling product safety matters appealed to me in a big way."

I hoped that hearing how professionals in other industries and product categories were assessing trends and adapting their programs would help me analyze such trends as they relate to our industry. Not only were my expectation met, but they in many cases were exceeded.

The quality of the members of the cohort was excellent, with members having years of relevant safety experience. It was wonderful to hear how each contributed to conversations within the group and/or engaged with the different speakers. These interactions not only helped broaden my own perspectives, but also challenged me to think critically about how I help lead our safety program at Milwaukee and within our industry, making me a better safety leader.

While my desire to connect with others was certainly strong, it was eclipsed by my desire to learn, and I felt this program presented some excellent learning opportunities. I have always been committed to learning, most recently focusing on new trends, particularly given the impact of technology and the internet on product safety. Coming into the program, I had high expectations for the caliber of the speakers who would discuss these trends and hoped to take away valuable insight from each. Top to bottom, they did not disappoint. Speakers addressed topics ranging from risk assessment and regulatory compliance to human factors, incident investigations, and data analytics; each of which opened up exciting channels of learning for me. I was particularly interested in the 'behind the scenes' perspective on how CPSC operated, chose its priorities, and established its calendar of activities. The strength of the certification program instructors met my high expectations and then some.

Looking back on my experience in the professional certification program, I can say that I now have a deeper awareness of what a complete product safety program needs to incorporate in order to be effective. While some organizations focus their safety program on product liability prevention, I have always been a firm believer in the importance of pre-sale safety activities to drive safety and compliance into designs from the outset. The certification program certainly reinforced my belief that firms should look to address risk and hazards before a product leaves the factory to help prevent accidents and naturally reduced liability exposure.

However, after hearing from some of the speakers, I gained a heightened appreciation for the need for post-sale monitoring and the role it plays in a complete product safety program. There were some exciting speakers that presented technologies and strategies that showed the importance of understanding risk level using data analytics and documented product performance metrics, at both the pre-sale and post-sale stages, and utilize these data sets effectively.

Beyond these gains in knowledge, the program also helped me to validate that the product safety program we have at my company is strong. But, as with all programs, there is always room for improvement. It has helped me to review our safety program with an eye toward ensuring we keep the core activities while also building a culture of continuous

improvement. This viewpoint was stressed throughout the certification program which suggests that a healthy understanding of a safety program's strengths and weaknesses can help ensure confidence in the outcomes. Doing the hard work of analyzing the health of their product safety program is at the heart of an effective compliance program, which may not always be front of mind for safety leaders, but I believe it should be.

My final take-away from this experience, which is really more an affirmation of a long-held belief, is how important it is for safety professionals to be effective communicators and leaders. Strong leaders need to wear different communication 'hats' to effectively speak with the various audiences they may encounter. Whether communicating with design teams,

senior executives, regulators, industry colleagues, social advocates, or consumers, the need to convey an accurate and understandable message is central to effectively advocating for the safety of the end user.

I could not be more pleased with my experience as a participant in this program. I would recommend it to a safety professional not only looking to grow their career, but also looking to develop a complete product safety program within their company. After many years in the business, I am still learning and certainly looking forward to continuing the journey using the new knowledge and techniques I gained as part of this experience.



MARK THOMAS

As a life-long professional in the field of Product Safety, I have worked across the many pillars of safety. From 3rd party safety testing and certification at Underwriters Laboratories Inc. to managing product safety compliance and regulation in the off-road industry at Polaris, I have seen the importance of having fundamentally sound safety management skills.

"The CPSP designation, earned through rigorous study and learning, provided me with an even deeper understanding of the essential elements of safety, regulation, testing, and reporting of potential hazards."

It has allowed me to have the confidence to work with Senior Leadership to advance the safety of our products,

the proactive safety culture at my company, and has grounded me in the accountability needed when something poses a risk and needs to be addressed.

Even as I have transitioned out the consumer sector and into executive roles in the aerospace and defense sector, the elements of safety learned through the CPSP process still apply, and being a Certified Product Safety Professional still carries the same weight with the peers I interact with daily.

It has helped me advance in my role, it has given me credibility, and it has aided in the development of those individuals who report to me day to day. It is not just a paper designation that demonstrates I completed a course, but rather a declaration that I have dedicated my learning to working with research teams, engineers, testing labs, product design teams, and regulators to ensure we have safe products and that we continue to protect our customers and our company. That is what the CPSP designation means to me.

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MELISSA CAIRNS

I successfully completed the first certification program in 2019. At that time, I was a full-time staff member in 3M's legal department with a split assignment focusing on product representation and regulatory reporting obligations under the Consumer Product Safety Act.

Not being a full-time product safety professional at that point, I was intimidated by the prospect of taking such an intensive course covering so many aspects of the consumer product safety field. Although I carried some self-doubt related to my knowledge level, I saw the program as a great opportunity to deepen my understanding and learn best practices related to managing a product safety incident from start to finish.

I learned so much about product safety through the program. By design, the program covers 5 different knowledge areas required of product safety professionals: Culture and ethics, Risk assessment and hazard identification and reduction, regulatory compliance, product investigations, human factors, and product recall. I was not expected to be expert in all of those disciplines, but it was expected that I would be an expert in at least one, and that I would have a general knowledge among the remaining fields of knowledge.

In my case, I had a good understanding of the regulatory compliance aspect, but I was seeking to better understand the art of conducting risk assessments and other relevant knowledge areas.

As a result of my participation in the program, I grew personally and professionally. Beyond deepening my understanding of the product safety field, I gained confidence in my abilities as a product safety professional.

"I entered the program feeling isolated in the product safety world, and by the time I achieved my certification, I felt more connected to the industry through my interactions with my class members and the program staff."

Given my initial hesitation and intimidation, I feel this program is a large contributor to my success as a product safety professional today. At this point, I feel more passionate than ever about product safety and hope to eventually migrate to the field on a full-time basis. I particularly look forward to continuing to share my learnings across 3M's various divisions and drive consistency in the way that we approach the different disciplines within the product safety field.



SHELIA GOTTSCHALK

More than half of my 43-year career with Hallmark Cards, Inc. was in product safety management. My team and I had responsibilities for ensuring regulatory and quality compliance of all home décor, seasonal

décor, children's product, toys and apparel. I was committed to staying current on product safety topics. I had taken several ADK/Saint Louis University product safety classes but desired something more robust. I was part of a group of class members that encouraged the startup of the professional certification program.

In 2017, I was elected as the President of the newly formed Society of Product Safety Professionals. I was honored but as time went on faced one of the most important decisions of my career in this role. I wanted to become a Certified Product Safety Professional™ but taking the certification program would be a conflict of interest under the Bylaws of SPSP. I resigned as President of SPSP in 2019 in order to take the first certification course. It changed my professional life and I've never regretted the decision. The vice president over our Product Integrity division also thought it would be a good idea for me to attend the first certification program to qualify the program for future product safety leaders at Hallmark.

Personally, I felt that certification would further my own development, as well as expanding my relationships within the field.

"During the program I was very interested in the topic of company culture which was becoming more of a factor in how companies approached product safety."

I also felt challenged by the Case Study requirement in the program. I quickly understood why class members were encouraged to start working on the Case Study as early in the program as possible, so we weren't scrambling to finish it by the deadline. That was a good lesson to learn.

The greatest impact on me from the certification program was being part of a quality peer group of professionals that I would not have known otherwise. Product safety can often be an isolated role and having a support group of peers can add quality and better decisions to my work because of the diversity of skills represented by people from other companies and industries. I was so honored that my peers welcomed me back and elected me as the "new" president in 2022 to finish the work I had begun in 2017. I served as president for all of 2022 until I resigned in 2023.

SPSP has undergone many changes over the last two years. All of which are exciting and demonstrate the need for product safety programs. I also have appreciated being asked to participate in product safety field activities, including being invited to serve on a number of panels convened by ICPSHO annually. I've recently retired from Hallmark and have had a number of companies approach me for involvement expanding my options for the future. My replacement at Hallmark is also a certificate holder. It is a great feeling to know the company you love and where you spent most of your life has hired a replacement that has a commitment to product safety.

SECTION III

VIEWPOINTS



As those who practice product safety around the world face a challenging business climate, we hope this collection of VIEWPOINTS proves to be interesting and useful. These articles address a number of different issues and are based on the authors' real life and academic experiences.

We would like to express our appreciation to those who have provided these ViewPoints.



CONSUMER FEEDBACK ANALYSIS: THE NEW SAFETY STANDARDS IMPERATIVE

Alan S. Abrahams, Don Mays

Certification is an important credential to professionalism in any field. Practitioners must be trained in the profession's core knowledge, and their ability to apply the fundamental skills of the field must be assessed and meet a satisfactory level of proficiency. We argue that both practitioners and practices must be certified, and indeed practitioners must be able to evaluate the practices and tools they employ and

verify the conformance of their practices and tools with minimum quality standards.

One practice critical to the product safety field is the review and annotation of consumer feedback to, for instance, note the type and severity of

pany didn't have the right analytical tools to identify emerging safety issues early in the life of the product.

For both companies and regulators, current safety standards are concerned with physical, mechanical, and chemical attributes relating to ensuring safety in the product design and product production process. If a voltage is out of range, or a gap in a crib rail is too wide, standards—like those developed by UL or ASTM—tell us what is required for conformance. And independent testing laboratories can verify that representative samples conform to the applicable standards.

Yet, as advanced as we are in standards development for pre-market operations—product design, manufacturing, and marketing—we currently lack uniform standards to promote safety in the post-sale consumer feedback surveillance process. If a customer reports a metal shard in a blender, or a frame failure on their baby stroller, no standard assurance process verifies that a company's (or indeed regulator's) text

KEY TAKEAWAYS

- Product safety concerns are buried in an avalanche of consumer feedback such as online product reviews and inbound emails and calls. However, no mechanisms exist for certifying that the people and processes manufacturers and retailers are employing for unearthing these safety concerns are systematic, efficient, and effective.
- Standards bodies and regulators need to develop certification standards and challenge datasets for verifying that software tools employed by manufacturers and retailers are proficient at rapidly and accurately identifying, annotating, and prioritizing product safety concerns buried in large volumes of consumer feedback data.

acceptable manner. The modern consumer is vocal and engaged. Their feedback on the products they use is posted in online reviews, emailed to corporate customer care, or called in to customer service, where it's auto-transcribed from call center recordings, in monumental volumes. And yet compliance professionals and regulators rarely have the tools for verifying that product safety issues buried in these mountains of consumer-generated text are identified with the sensitivity and specificity needed to recognize emerging issues.

It's no wonder that recall announcements sometimes cite dozens or even hundreds of safety incidents before corrective action is taken. That is often an indication that the com-

product safety concerns. Product safety practitioners should be proven capable, competent, and efficient in the manual practice of this safety concern annotation. Furthermore, these qualified product safety practitioners should also be able to verify that the supportive software tools they use for automatic annotation of consumer feedback for safety concerns are likewise both fit-for-purpose and deployed in an ac-

analysis systems and procedures will detect those incidents with speed and accuracy.

We need standards for post-sale consumer feedback monitoring to ensure at least minimal levels of efficiency and effectiveness in detecting and prioritizing mentions of safety concerns. This will include defining minimal levels of responsiveness, sensitivity and specificity of text analytics tools, and "challenge datasets and tasks" to verify conformance. As much as a bicycle helmet can be dropped from two meters to verify it is safe, a company's post-market surveillance systems can be fed 10,000 customer reviews to verify whether the system accurately detects safety issues within 24 hours. Standardization of this analytical process is needed to ensure both corporations and regulators are operating their post-market surveillance efforts with adequate diligence.

We propose the following steps:

- Standards Development Organizations (SDOs) such as ASTM should invest in developing standards for adequate product safety concern detection in large volumes of consumer feedback data.
- Regulators should participate in the standards development process and apply such standards themselves for detecting product safety concerns in their own datasets. In an effort to avoid being taken by surprise when regulators uncover emerging safety issues, manufacturers will follow suit by applying the standard for their own post-sale surveillance data.

• SDOs should develop processes for assessing compliance, including:

- Construction of “challenge datasets” containing vast volumes of public consumer feedback, embedded with actual—or artificial—safety concerns.
- Random representative, or, where possible, exhaustive, sampling of consumer reviews from organizations seeking compliance with the standard.
- Continue enhancement and benchmarking of developing standards against challenge datasets and establish a baseline for acceptable performance.
- Automated testing of consumer-feedback surveillance software against the “challenge datasets” to verify acceptable levels of detection of embedded safety concerns.

We’re operating in an information age. Consumer feedback has the ability to inform our testing protocols and ensure our risk-assessment software and systems are adequately functional. With effective testing of our consumer-feedback monitoring systems, and remediation where necessary, consumer-expressed safety concerns will be detected and addressed more rapidly.

The result: Injuries will be prevented, recalls minimized and property and reputational damage avoided.

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WE HAVE WORK TO DO

Steve Epner

About 15 years ago, I learned about Product Safety. It changed my life. Product safety had never been one of my areas of expertise – and it still is not. However, I have learned how important it is to the safety of all consumers. Since that first introduction, I have attended numerous conferences and participated as an instructor in

KEY TAKEAWAYS

- We are training future business leaders without including Product Safety
- We all can help by taking action

in the ADK Product Safety Management courses.

I teach in the schools of Business and Engineering at Saint Louis University. As I learned more about

the often-hidden world of product safety, I became concerned. With a bit of research, I found that we are training the next generation of business leaders and product engineers without a single mention of product safety (except a few high-level notes about safety in design – but no real understanding of the work that is involved).

In meetings with giants in the Product Safety World like David Pittle (a Senior Vice President at Consumer Reports and an original member of the Consumer Product Safety Commission – CPSC – who was elected by his peers to become Vice Chairman of the Commission) and Bob Adler (a member of the CPSC and the acting Chair) plus too many others to list. I asked about the lack of training in universities around the country. Both of these gentlemen encouraged me to do something about my concern.

The first thing I did was add a Product Safety Case Study to my semester long course on Corporate Innovation and Entrepreneurship. It was an eye opener for the students. The case generated heated discussions about how you value a human life. They were both repelled by the description of corporate analysis and flabbergasted at the reluctance to fix a known design flaw.

The reaction convinced me that Product Safety should be a required topic in all MBA programs. But it is not that easy. Very few professors are trained in product safety and even fewer are interested in adding new material to the already crowded syllabi.

On the engineering side, they at least talk about safety in design. But I have not found a detailed discussion of why, how standards are set, or the conflicts that will arise when safety comes up against budgets and price targets.

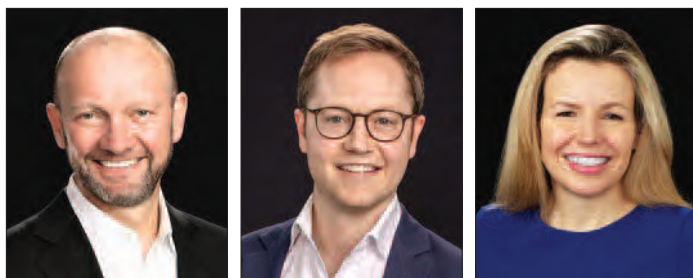
What I would like to propose is that everyone reading this article pick one college or university in your area. Inquire to see if there are any courses – or even lectures related to product safety. My guess is most of you will find that there are none.

The next step is to suggest that at least a lecture and possibly a case study be added to the curriculum. Volunteer to present it. Help create awareness in our future leaders. Let the students see the passion that drives Product Safety Professionals.

Concerns about safe products in our consumer world should not be left to OTJ (On The Job) training. So many of the people I have met in the field came from other areas. They were thrown in the deep end and expected to swim. How much better it would be if every MBA and engineer designing consumer products had at least an understanding of the world of Product Safety.

Pittle and Adler were correct. I am now an evangelist. We need everyone in the profession to help spread the word. Each of us has a responsibility to take a leadership role. We need to get out there and do the teaching ourselves. We can start a movement – and the results can be monumental.

Steve Epner can be contacted at **314-313-2721** or at sepner@outlook.com



WHAT'S AROUND THE CORNER FOR PRODUCT SAFETY IN EUROPE?

*Rod Freeman, Ed Turtle
and Tracey Bischofberger*

Introduction

Over the past five years, we have seen unprecedented levels of reform to global product safety, consumer protection and product liability laws. This is particularly the case in the EU, which has been implementing an agenda of reform on

an unprecedented scale in response to perceived challenges such as e-commerce, new technologies (including AI), sustainability, and a desire to increase enforcement and consumer empowerment. We don't see this pace of international regulatory reform slowing down any time soon, which can make it challenging for stakeholders to keep track of requirements. In this article we explore what may be coming down the line next for product safety and liability.

“The European Commission is looking to introduce Digital Product Passports (DPPs) under the proposed Ecodesign for Sustainable Products Regulation (ESPR), which would lay down a framework for DPPs in the EU.”

Digital product passports

The European Commission is looking to introduce Digital Product Passports (DPPs) under the proposed Ecodesign for Sustainable Products Regulation (ESPR), which would lay down a framework for DPPs in the EU. The proposed DPPs would be used to electronically register, process and share product-related information amongst supply chain businesses, authorities and consumers, with a focus on carrying sustainability, repair and end-of-life information. There are plans for the DPP system to have wider application over time. For example, we've already seen upcoming requirements under the new EU Batteries Regulation where certain large batteries (such as e-vehicle batteries) will be required to have a Digital Product Passports from 2027.

Proposals have also been included in the Commission's draft Toy Safety Regulation to replace the requirement for a Declaration of Conformity with a DPP to show information on compliance and substances of concern. It seems likely this is just the beginning, with the Commission recently remarking that DPPs have been deliberately designed to be expandable and that we can expect to see them reappearing in other Commission proposals. DPPs will also play a role in market surveillance, with Commission plans to screen DPPs using a new automated customs system to identify and prevent entry for noncompliant products at the EU border.

We can expect other jurisdictions to increasingly move to digital solutions. For example, DPPs are also on the radar

in the UK, where the Government is also exploring product passports with a focus on sustainability and consumer information.

The use of AI and other digital innovations for product safety

As digital innovations such as Artificial Intelligence (AI) and machine learning evolve, we expect to see increased use of digital technologies by product manufacturers. An example is digital twins (a virtual representation of a physical object) currently used in some higher value, lower volume sectors (e.g. an aircraft engine), which could make the shift into the consumer goods sector as the technology becomes cheaper and more accessible.

Regulators such as the UK's Office for Product Safety and Standards (OPSS) have been exploring how technologies such as AI and digital twins could help to protect consumers and increase enforcement. In the EU, the European Commission is looking to introduce AI to analyse and monitor data and predict problems before goods start their journey to the EU, as part of its Customs Reform package (published in May 2023).

Some regulators have already deployed AI technologies – for example, the UK's Advertising Standards Authority is using AI to proactively search for online ads that potentially breach the rules.

Increased focus on data and accident reporting requirements

To make the most out of digital innovations such as AI and also help support evidence-based actions and

KEY TAKEAWAYS

- There is an unprecedented level of regulatory reform underway in the EU and UK, focussed on addressing perceived risks including new technologies, e-commerce and sustainability.
- At the same time, the consequences of not complying with product safety laws are increasing, with a greater focus on enforcement, a new EU class actions mechanism and more consumer-friendly product liability laws on the way.

decisions by regulators, a rich data source is needed. We're already seeing an increased focus on collecting and sharing product safety data by international regulators.

For example, one source of such data is accident reports, where we are seeing renewed interest from regulators. The UK is currently consulting on proposals to introduce mandatory accident reporting and there are upcoming requirements to report accidents over a certain threshold under the EU General Product Safety Regulation (GPSR) that apply from December 2024. These will apply to manufacturers or, where the manufacturer is not established in the EU, the Responsible Person in the EU who has knowledge of an accident. There is also a separate accident reporting obligation for online marketplaces. We've also seen an increased focus on reporting in jurisdictions where there are existing requirements to report accidents (for example Australia) and expect this to continue.

More prescriptive recall requirements and obligations on new market players

Upcoming changes in the EU under the GPSR include more prescriptive requirements for how consumers are contacted, how recalls are advertised and the recall remedy that must be offered.

Certain obligations would also extend to online marketplaces, such as requirements to contact consumers who purchased a recalled product and to advertise recalls.

The way recalls are conducted could also change in the UK, with proposals to increase the centralised function of the OPSS, including for recalls to be reported to the OPSS rather than local authorities.

Increased enforcement

We expect to continue to see more enforcement activities, especially in the EU against manufacturers, importers and distributors, as well as online marketplaces, for breaches of upcoming requirements under the GPSR and Digital Services Act.

Similar reforms are expected in the UK, which is consulting on stronger enforcement powers. New provisions under the GPSR will also enable greater cooperation between international regulators, so we predict European product safety issues will increasingly be picked up by regulators in other markets.

“In terms of hot topics, right to repair and the availability of spare parts are front and center of many policy makers' minds – and the prospect of legislative change here is significant.”

“Consequences of product non-compliance are increasing, with new consumer-friendly product liability and class action laws.”

The trend towards bigger fines is also continuing. For example, the new UK Product Security and Telecommunications Act includes fines of up to £10 million or 4% of a company's worldwide revenue and proposals for the EU AI Act includes fines of up to EUR 30 – 40 million, or 6 - 7% of global annual turnover for certain breaches.

Consequences of product non-compliance are increasing, with new consumer-friendly product liability and class action laws

New class action mechanisms have recently started to apply in the EU under the Representative Actions Directive. This enables “qualified entities” (generally consumer organisations)

to bring representative actions in a single EU country, or cross-border actions in multiple countries in the EU.

Qualified entities can seek injunctions or redress, including compensation and damages, from traders for breaches of a wide range of EU laws, including EU product safety and product liability laws – with current proposals to roll-out the class action mechanisms more widely to cover breaches of proposed laws covering AI liability, right-to-repair and green claims.

At the same time, there are proposals to significantly shake-up EU product liability laws. The proposals include amending the EU's already claimant friendly Product Liability Directive, which establishes a strict liability (i.e. no fault) regime, to enable consumers to claim new types of damage such as medically recognised harm to psychological health and loss or corruption of data and remove the minimum threshold of EUR 500 for damage to property.

The reforms would also introduce presumptions of defect in a range of circumstances, including where there is a relevant non-compliance with EU product safety laws.

Coupled with the EU's new class actions regime, we expect businesses to face more frequent claims in relation to product safety and consumer law issues, with a particular focus on grouping together large numbers of small value claims for new types of damage (e.g. data loss).

The UK product liability framework is also up for review. It is at a much earlier stage, but we expect future UK proposals could be influenced by the direction the EU takes.

The UK product liability framework is also up for review. It is at a much earlier stage, but we expect future UK proposals could be influenced by the direction the EU takes.

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PERCEPTION VS. REALITY: WHAT DO PRODUCT CLAIMS MEAN TO YOUR CUSTOMERS?

Jennifer Moore

As you are scouring the internet, you will most likely encounter a pop-up ad or two. Typically, you ignore them. However, today you decide to entertain the idea of this eye-catching advertisement. “CLICK HERE - You can lose 30lbs in 30 days”. Really? This cannot be true. Ironically, you just told a friend how nice it would be to lose weight before your summer vacation, and now here we are...

This is not an article about weight loss, and we are certainly not going down the path to talk about smart technology. Although, it does seem like more retailers know our thoughts even before we do. We will leave that smart discussion for the tech gurus and marketing enthusiasts. We are actually going to discuss what made you click on the pop-up ad to begin with. Was it for the simple fact, the ad was in your way or did the ‘claim’ grab your attention? The ad was most likely in your way, but it was eye-catching for a reason.

Claims for products and services can be convincing marketing tactics. By clicking on the ad, you did exactly what they were hoping you would do. When pop-up ads grab your attention or you see a pretty amazing claim on that item you were just about to purchase, do you automatically assume the claim is true?

Are there customers that really believe anything a retailer tells them about a product? Maybe we are to assume that product claims just aren’t that important to them, or it could be based on brand loyalty. However, there is also a population of consumers that don’t believe anything without doing a little research of their own.

This type of consumer can be a bit skeptical and lean toward the indecisive side of buying. When it comes to expensive purchases, they find themselves surfing online for product reviews, claims and testimonials. These consumers want to know more than just what the marketing ad tells them.

Do you find yourself making purchases just because a marketing campaign convinces you that you should? Are you a bit more skeptical and rarely fall for the catchy ads and potentially ‘too good to be true’ claims? Most shoppers may fall somewhere in between.

So, can companies really make any claims they want just to get you to click add to cart? Whether a purchase is large or small, one thing they have in common is that any product claims made by that retailer are required to be truthful. Claims regarding the features or benefits of the product must be, by law, truthful and accurate.

Maybe you really can ‘lose 30 lbs in 30 days’ or maybe you can’t. Claims in advertising, such as this, are being used for the purpose of persuading customers into making purchases.

Claims made on consumer products are typically used to draw more attention to a specific feature or highlighting why the product is better than its competi-

“When pop-up ads grab your attention or you see a pretty amazing claim on that item you were just about to purchase, do you automatically assume the claim is true?”

tion. Maybe it’s to help warrant the higher price or just simply call out what makes the product so great. Simple, right? From flashy campaigns to bold bulleted statements on the brand’s website.

Product claims are statements regarding features, benefits, or the performance and quality of the product. These product claims are held to a legal standard by the Federal Trade Commission (FTC). Truth in Advertising laws are in place to ensure that claims and statements regarding products are truthful and substantiated with evidence.

Companies cannot use deception or misleading information in an effort to drive sales, persuade customers or stand out against the competition. Accuracy and ‘proof’ play a key role in removing the risk from your business when it comes to product and marketing claims. Marketing can be a powerful tool.

However, false advertising or having unsubstantiated claims can have a negative impact on the brand or in some cases, devastating consequences on the overall business. Knowing that a company stands behind their brand and can easily substantiate product claims is very important.

If you were to conduct a quick online poll, chances are it would show you that some customers believe price and product claims are not independent of each other. In other words, the higher the price, the more likely the customers are to pay closer attention to the claims. For some shoppers, the link between price and claims can range based on their own spending budget.

KEY TAKEAWAYS

- Companies cannot use deception or misleading information in an effort to drive sales, persuade customers or stand out against the competition.
- The reality is some customers feel that price and product claims are not independent of each other. In other words, the higher the price, the more likely the customers are to pay closer attention to the claims.
- Knowing what products your customers want, what claims are important to them and what they are willing to pay can create an easy-to-follow strategy for driving sales.

Combing through endless product reviews and researching claims on a new car or pricey large appliance is not that unheard-of. Understanding the 'value' behind an expensive purchase makes sense to most. However, think about smaller purchases like clothing, home décor, rugs or even something as common as drinkware.

These items can be found at almost any retailer, online or in-store. Most customers want to know what brands they can trust, regardless of purchase size. From mugs to rugs, just how important are those claims on the products you purchase? Realistically speaking, most customers will toss the new mug into the dishwasher, despite any instructions or claims. What about the new rug your snazzy interior designer coaxed you into buying? Does it really matter if the label says its stain-proof?

It may come with a hefty price tag. Again, value proposition goes hand in hand with not only the cost to the consumer but overall quality of that product and how long it will last.

Thinking back to the weight loss ad, those claims, much like product claims would also need to be based on accuracy and fact. Consumer perception of overall value and the importance of truthful claims can range depending on what the item is or how much it costs. Purchases range from new cars and large appliances to rugs, kitchenware and all of the in between. An impactful value proposition can go a long way with your customers.

Knowing what products your customers want, what claims are important to them and what they are willing to pay can create an easy-to-follow strategy for driving sales. The reality is, having satisfied customers can lead to increased sales, for the simple fact they are more likely to recommend your brand to other buyers. When customers know what brands they can trust, they not only feel justified in their spending, but they will continue to be long-term, repeat customers.

Jennifer Moore is the Manager of Regulatory Compliance & Product Safety at Shutterfly. She can be contacted at 843-507-2751 or at jenmoore@shutterfly.com



BEST PRACTICES: COMPLIANCE WITH FTC “MADE IN THE USA” REQUIREMENTS

John F. Kuppens, Kelly M. Reid

Consumers are increasingly aware of the origin and manufacturing practices behind the products they purchase, and companies are often eager to label their products as “Made in USA.” But what does it mean for a product to be “Made in USA?” The answer is not as straightforward as you may think, and improper use of a “Made in USA” claim can result in hefty fines, enforcement proceedings, and other penalties from the Federal Trade Commission (FTC).

Since the late 1990s, “Made in USA” claims have been subject to the FTC’s longstanding Enforcement Policy Statement on U.S. Origin Claims. Under that policy, a company could make a Made in USA claim so long as the products at issue were “all or virtually all” made in the USA. That policy, however, was “highly permissive” and provided only minimal consequences for noncompliance.

In July of 2021, the FTC finalized a new rule intended to “crack down on marketers who make false, unqualified claims that their products are Made in the USA.” The new rule prohibits companies from making unqualified “Made in USA” claims unless the following three criteria are met:

- Final assembly or processing of the product occurs in the United States;
- All significant processing that goes into the product occurs in the United States; and

- All or virtually all ingredients or components of the product are made and sourced in the United States.

While the new rule largely codifies the FTC’s existing “all or virtually all” policy and does not impose any new require-

“In July of 2021, the FTC finalized a new rule intended to “crack down on marketers who make false, unqualified claims that their products are Made in the USA.””

ments on businesses, it also permits the FTC to seek a broader range of remedies for noncompliance—including civil penalties of up to roughly \$50,000 per violation (amount adjusted annually).

Since implementing the rule, the FTC has not hesitated to use the newly available penalties to deter noncompliance. For example, Axis LED Group LLC and ALG-Health LLC recently settled for a \$2.8 million redress judgment and a civil penalty of roughly \$157,000 for violating the new rule. The FTC also recently imposed a \$105,000 penalty against Lithionics Battery LLC—an amount totaling more than three times the

KEY TAKEAWAYS

- Become familiar with current FTC guidance regarding MUSA claims.
- Gather the information needed for the required highly technical and fact specific inquiry.
- Be aware that symbols can bring implied meaning and must also be compliant.
- Consider whether a qualified claim is the better option.

company's profits on the products subject to the improper Made in USA claims.

Considering the FTC's enhanced enforcement efforts and the availability of per-violation civil penalties, companies should ensure that they understand the FTC's rules concerning Made in USA claims. But determining whether a product satisfies the "Made in USA" criteria is often more complex than it appears. For example, the requirement that "[f]inal assembly or processing of the product occurs in the United States," means that the product must have undergone its last "substantial transformation" in the United States—a highly technical and fact specific inquiry.

The FTC also recognizes "implied" Made in USA claims, which can include symbols or images that convey information to the consumer about the origin of the product (i.e., an American flag or an outline of the map of the United States). In identifying an implied claim, the FTC focuses on the overall net impression of the advertisement, label, or other promotional material on which the implied claim appears.

For example, an American flag appearing on a product label may leave the impression that the product is of U.S. origin. In that instance, the American flag would likely constitute an unqualified Made in USA claim subject to the provisions

and penalties of the new Made in USA rule—even if the label didn't expressly say "Made in USA."

If a company cannot meet the requirements to make an unqualified "Made in USA" claim, it may be able to make a "qualified" U.S. origin claim instead. A qualified claim describes the extent, amount or type of a product's domestic content or processing and indicates that the product isn't entirely of domestic origin. Examples of qualified claims include "made in USA from imported parts" and "60% U.S. content." Although qualified claims must be truthful and substantiated to avoid further action by the FTC, they are not subject to the new Made in USA rule described above—nor the new, broadened penalties available to the FTC under that rule. Accordingly, if you are not sure whether you can satisfy the requirements of the new Made in USA rule, using truthful qualifying language may present a more risk averse option.

If your business is contemplating using any type of Made in USA claim, or has questions regarding an existing claim, please contact our regulatory compliance team for guidance.

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THE ROLE OF CERTIFICATIONS IN PROFESSIONAL DEVELOPMENT FOR PRODUCT SAFETY PROFESSIONALS

Chris Harvey – Senior Vice President, Sedgwick Brand Protection

Certifications are an important professional development tool for all industries and specialty areas, including product safety. This article reviews why certifications are necessary for product safety professionals at all levels. Key takeaways include:

- Irrespective of your position within the company, if you are involved in product safety or quality assurance, it is essential to maintain up-to-date certifications and training.
- Product safety is complex, and best practices are ever-changing. True professional development entails certification or training in disciplines such as traceability, quality control, regulatory compliance, current technologies, and beyond.
- Pursuing certifications in disciplines parallel or adjacent to your role offers a competitive advantage in preparing and effectively managing real-world product crises in-market.

Product safety is an amorphous concept shaped by regulatory bodies, innovations in technology and capabilities, and evolving consumer perceptions of what is "safe." It has rel-

evance to nearly every single industry and is the responsibility of employees at all levels of each company in a product's supply chain.

"Product recalls are now playing out on a more public stage, with regulators employing traditional and social media as tools to ensure compliance and communicate with companies and consumers alike."

Product recalls are now playing out on a more public stage, with regulators employing traditional and social media as tools to ensure compliance and communicate with companies and consumers alike. Consumers

KEY TAKEAWAYS

- Product safety is a multifaceted responsibility which demands ongoing professional development through certifications and training for employees at all levels.
- The heightened scrutiny on product safety in the public eye necessitates a proactive approach to maintaining certifications and ensuring a comprehensive understanding of evolving best practices, particularly in the face of ever-changing regulations and evolving technologies.

are becoming increasingly discerning about product quality and the safety records of the companies they purchase them from. They expect regulators to execute their full authority in ensuring companies uphold the highest standards.

While this increased scrutiny may seem daunting, there are avenues companies can take to protect their reputation and their bottom line. A crucial step is prioritizing professional development, not limited to employees involved in product manufacturing, quality assurance, or transporting goods to retailers, but extended to every company member. Regardless of their role, individuals responsible for any aspect of product safety should regularly engage in professional development to stay current with best practices.

There are many ways to pursue professional development, but certifications and trainings are a key resource for those responsible for product safety.

If your role involves product safety or quality insurance, regardless of your position in the company, it is important to keep your trainings and certifications current.

While there are various paths to professional development, certifications and training are invaluable for those entrusted with product safety. Regardless of your position, it is vital to maintain up-to-date certifications if your role involves product safety or quality assurance.

It can be tempting to overlook the significance of product safety in your job, especially if it forms only a small part of your responsibilities. Similarly, if you're in a leadership role overseeing product safety teams, you might assume that having a competent team suffices, and ongoing training and certifications are unnecessary.

However, these assumptions are flawed, as is the belief that once you're certified, you're set for life. Best practices in product safety constantly evolve as our understanding of ingredient and component safety advances, and new technologies introduce fresh risks.

For instance, the proliferation of internet-connected products, spanning consumer goods, medical devices, and electronics, exposes them to cybersecurity threats. Hence, all product safety professionals should seek certification relevant to their roles, equipping them to secure products against cyberattacks and respond effectively to cybersecurity-related recalls.

Regardless of your impact on product safety or your position within the company, it is imperative to keep your product safety certifications current.

Product recalls pose substantial risks for companies, underscoring the importance of all employees understanding

production protocols to mitigate recall risks and knowing how to respond if a recall is initiated.

Product safety is intricate, and best practices are continually changing. Comprehensive professional development necessitates certification or training encompassing traceability, quality control, regulatory compliance, current and emerging technologies, and more.

Given the multifaceted nature of product safety, professionals should pursue training or certifications in various domains to gain a holistic understanding of the entire ecosystem and how their specific roles contribute to it.

Product safety can be influenced by various factors, spanning raw materials, production, distribution, and post-market surveillance. While acquiring a comprehensive understanding of how to ensure product safety across these domains can demand a large investment of your time, it is a valuable pursuit for professional development. Understanding the complexities of product safety not only helps mitigate risks throughout the product lifecycle, but also enhances career prospect for those aspiring to advance within their company.

Pursuing certifications in practices parallel or adjacent to your role equips professionals with a competitive advantage in preparing for and navigating real-world product crises in-market.

We often say that for recalls, it is not a matter of "if" but "when." Since safety closely intertwines with other business processes, certifications in parallel or related practices offer insights into optimal job execution

and potential operational enhancements.

Certifications play a pivotal role in preparing for mock recalls and managing responses during actual in-market product crises. In these scenarios, both practice and real, individuals often assume multiple roles in critical moments.

Understanding how various product safety processes work together can facilitate seamless role transitions and ease the path for a more effective recall response.

Product safety is vital yet intricate. Certifications and training are essential for the professional development of all product safety experts, ensuring they remain proficient in their day-to-day responsibilities and effective in addressing product-related crises.

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THE VALUE OF CERTIFICATION FOR PROFESSIONAL DEVELOPMENT

John Kupsch

In a world of evolving standards and regulations, certifications are critical to staying current, strengthening human resources, and helping organizations make informed decisions about business operations. Common business operation certifications, such as ISO 9001, Good Manufacturing Practices (GMP), ISO 17025, European Conformity (CE), or even Forest Stewardship Counsel (FSC), help define the priorities, resource allocations and, in many cases, the products and practices associated with a company. In short, certifications help define an organization's mission, culture, and daily operational life. The proven value of these and other business certifications are connected to professional career development. Even though professional certifications can vary by specialty, product, service, country, or industry, they provide a level of distinction that signals a commitment to professional development. From a consumer product compliance and quality perspective, some certifications that show extraordinary commitment include the following:

- **American Society for Quality:** ASQ offers numerous professional certifications, including Certified Manager of Quality/Organizational Excellence (CMQ/OE), Certified Quality Auditor (CQA), Certified Quality Engineer (CQE), Certified Reliability Engineer (CRE) and Certified Six Sigma Black Belt (CSSBB). With its global network of members and course graduates, an ASQ certification and membership empowers recipients with access to resources and professional contacts that can help with business solutions across multiple products, services, and industries.
- **ASTM International:** offers personal certification programs for select industries and applications, which can be critical to understanding the most current, objective, and standardized testing regimen. Companies reap commercial benefits by using ASTM standards to evaluate products and services, thus building confidence in claim substantiation, consumer perceptions, and regulatory compliance.
- **Professional Engineer:** Since 1907 when Wyoming enacted their engineering licensing law, all US states regulate the practice of engineering and strive to ensure public safety by granting only Professional Engineers (PE) the authority to sign and seal engineering plans and offer their services to the public. Having a PE Certification and License signals to companies a person's ability and initiative to take higher levels of responsibility, and in most cases, be a leader in engineering projects or products. Maintaining the certification requires continuing education and skill building, thus reinforcing the recipients' high standards for ethics and quality assurance, which are desired employee attributes in any company.

- **International Standards Organization (ISO):** Whether the certification is for Lead Auditor, Internal Auditor, Quality Manager or one of the other certifications, an ISO certification signals to employers that the certified person subscribes to internationally recognized standards and is committed to upholding those standards in business operations. All businesses can benefit from adopting and adapting an ISO approach, from problem solving to process management, and having ISO certified team member(s) helps everyone speak the same quality language and achieve objectives with timely, thorough, and lasting results.

KEY TAKEAWAY

- The wide variety of certifications available across industries, products, services, and markets help organizations and professional careers on their journey to being extraordinary.

- **ANSI National Accreditation Board (ANAB):** discussing the benefits of certification would not be complete without mentioning those talented folks who certify the certifiers! ANAB's personnel and programs provide global and independent evaluations of conformity assessment bodies to defined international, national, and technical standards. ANAB's professional services help certifying bodies, such as those mentioned herein, offer training and certifications to ensure companies have confidence in the quality and safety of their products, operations, and services.
- **Consumer Product Safety Professional Certification:** Offered jointly by Virginia Tech and the Society of Product Safety Professionals (SPSP), where the certification signifies that the recipient has met the required experience criteria and completed the certification program, demonstrating an understanding of the knowledge required to contribute to the design and management of a proactive and compliant product safety system within a company.

As a successful football coach Jimmy Johnson once said, "The difference between ordinary and extraordinary is that little extra." So too is certification when it comes to professional development and career management. Going through the process of becoming and maintaining professional certification(s) helps one stay current, learn the latest tools, collaborate effectively with cross-functional colleagues, and reinforce a company's commitment to excellence and continuous improvement, which are all part of the journey to be extraordinary!

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PRODUCT SAFETY - CORPORATE CULTURE

Tim Cassidy

One of the key Pillars of Product Safety is the culture of the corporation. We teach certification students that the company leadership must: support the function; be independent in action; be able to make the tough decision to conduct a recall without fear of reprisal. But I think there is much more that needs to be studied in this Pillar and much research needs to be conducted.

According to Nassim Taleb, a black swan event (any serious product safety issue is such an event) has three defining characteristics:

First it is material to the company, meaning it will cost significant sums of money. Second, we now understand what went wrong. Third, in hindsight we would do things differently if we had them to do again.

In my experience, this characterizes accurately any recall I was involved with. What the black swan theory suggests is that we can look back and see where we went wrong, which implies we could have prevented it but acting in our standard (normal) way we failed to do so.

When we are immersed in a culture it isn't easy to see what the cultural failings are. I have yet to see a company that wanted to injure its customers. Yet there are many recalls that happen as a result of some tragic events involving consumer products. The question is: why?

Based on my experience as a product safety expert, and having reviewed many cases, it seems to me this result when everyone is acting within the normal way within the corporate culture.

No one is deliberately designing, producing, or selling dangerous products.

Risk, Quality, and Reliability all emerged from probability and statistics. There are many tools from these fields that the product safety professional applies. We validate designs. We test and inspect products. We analyze failure modes and effects. And still significant events occur. These tools are certainly useful and have prevented many black swan events.

However, I propose there is a new frontier that the product safety professional must develop and apply as a new set of tools.

We need to begin to look at the corporation, not as an actuarial may view it, but more akin to how a cultural anthropologist may view it. We must be introspective and begin to see how "normal" operations are possible causes of future problems.

I do not mean to suggest I know what these tools are. I only propose we begin thinking in a new way and expanding our tool set and capabilities.

KEY TAKEAWAY

- The wide variety of certifications available across industries, products, services, and markets help organizations and professional careers on their journey to being extraordinary.

It may help the reader to give an example. Many years ago, General Motors recalled many automobiles because of an ignition switch failure. The failure resulted, tragically, in several deaths before a recall was taken. Much

to the credit if General Motors, they performed a study of what led to the crisis reaching the point it did before the recall was initiated.

A key finding was that the defects committee initially designated the ignition switch failure as a "quality" issue and not a "safety" issue.

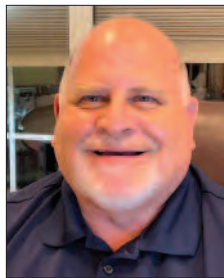
There were reasons why this seemed to make sense at the time. Everyone was acting "normally" within the corporate cultural norms. Once this determination was made, the call to action was less urgent than if the problem would have been designated as a safety issue.

By the time they realized the ignition switch failure would have bigger consequences than simply turning the car off, many serious accidents had occurred.

No one acted in bad faith. Everyone followed standard corporate procedure. Yet the culture of the company had a glaring loophole.

I suggest this same scenario has played out in many different companies, with many different products over the years since this particular case. Let's begin to develop the tool set to assess and correct cultural defects as a new frontier of product safety professionalism.

Tim Cassidy, a product safety and compliance professional for 31 years, can be contacted at cassidy.tim@outlook.com.



MEETING THE FUTURE: ICPHSO IN 2024 AND BEYOND

Marc Schoem

KEY TAKEAWAYS

- The vision which created ICPHSO in 1993, continues today by bringing together global product safety and health officials for purposes of training, education, and networking in an effort to promote consumer product safety.
- ICPHSO is a global volunteer run organization, where its members and conference attendees determine the most relevant product safety issues for discussion.
- ICPHSO continues to provide global regulators a unique opportunity to inform and train the product safety community on the latest regulatory activities impacting product safety stakeholders.

Our mission is simple – bring together product safety professionals for purposes of training, education, and networking in an effort to ensure consumer products produced and used are as safe as possible.

When the organization was founded in 1993, the twenty-four individuals attending the first meeting represented regulators, the regulated industry, and consumers.

Two international representatives from Great Britain and Canada also attended the meeting. The initial two-day meeting was spirited and productive, concluding in a vote to create a new organization focused on consumer product safety.

The initial meeting grew out of discussions that took place with the Association of Food and Drug Officials (AFDO) a hundred-year-old organization whose primary focus was to bring together stakeholders in the food and drug industry to work together to ensure food and drug safety.

With prompting by several high-ranking U.S. Consumer Product Safety Commission officials, including its long-

As the International Consumer Product Health and Safety Organization (ICPHSO) moves forward into its 31st year, we are excited about the opportunities ahead. With a membership of nearly 600 product safety professionals representing every stakeholder involved with the design, production, distribution, testing, certification, regulatory oversight, monitoring, sale, and use of consumer products, ICPHSO is truly the only global organization of its kind.

“Over the years as ICPHSO’s annual symposium expanded and represented a more international audience, specific regulatory issues affecting various parts of the world were presented in an effort to provide more global information.”

time Director of Compliance, David Schmeltzer, and its longtime Director of State and Local Programs, Ross Koeser, these twenty-four individuals met to plan a new organization that would focus on consumer product safety since there was a belief, consumer products were overshadowed by AFDO’s focus on food and drug issues.

With that vote to begin a new non-profit organization focused on consumer product safety, ICPHSO was born with the hope that global regulators would be able to meet with and train and network with representatives from the consumer product community.

While the original goal was to create an opportunity for regulators, the regulated industry, consumer and parent advocates and other stakeholders dealing with consumer product safety issues to meet, train, be educated on best practices, emerging hazards, and network, ICPHSO has grown far beyond the initial vision.

By bringing all stakeholders together, often competitors, through this non-partisan approach to product safety, ICPHSO has been able to provide differing views to attendees so as to better understand each stakeholder’s point of view.

We are able to provide these opportunities because our members and attendees realize the value and importance of sharing information related to potential risks of injuries, enforcement monitoring and the correction of problems within a product when first discovered.

Our membership, attendees, speakers, sponsors, and those that help us run the conferences and establish the policies and procedures we follow are all volunteers.

ICPHSO is led by an Executive Director with the support of an association management company which provides back office logistical and planning support through a meeting manager, membership/conference coordinator, sponsorship manager and other support staff regarding the financial aspects of running a 501(3)(c) non-profit organization.

Over the years as ICPHSO’s annual symposium expanded and represented a more international audience, specific regulatory issues affecting various parts of the world were presented in an effort to provide more global information. ICPHSO has helped close the gap between global regulators and their regulated industries.

ICPHSO has brought consumer and parent advocates to the Symposium to better ensure all voices within the stakeholder community are present and heard. The same efforts have

also been directed to include academia, health officials, lawyers, and others as new legislation passes affecting consumer product safety, addressing these issues head on to provide affected stakeholders an opportunity to better understand and be prepared to meet global regulatory requirements.

We instituted a program to help focus students on product safety, and launched the Student Mentorship Program. In its second year, this program included ten students from eight different colleges and universities at our 2023 Annual Symposium.

Students were paired with mentors in an effort to provide product safety training and education and to meet the consumer product safety community of product safety compliance professionals. Through the Student Mentorship Program, we hope to show students the potential for a rewarding career path and build connections in the consumer product safety community.

We are looking to expand this program by including newly hired or recent employees responsible for product safety within member companies and organizations, in an effort to provide senior product safety professionals an opportunity to mentor these new or recently hired safety professionals. We are also providing more opportunities for global webinars to be made available to members and others on late breaking safety issues of concern to all in the global safety community.

ICPHSO has remained true to its original mission by not lobbying or taking sides on specific product safety issues, but rather providing opportunities for affected stakeholders to work together to discuss, to be trained and educated and to network with others dealing with the same issues. Our attendees and members determine the content of our conferences.

Competitors put aside their differences to work on solutions to further ensure consumers are obtaining the safest products possible. Regulators attending ICPHSO have opportunities to talk to all stakeholders in one forum to better understand issues from their perspectives.

In addition to its Annual Symposium at the end of February, ICPHSO also holds a one-day North America

“ICPHSO has remained true to its original mission by not lobbying or taking sides on specific product safety issues...”

“But we don’t settle on our past achievements, we are constantly looking at and bringing to our members and conference attendees new programs, new ideas and multiple networking opportunities in an effort to keep abreast of the latest trends and best practices in product safety.”

Product Safety Training Workshop in various cities throughout North America. Previous Workshops have been held in St. Louis, Chicago, IL, Toronto, Atlanta, GA, Los Angeles, CA, Minneapolis, MN, Seattle, WA, Paramus, NJ. Generally, the one-day workshop is hosted by a member organization. On June 27, 2023, we held our Workshop in Boston, MA, hosted by Wayfair.

On October 26, 2024, we will be in Bentonville, Arkansas where Walmart will host the 2024 North America Product Safety Training Workshop.

In collaboration with UL Solutions during the workshop, lab tours at UL will be provided to the attendees

the day before and after the workshop.

A two-day International Symposium is held in a different country. Every two years, ICPHSO collaborates with the European Commission during its International Product Safety Week in Brussels, Belgium. ICPHSO has held International Symposiums in the United Kingdom, Canada, South Korea, Japan, China, Australia, Denmark, and Ireland.

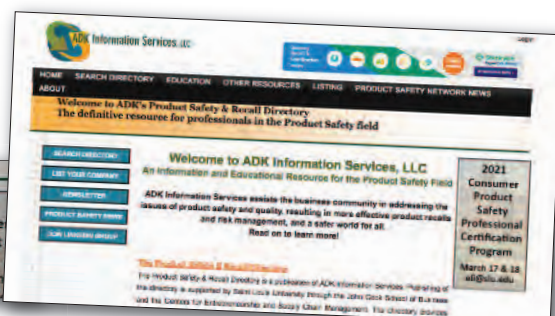
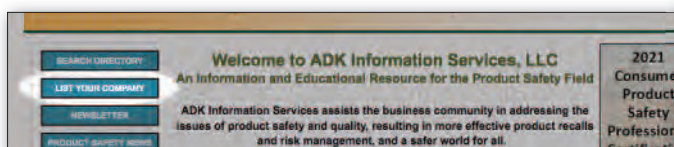
On October 26-27, 2023, we hold our International Symposium in Almhult, Sweden hosted by IKEA. In 2024, we will again join the European Commission during its 2024 International Product Safety Week (October 14-17, 2024) to host our 2024 International Symposium, in Brussels on October 16-17, 2024.

As we enter our 31st year, the founders vision of ICPHSO continues as the only organization bringing together the consumer product safety community in an effort to advance consumer product safety among all stakeholders on a global basis to promote safer consumer products around the world.

But we don’t settle on our past achievements, we are constantly looking at and bringing to our members and conference attendees new programs, new ideas and multiple networking opportunities in an effort to keep abreast of the latest trends and best practices in product safety. We welcome your suggestions and ideas going forward.

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SECTION IV

BEST PRACTICES



These BEST PRACTICES include tips and techniques to help you in your daily activities as a product safety professional and to strengthen your company's product safety program, particularly as we face both day-to-day challenges and an ever-changing business environment.

We would like to express our appreciation to those who have provided these Best Practices.

WHAT IS CLAIM TRAINING IF WE ARE NOT INSURANCE BROKERS?

Jennifer Moore

Insurance is considered a safety net. A protection against unforeseen events for you, your family or your business. Insurance brokers are professionals that can act on your behalf, you, as the consumer. Insurance brokers undergo claim training to understand the ins and outs of potential claims they may need to handle.

KEY TAKEAWAYS

- Alignment across your organization regarding the FTC regulations, surrounding product claims is important
- Product claims on your website, printed on your packaging or in marketing campaigns, all must be substantiated.
- Do not wait until the FTC contacts you regarding a claim, to then begin your due diligence on proving its accuracy.

What does all of this have to do with product safety, regulatory or consumer product claims? Nothing. Well, not directly.

The common denominator is both training and claims.

“Effective training should not only include marketing, but also quality, sustainability, product sourcing and customer service to name a few.”

We as regulatory professionals, are accountable

for keeping the business in compliance with all applicable and necessary regulations.

With that being said, in some cases we may also be the task-doers, responsible for ensuring the accuracy of any product claims displayed on the consumer-facing website. Unfortunately, the use of claims does not stop there. This also pertains to marketing ads, social media campaigns or even claims printed on the product itself or the packaging. Much like insurance brokers, understanding the facts around what is considered true, reasonable interpretation or deceptive are important.

Training internal teams such as marketing can be critical to ensuring they understand the facts around product claims. As retailers or manufacturers, we cannot make claims about our products, simply to make them seem more attractive to customers, in an effort to drive sales.

What we find as regulatory professionals is that some may not be aware that the Federal Trade Commission (FTC) requires product claims to be substantiated. Like insurance brokers, knowing the importance of the claim and the facts that support it is necessary for other teams within the organization as well.

Testing, certifications and/or documentation provided by unbiased independent experts are required to support claims posted on your website or in your marketing advertisements. Claims can vary from statements regarding where product is made, to how effective it is, or even how the materials were sourced.

Effective training should not only include marketing, but also quality, sustainability, product sourcing and customer service to name a few. These teams represent the company in many ways, whether it be behind the scenes or customer-facing. It's important that the business is aware of the risk involved with failing to substantiate claims.

Much like insurance, you 'trust' that your policy covers you, but it is always recommended that you 'verify' your coverage beforehand. This is all in an effort to protect you, in case one day, you find yourself needing that 'safety net'. Businesses should not wait until the FTC contacts them regarding a claim to begin verifying whether or not the claim can be substantiated. Refresher training and being involved in new hire on-boarding can play a big role in safeguarding your process, surrounding public-facing product claims.

Create your own compliance 'safety net' by having alignment across the organization regarding Truth in Advertising and the role the FTC plays in your product claims.

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LEARNING FROM OVER A DECADE OF CONSUMER ELECTRONICS PRODUCT FAILURE

Eric Xu

Consumer electronics products like chargers, power adapte, wireless headphones, tablets, small and major appliances have become indispensable in our daily lives. However, they may fail in ways that can be frustrating and dangerous. While the odds of such a product failure are in the hundreds of thousands to one million range, we don't want to be exposed to the safety and recall risk again.

By closely investigating product failure analysis reports over the last 10+ years and identifying their root causes, we can gain crucial insights to improve safety. Here are some key learnings:

Margin of Rating is Margin of Safety

Whether it's spacing between high voltage traces, insulation thickness or component current ratings, designs optimized to

the razor's edge leave no room for variability or unexpected usage. This type of design results in limited space for heat dissipation and overheating of the components during abnormal charge and discharge. Engineers must design with conservative safety margins beyond just passing minimum requirements. On the contrary, all current, voltage and temperature protection function components must be accurately rated and operate according to the rated value.

“In something as seemingly innocuous as solder flux residue, we may be ignoring a ticking bomb.”

A Little Dirt Can Cause Big Damage

In something as seemingly innocuous as solder flux residue, we may be ignoring a tick-

ing bomb. Such surface contamination, when combined with moisture and voltage bias, can gradually lead to electrochemical reactions and metal dendrite growth that eventually short out closely spaced components. The most direct measure is the better-quality control of solder joints to prevent excessive solder flux residue. Adding passivation of exposed solder joints is also an effective means of prevention.

Preventing Internal Short Circuits in Lithium-ion Battery Cells

Lithium-ion Batteries have enabled thinner, lighter devices but come with fire risks if manufactured improperly. Defects like misaligned electrodes, metal particle contaminants and overlong burr edges getting introduced during production can lead to cell internal short, eventually lead to thermal runaway. Tightening quality control and strict cell factory audit reduces this risk directly. Better separator, mitigatory reactive

chemicals and tighter charge and discharge system protection will likely reduce thermal runaway to swelling.

Mitigating Abnormal User Scenarios

Past is prologue. You may not have foreseen that the product will be covered with an electric blanket, external liquid ingresses and used in an aging and sagging socket. Heading past lessons to proactively design against and test for these abnormal risks averts future issues.

The expanded functionality design and efficient mass production have also increased the product complexity and failure points. Only by continually learning from the past and circling back to the fundamentals of robust design and manufacturing can we avoid these product safety incidents.

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KEY TAKEAWAYS

- Design with adequate safety margins – leaving enough margin between operating conditions, component ratings and minimal insulation, leaving buffer for variability or misuse. Overly optimized designs with tight spacing lead to failure.
- Control manufacturing processes closely – Small defects introduced during manufacturing like solder flux residue and cell contamination can initiate major failure after prolonged use. Tight quality control and process monitoring is crucial.

PRODUCT SAFETY REQUIRES CONSISTENT UPDATES TO CERTIFICATIONS AND TRAINING

Chris Harvey

KEY TAKEAWAYS

- Product safety necessitates ongoing certification and training updates to align with evolving regulations and technologies.
- Professionals should proactively seek cross-training in diverse domains to enhance their effectiveness during product crises, ensuring they remain informed and valuable contributors to their organizations.

Certifications and training are vital for industry professionals to remain up-to-date on best practices and evolving innovations in any industry. This holds especially true for those involved in product safety, where even the smallest of lapses can cause significant harm to consumers and have devastating, sometime irreparable, consequences on a company's reputation.

As new regulations are enacted and technologies

accordingly. It is crucial for professionals holding any responsibility for product safety to proactively seek training and certifications across various domains – from traceability and quality control, to regulatory compliance, technology and more – to ensure they stay informed and effective.

Cross-training also offers benefits beyond one's own department or business unit, as during a product crisis, individuals may need to assume unfamiliar responsibilities i.e. duties that are not traditionally their own. Maintaining a well-rounded skill set through certifications enhances both the company's resilience and an individual's professional growth, enabling employees to contribute greater value to the organization.

For more information, visit www.sedgwick.com/brandprotection

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(used in both manufacturing and the products themselves) evolve, businesses must ensure their practices transform

PAS 7050: BRINGING SAFE PRODUCTS TO MARKET

Geraldine Cosh Msc

PAS 7050 is a type of British Standard known as a Publicly Available Specification. It was published by British Standards Institute (BSI) and was sponsored by the Office for Product Safety and Standards.

KEY TAKEAWAYS

- PAS 7050 supports businesses in bringing safe products to market
- Improving product safety and quality can be key in preventing product returns, injuries and - even worse - fatalities. This in turn is not only the right thing to do but can save businesses money.
- PAS 7050 & PAS 7100 free to download (refer to the BSI website).
- Downloadable word versions of the ANNEXES (checklist for your business) are on the CTSI Business Companion website

products to market, especially those that want to sell safe products with satisfied customers. Improving product safety and quality can be key in preventing product returns, injuries and - even worse - fatalities. This in turn is not only the right thing to do but can save businesses money.

The key concept within PAS 7050 is the development of a Product safety management plan (PSMP). This plan identifies the key processes, documents and contacts in relation to the production and supply chain for any product, which will help ensure that it is safe. It will vary from organisation to organisation and may have a different naming convention; however, any PSMP should consider the following.

- Management commitment. Demonstration and commitment from management to product safety, allocating the necessary resources.
- Product safety management culture and training. An evident product safety culture and training should be provided where relevant.
- Monitoring the regulatory environment and market conditions. Processes in place to monitor changes in product safety legislation, standardisation and what constitutes compliance.
- Clarity of supply chain responsibilities. Agreements with supply chain partners on product safety-related responsibilities.

It is a must-read along with PAS 7100 both of which are free to download (refer to the BSI website). There is a nice summary of the document provided on the Chartered Trading Standards Institute Business Companion website which also includes downloadable word versions of the ANNEXES in the PAS. These Annexes are useful checklists you can use to check if you comply with the PAS and if there are any areas you can improve on with regards to bringing safe products to market!

So What is PAS 7050?

PAS 7050 supports businesses in bringing safe

- Supplier risk assessment and management. Processes in place for risk assessment of suppliers and how to manage identified risks.
- Product risk assessment and management. Processes in place for completing product risk assessments, identifying product compliance, testing and labelling review.
- Manufacturing. Assessment and risk of variation throughout manufacturing, including the identification of critical control points and production processes to ensure that they remain in control and products are safe.

“...the key is to have a plan in place that is useful and understood by all relevant members of staff, and that the processes and documents that support it are integrated and well-established throughout the business.”

- Product traceability. Arrangements in place to allow for product identification if an issue arises.
- Monitoring product safety performance in the marketplace. A review of how products perform in the market. This could include how consumers are interacting with the product (consumer reviews / complaints) and identification of any potential product safety issues and how these may be addressed.
- Product safety incident plan. A plan on how to deal with an incident, should one occur (PSIPs are covered in detail in PAS 7100).
- Safety throughout the product life cycle. Products should remain safe throughout their expected product life cycle and use.
- Review process. A review of the PSMP should take place to ensure that the plan and all related documents and processes are fit for purpose, particularly after any product safety incident.

Most organisations will have their own processes for managing product risk, which may be similar to the above. Some may be more detailed than others, but the key is to have a plan in place that is useful and understood by all relevant members of staff, and that the processes and documents that support it are integrated and well-established throughout the business. This may be new for some businesses and more common for others, but it should be a plan that is part of the culture of the business and not something that is there to 'tick a box'.

PAS 7050 is the first of its kind and a good easy-to-read document. If you have any questions about the PAS do not hesitate to contact me.

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5 THINGS ABOUT THE UPCOMING EU GENERAL PRODUCT SAFETY REGULATION TO START THINKING ABOUT

Rod Freeman, Ed Turtle, Tracey Bischofberger

New rules under the General Product Safety Regulation (EU) 2023/988 (GPSR) apply in the EU from December 13, 2024. The GPSR replaces the General Product Safety Directive (2001/95/EC). It applies in full to products that are not already subject to EU harmonisation legislation (i.e. non CE-marked products) and covers gaps in product safety regulation for products subject to certain EU harmonisation legislation (i.e. CE-marked products).

The GPSR will introduce new requirements for consumer products marketed in the EU and create new obligations for companies supplying those products to the EU.

Below are five of the many changes that companies should start thinking about:

- 1. There are new requirements for non-harmonised products that will impact product launches:** these include new labelling obligations, new requirements to prepare a technical file, conduct a pre-market risk assessment and appoint a Responsible Person in the EU that would also need to undertake certain tasks.
- 2. You will need to consider additional requirements in pre-market assessments of the safety of products for the conformity assessment process:** including mental health, cybersecurity (to the extent it has an impact on safety), impact of software updates / software subsequently downloaded, AI and ML functionalities, connectivity, the different impact on health and safety of different genders, risks for vulnerable consumers (e.g. children, older people, people with disabilities).
- 3. There are new requirements for online sales:** including that the online offer will need to display mandatory information such as the details of the manufacturer, details of the Responsible Person in the EU (in certain cases), information to identify the product (picture, its type and any other product identifier) and any warnings and safety information required to be affixed to the product, on its packaging or its accompanying documents under EU laws.
- 4. The GPSR creates a new mandatory accident reporting obligation and complaints requirements that you may need new systems and processes to comply with:** manufacturers will be required to report accidents over a certain threshold without undue delay from the moment they know about it. Where the manufacturer is not established in the EU, the Responsible Person who has knowledge of an accident must ensure the report is made. There is also a separate accident reporting obligation on online marketplaces.

Manufacturers and in certain cases importers, will be required to have communication channels for consumers

“The GPSR will introduce new requirements for consumer products marketed in the EU and create new obligations for companies supplying those products to the EU.”

to submit complaints and report accidents/issues. There is also an obligation to investigate complaints that concern the safety of products or allege products are dangerous, and to keep an internal register of those complaints and product recalls / corrective actions with specific requirements regarding personal data stored on that register. For many harmonised products, sector-specific rules cover the requirements for an internal register.

KEY TAKEAWAYS

- The General Product Safety Regulation will become enforceable throughout the EU in December 2024. These reforms are wide-ranging and include new requirements for consumer products, recalls and accident reporting.
- Companies that supply products to the EU should ensure they fully understand the upcoming requirements and review existing products, policies and procedures to determine what changes they will need to make to comply.

- 5. There are new requirements for how product recalls and corrective actions are carried out:** including to notify all affected consumers directly, mandatory requirements for recall notices (including prohibition on using terms such as “voluntary”, “in rare / specific situations”), and new rules for the recall remedy (including offering a choice of at least two options of repair, replacement or refund unless it would be impossible or disproportionate, in which case it may be possible to offer one remedy).

The European Commission is in the process of preparing guidance.

Companies that supply products to the EU should ensure they understand the upcoming new requirements and review existing products, systems, policies and procedures to determine what changes (if any) will be needed to comply.



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SECTION V

TRENDS OF 2024



These TRENDS OF 2024 will help product safety practitioners frame areas requiring attention.



STAYING EMPLOYED AFTER 65: A GROWING TREND

Donald Kornblet and Ik-Whan Kwon, Ph.D.

Employment trends among the 65+ older population have been steadily increasing over the past few decades. According to data from the Bureau of Labor Statistics, the labor force participation rate of individuals aged 65 and older has more than doubled since the 1980s, with around 20% of this demographic now remaining active in the workforce. This trend continues to describe workers in the 2024 workforce.

It's worthwhile hearing what motivates individuals to stay in or leave their employment after 65 years old.

Wayne Morris, who spent over 20 years in the trade association field, recalls his later employment experience. "I retired at age 66 but felt that there were two reasons for continuing to seek some form of employment after my "official" retirement date. 1.) Economically, it becomes important to try to delay drawing down any funds you may have accumulated as long as possible. 2.) I enjoyed many of the aspects of my work career and found that I might still have some skills which could be of use."

Inez Tenenbaum reflects on her past and present career activities: "I have had the good fortune to have spent my career in jobs relating to governance and public policy, and being an advocate for children and youth, public education, consumer safety, women's rights, public health, and environmental law. I have had the good fortune to serve as the Chairman of the U.S. Consumer Product Safety Commission (2009-13) and South Carolina's State Superintendent of Education (1999-2007). Currently, I enjoy practicing law in the area of consumer product regulation, compliance, and education."

R. David Pittle, Ph.D., CPSC Commissioner (1973-82), Consumer Reports Technical Director (1982-2002), Consumer Reports Senior Vice-president (2000-2005), ASTM

F-15 Executive Committee, ANSI Board of Directors, CPSCS Board of Governors (2017 to present): “When your work is your passion and part of your life’s mission, it remains a personal driver long after formal retirement. Whether as consultant or volunteer, pressing the marketplace to reduce product-related deaths and injuries to consumers feeds the soul.

“When your work is your passion and part of your life’s mission, it remains a personal driver long after formal retirement.”

Gerry Greiman, a midwestern attorney with the firm Spenser Fane reflects on a career that he engaged with passion. He concentrated his practice in areas of business disputes, trust and estate disputes, and other complex civil litigation. He reflects: “I have been a practicing lawyer for nearly 50 years and consider myself fortunate that I enjoy my work and derive a great deal of personal and professional satisfaction from it. As I approached and then blew past age 70 (I’m now 74), I have continued to practice law, albeit I now am in the process of cutting back some, but not giving it up. I am gratified that I have been able to continue working into my 70s.”

In Conclusion

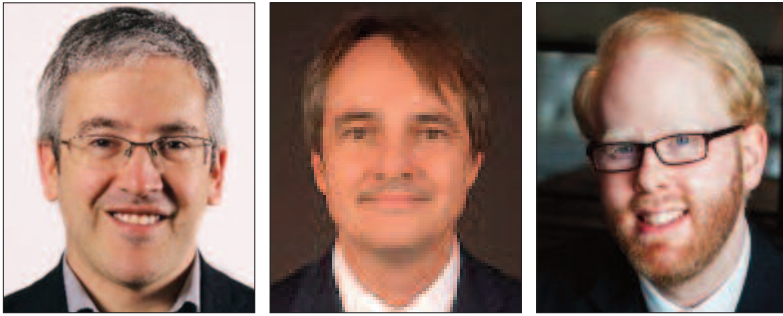
As authors of this article, we can both attest to the satisfaction and enjoyment of working in the product safety field. **Dr. Ik-Whan Kwon** spent decades building one of the leading supply chain education centers at Saint Louis University’s Chaifetz School of Business. He is still at age of 87 actively engaged in sharing his experiences and knowledge. To him, what counts is not money but engagement with others who share the same values. **Don Kornblet** enjoyed a career in product safety management education following his business career in the customer service field.

Don Kornblet

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CURRENT TRENDS IN PRODUCT SAFETY: FORESEEABLE USE AND MISUSE OF GENERATIVE AI IN PRODUCT SAFETY

Alan S. Abrahams, Richard Gruss and Zachary Collier

Generative AI tools have been adopted at breakneck speed by writers, artists, marketers, content creators, students, educators, lawyers, customer service professionals and a myriad of other users. Consider ChatGPT – a Generative AI tool that responds in plain text to a prompt – which is reported to have reached 100 million users in less than 3 months, a pace much faster than popular consumer apps like Facebook, Instagram, YouTube, Netflix, and others.

ChatGPT's direct competitors include Microsoft's CoPilot, Google's Gemini, and others. Related Generative AI tools, which generate images from text prompts,

such as DALL-E, Midjourney, and Stable Diffusion, also together boast tens of millions of users. And new Generative AI-based computer vision tools (think GPT-4o, LLaVA, and Qwen-VL) which can decipher images – such as reading a product serial number from a photo – are

“We asked the tools to identify hazards, generate a failure mode and effects analysis, and identify mitigation suggestions...”

emerging and will be adopted (knowingly or unknowingly) by millions. Stakeholders in the product safety community will surely also be major beneficiaries of these new tools.

We recently exercised a selection of basic text-to-text Generative AI tools on a small assortment of simple product risk characterization tasks. We asked the tools to identify hazards, generate a failure mode and effects analysis, and identify mitigation suggestions, for six product categories that were subjects of large-volume recalls.

Focusing on ChatGPT, we asked experienced product safety experts for their assessment of the results. The experts were impressed with the range of hazards ChatGPT identified, and the mitigation techniques suggested. However, the experts were concerned by ChatGPT's estimates of hazard likelihood and severity, the lack of mention of relevant industry standards, the vagueness of some of the guidance, inattention to the application environment, and by occasional outlandish suggestions – like adding eye protection to hammers or keeping fire extinguishers close by dry erase markers in case of fume ignition!

“Generative AI can potentially support other burdensome tasks facing product safety stakeholders...”

When we compared the risk characterizations generated by competing Generative AI tools, we found they tended to heed the “safety hierarchy” and suggest ways to warn of, guard against, or eliminate hazards. However, no Generative AI tool alone was fully comprehensive in its coverage of hazards or mitigation measures, output formats varied (even within a single tool), and the effort of sanity-checking and consolidating responses across tools was hugely burdensome.

Product risk characterization is only one of many use-cases for Generative AI tools in the product safety community. Generative AI can potentially support other burdensome tasks facing product safety stakeholders, such as: summarizing consumer feedback, generating warning labels, producing recall plans and recall messaging, designing safer products, identifying hazards or standards non-conformances from photographs or video, and so on.

While we don't know what portion of product safety practitioners currently use Generative AI tools, nor how exactly they will employ these new tools, one

emerging trend is certain: Generative AI tools will foreseeably be used – and mis-used – by all types of stakeholders in the product safety community in the years ahead. Buckle up. For more detailed information see:

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MORE ENFORCEMENT AND MORE COMPLICATED COMPLIANCE

Bill Baxter

The biggest trend that is affecting the entire consumer product industry is increased enforcement around the world. Because of the concerns that international on-line sales of products have opened the doors to a flood of unsafe products, countries across the major markets are giving new and stronger enforcement powers to their product safety enforcement agencies and increasing funding and expectations that product safety agencies will actively enforce product safety requirements.

“The US is gearing up to require electronic filing of GCCs and CPCs, which will create a product registry, allowing regulators greater visibility to what is on the market and to better target products for enforcement”

Smaller companies that are used to the convenience of dealing with on-line marketplaces will find that they are subject to more regulation in the next few years. The enforcement is going to pose a significant challenge to stay in compliance.

The US is gearing up to require electronic filing of GCCs and CPCs, which will create a product registry, allowing regulators greater visibility to what is on the market and to better target products for enforcement. The final rule is not yet published, but it has gone through most of the regulatory process and is likely starting in December of 2024 or the first quarter of 2025.

This is going to require manufacturers that have been able to play fast and loose with CPCs and GCCs to electronically file the documents. The products will be in a registration database that will help to find products that don't meet the consumer product requirements, but it also means that good actors will have to change their procedures to comply with the process.

In the US CPSC has also become stricter in their overall approach to consumer product regulation. The CPSC has been using the powers granted by the CPSIA to tighten rules for some products. They are also regulating outside the recall approach. Last year, the CPSC issued 26 unilateral press releases warning consumers about specific consumer products.

In the UK, the Office for Product Safety & Standards has received additional enforcement powers and budget. Consequently, there have been 179 recalls in the first third of 2024, which puts them on track to double the number of recalls (266) from 2023. They have stepped up local enforcement and have power to police sales on online marketplaces that sell into the UK.

The EU is also about to be rocked by the new General Product Safety Regulations that will come into force in December of 2024. The new regulations put additional requirements on manufacturers including Risk Assessments for most products and the new requirements that any product has a responsible party in the EU.

Smaller companies are going to need to put more focus on compliance for regulated products, even products that do not have a pattern of hazard and have not had any issues. The additional rules will require that any manufacturer deals with compliance up front, rather than looking at the documentation required to sell in the US or EU as an afterthought. Small companies who can get in front of these changes will have a big advantage over competitors who do not.

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UNLOCKING THE CONSUMER BEHAVIOR CHALLENGE BEFORE, DURING AND AFTER RECALLS

Chris Harvey

Motivating consumers to respond to product recall notifications poses a widespread challenge for companies across sectors and jurisdictions. Regulators impose demanding effectiveness standards, sometimes appearing unattainable. The key to influencing consumer behavior, however, hinges on acknowledging a peculiar paradox: that consumer behavior can be both an obstacle to response and an origin of the recall itself.

Consumers create daily risks for manufacturers and retailers that extend beyond negative product reviews or critical social media posts.

As regulators seek to extend their mandate and protect consumers from product misuse, companies find themselves facing greater recall risk. This is compounded by the reality that, for a small but important population, consumer behavior is not influenced by corporate or regulatory communication - even when it comes to product safety.

According to Sedgwick brand protection's Surveying Product Safety Report, 25.0% of consumers stated that "nothing would convince" them to change their product usage habits. Although these consumers represent the minority, manufacturers should pay close attention. These attitudes reveal a propensity for consumers to rely on their own perceptions and beliefs, often disregarding product instructions or safety warnings. Understanding this mindset is crucial for developing strategies that effectively communicate the importance of proper product usage and safety.

Of those consumers open to influence, nearly half (43.7%) cited "hearing about adverse experiences of fellow consumers due to similar misuse" as a positive in-

fluence on their actions with regards to product usage behavior. This was closely followed by 37.1% who cited a “recall notification from the manufacturer”, highlighting the importance of transparent communication channels between manufacturers and consumers. Additionally, 15.7% indicated that “receiving an alert from a regulator,” would positively influence their actions.

Despite the imperfections in product usage behavior, just over three-quarters (76.2%) of consumers report being “very likely” or “likely” to respond to a recall notification and follow the associated instructions. This statistic should reassure companies undergoing (or planning for) a recall, as it signifies that effective recall communications can yield positive results.

“As regulators seek to extend their mandate and protect consumers from product misuse, companies find themselves facing greater recall risk.”

However, achieving this outcome is not without its challenges.

Let’s begin with the traditional method companies seek to connect with consumers – product registration. Just over one-quarter (25.6%) of respondents report that they never register products under any circumstance. This presents a significant obstacle for manufacturers and brands in reaching consumers throughout the product lifecycle, but most significantly during a recall event. In addition, our data indicates that behavioral change is more likely influenced by negative publicity surrounding a product, such as that which accompanies a recall announcement.

But it’s not all bad news. The reputational risks associated with product recalls may be lower than expected, even though regulatory scrutiny and legal risks remain high. Only 5.8% of consumers stated that a product recall would have a “significant impact” on their trust in a company, causing them to abandon the brand entirely. Additionally, 23.9% cited that a recall would make them “seriously consider” switching brands.

The theme of trust is further emphasized as 41.9% of consumers note their “previous experiences” with the product, manufacturer, or brand are likely to

Chris Harvey

influence their decision to purchase a new model of a previously recalled product. This underscores the importance of proactive communication regarding safe product use and clear communications during the recall process.

“The reputational risks associated with product recalls may be lower than expected, even though regulatory scrutiny and legal risks remain high.”

As evidenced in our report findings, when a strong foundation of trust is established, the adverse effects of a product recall can be effectively mitigated. Leveraging our 30-years of experience managing product recalls across more than 100 countries, we can

affirm the accuracy of this assertion. Nonetheless, it is important to acknowledge that successfully mitigating the impact of a recall requires comprehensive measures. These include swift and efficient customer identification and engagement, alongside meticulous adherence to accurate and detailed regulatory reporting and compliance at every stage of the process.

To download a copy of Sedgwick brand protection’s latest consumer behavior survey, visit:

<https://marketing.sedgwick.com/acton/media/4952/brand-protection-consumer-survey>

Chris Harvey

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EU: CONTINUED FOCUS ON SUSTAINABILITY IN 2024

Claire Temple, Emma Bichet, Jack Eastwood and Tracey Bischofberger

The EU is riding a wave of unprecedented reform, with many proposed new laws now nearing the end of the legislative process as the current five-year term of the European Parliament and Commission ends this June. A strong theme has been the sustainability of consumer products – with a range of new requirements being proposed, aimed at making products more sustainable, touching every aspect of the product life cycle, from design, through to manufacture, marketing, repair and end-of-life.

For those manufacturing, selling or distributing consumer products in the EU (both EU and non-EU companies), these new rules often require greater value chain oversight meaning even companies not in-scope could be indirectly impacted whether they sit upstream or downstream.

A priority reform has been to establish a right-to-repair.

- The proposed Ecodesign for Sustainable Products Regulation (ESPR) will enable a range of new requirements including for repairability (e.g. availability of spare parts, disassembly for repair etc) to be laid down under delegated acts (secondary legislation) for many categories of products.
- The proposed Right-to-Repair Directive will complement this, imposing a new obligation on manufacturers to repair certain products where repairability requirements are laid down by certain EU laws listed in an annex. There is a mechanism to expand this list, designed to capture future delegated acts made under the proposed ESPR, by requiring new

Claire Temple, Emma Bichet, Jack Eastwood and Tracey Bischofberger

laws that lay down repairability requirements be added within 12 months of being made.

- The new Batteries Regulation also includes requirements for appliances to be designed for batteries to be readily removable and replaceable by end-users and for batteries to be available as spare parts.
- Reforms to EU consumer laws made by the Directive on “empowering consumers in the green transition” seek to ensure consumers are provided with better information about repairability of products prior to sale.

“A strong undercurrent to much of the EU’s new sustainability laws are themes of “transparency” and “traceability.””

A strong undercurrent to much of the EU’s new sustainability laws are themes of “transparency” and “traceability”. As regulations such as the EU’s Deforestation Regulation, Conflict Minerals Regulation, Batteries Regulation, Forced Labour Regulation and the ESPR (in particular, the digital product passport) start to apply, businesses will be required to increase due diligence on their products journey, from inception and manufacture through to consumption and disposal.

Businesses also face a growing need to communicate the environmental and human rights impacts of their products and business models, whether via public disclosures required by the Corporate Sustainability Reporting Directive or ESPR, or privately to customs officials and regulators.

“Knowing where the resources and components of a product originate will no longer be sufficient.”

Knowing where the resources and components of a product originate will no longer be sufficient. Companies will also be held increasingly responsible for both the environmental and human rights impacts of their business models and how these are communicated, whether by new regulatory enforcement mechanisms under the Corporate Sustainability Due Diligence Directive, or by consumers benefitting from its new civil liability regime and strengthened by the EU Directive “empowering consumers for the green transition”, the Environmental Crime Directive, and the proposed Green Claims Directive.

Claire Temple, Emma Bichet, Jack Eastwood and Tracey Bischofberger

Sustainability, like product safety, is pervasive and the potential fines and risks of reputational damage and follow-on consumer actions as a result of non-compliance make it increasingly business critical that businesses not only are aware of their obligations, but ensure they are striving to comply as well.

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TRENDS TO WATCH IN 2024

John Kuppens and Arslan Valimohamed

TABLE SAWS

First, the CPSC is likely to implement a rule requiring Active Injury Mitigation (AIM) systems in all new table saws sold in the U.S., despite concerns about the economic and competitive repercussions. SawStop patented a sensor that stops the rotation of a saw blade upon skin contact, and in 2017 the CPSC issued a notice of proposed rulemaking requiring the inclusion of AIM technology on table saws.

Regulators and industry stakeholders alike have expressed reservations about the proposed rule. Also, although SawStop's decision to release one key AIM technology patent for public use has somewhat alleviated apprehensions about a potential monopoly, concerns about the rule's cost and safety implications persist.

“Regulators and industry stakeholders alike have expressed reservations about the proposed rule.”

One concern is that the addition of mandatory AIM technology will make table saws too expensive for many consumers. The median price of benchtop saws is approximately \$250, while manufacturers estimate that saws equipped with AIM

technology could cost closer to \$1,000. Meanwhile, existing safety measures like modular blade guards have already effectively enhanced safety and reduced injuries without the added costs of AIM systems.

Another concern is that the increased weight and complexity of AIM-equipped saws might lead consumers to seek alternative, less safe methods to perform cutting tasks. For example, consumers might use circular saws in an inverted position, which is a dangerous workaround. These unintended consequences of

the new technology could increase the types of accidents that the new regulations aim to prevent. Therefore, the CPSC will need to weigh the benefits of mandated AIM technology against the broader economic and safety implications.

BUTTON AND COIN BATTERIES

Second, under the mandate of Reese's Law, the CPSC has implemented stricter packaging and labeling standards for products containing button and coin-cell batteries. Reese's Law significantly expands existing safety standards for battery containment from children's toys to include nearly all consumer products that include button or coin-cell batteries.

“Second, under the mandate of Reese's Law, the CPSC has implemented stricter packaging and labeling standards for products containing button and coin-cell batteries.”

These rules require battery compartments in products to be secured either with tools or through a two-handed mechanism to prevent easy access. Additionally, these compartments must pass testing to verify their durability under stress. Warning labels must be visibly displayed on the product packaging, the products themselves, and within their manuals or instructions. Enforcement of the more stringent packaging rules for button and coin-cell batteries, as well as products containing them, is already underway, with updated labeling requirements scheduled to take effect in September of this year.

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ORGANIZATIONAL CULTURE, ETHICAL CONDUCT AND PRODUCT SAFETY

Sanjay Kotia

**“If you create a great place to
work, great work takes place.”**

Rusty Lindquist

Every organization in the world of consumer product safety has a culture and it is based on repeated experiences that lead to and reinforce the organizational beliefs, actions, and the results towards product safety. The teams who work on product safety have intrinsic motivators and priorities towards continuous product improvements with an emphasis on rigorous pillared social compliance and strong business ethics standards.

Creating a strong product safety culture within the organization can be challenging, but it is critical to ensure the effective and long-term establishment of that culture in helping to prevent product safety incidents.

Part of the inherent difficulty of trying to establish an exemplary approach to product safety is the very fact that ‘culture’ is not tangible.

It is something that an organization is, rather than something an organization has.

Culture is the value felt and demonstrated by people at all levels – irrespective of the size and complexity of the organization.

When an organization has a strong product safety culture it can be assured that its internal and external teams will always do the right thing, even when they are under pressure or when no one is watching.

In contrast, poor product safety culture is a problem. At best, a poor culture and lack of ethical conduct will prevent business objectives from being achieved. At worst, it will create the conditions in which product safety incidents may occur – with potentially devastating consequences for consumers, as well as for the organization itself.

DEVELOPING A CULTURE OF PRODUCT SAFETY CONSCIOUSNESS AND EXCELLENCE

In an organization, and in compliance and quality assurance departments in particular, having a plan for the development, maintenance and improvement of the product safety quality culture will include:

- Clear and open communication for product safety;
- Adequate and relevant training;
- Behavior and mindset changes by leadership;
- Performance measurements for product safety;
- Involvement and feedback from all stakeholders.

As with all activities within an organization, creating and maintaining an excellent product safety culture needs to involve everyone. It is not just the compliance department's role or something that happens on the production and assembly floor – instead, it must be felt and embraced throughout the organization. It's like quality and safety checkpoint at every process.

Creating an effective and successful product safety culture therefore requires input and commitment from all functions and leaders from various levels, including marketing, sales, purchasing, product development, human resources, and customer service. And because creating a culture is about expressing, nurturing,

“Creating an effective and successful product safety culture therefore requires input and commitment from all functions and leaders from various levels...”

and demonstrating desired attitudes and behaviors; training, communication and empowerment are absolutely critical.

MEASURING SUCCESS

Managing and improving an organization's product safety culture and ethical standards requires an understanding of existing and future product safety goals which requires:

- Analysis of the present product safety culture;
- Determine the desired product safety culture;
- Create a program for cultural change interventions to achieve the relevant goals.

The encouragement and funding by leadership to participate in product safety training courses, workshops and industry-related conferences are some of the tools available to train cross-functional teams.

Thus, a strong corporate safety culture, social compliance and ethical environment exists in the organization which can be measured like any other KPI and embedded into standard organizational processes.

Sanjay Kotia

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IS IT REALLY YOU OR IS IT FRAUD?

Shelia Gottschalk

Consumer behavior has changed in recent years. More people are choosing to shop online than ever before. This is largely a result of Covid. How does this impact the product safety professional? The risk of counterfeit product, fraud, and brand reputation have increased exponentially.

Technological advances and better artificial intelligence make recognizing an imposter nearly impossible. What processes and controls does the product safety professional need to implement or expand to reduce or eliminate the risks?

It is critical that the safety professional knows all locations the product they oversee is sold. This can be challenging if secondary markets are used. Secondary markets are often used for outdated or excess inventory.

This is very beneficial for the company however it can be challenging for the safety professional. Product sold in secondary markets can be sold to brokers who then sell to other markets. Establishing a process for notification of where product is sold is crucial. Ensuring this product is accounted for in a recall plan is essential. This information can come from sales, marketing, or other company positions. Having knowledge of this information can aid the product safety professional during investigations or inquiries as well as being able to quickly identify the possibility of counterfeit products. The information is also useful when scanning the horizon for issues, concerns, false claims, and other safety concerns.

The product safety professional may need to create or become part of a cross functional team that includes members from other areas of the company like consumer affairs, legal, customer support, marketing, and others that regularly interface with online product information.

Consumer feedback that includes “Smoke” words may no longer be enough to initiate action for the safety professional. A process for actively searching for fake product may need to be developed. Searching online for fake websites is needed. It is common for fake product to be sold through websites that are very similar to the actual. Technological advances in photo copying make knowing a real product from an importer nearly impossible. Artwork duplication is easier and faster than ever. Monitoring where your product is advertised and sold must become a priority and a regular process.

“The product safety professional may need to create or become part of a cross functional team”

Connecting with consumers in a manner that informs them of how to tell your product from a fake is needed. This need is amplified when selling products that targets at risk populations that are less savvy using technology. Establishing methods that minimize the risk of someone using the company name and logo along with a plan of action if this occurs is essential.

The product safety professional’s role is to protect the brand they represent. They achieve this goal by meeting and exceeding regulatory requirements and most importantly protecting the consumer. Product safety starts during concept and development. Going forward, it must include looking for all types of fraud in all the spaces consumers purchase.

Shelia Gottschalk

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CONTINUING AND PROFESSIONAL EDUCATION TRENDS TO WATCH IN 2024

Shelly Jobst

As the landscape of work and education continues to rapidly evolve, the need for continuing and professional education has never been more important. In 2024, several key trends are shaping the future of this sector, influencing how individuals upskill, reskill, and stay competitive in their careers. Here are the trends to watch:

- **Hybrid and Online Learning:** The pandemic reinvigorated and accelerated the adoption of online learning, and this trend continues 2024. However, instead of purely online or in-person offerings, there is a shift towards hybrid models that blend the best of both worlds. Institutions are focusing on creating seamless learning experiences that combine the flexibility of online learning with the benefits of face-to-face interactions.
- **Micro-Credentials and Stackable Certificates:** As the job market becomes increasingly competitive, individuals are looking for ways to differentiate themselves. Micro-credentials and stackable certificates are gaining popularity as they allow learners to acquire specific skills quickly and demonstrate their expertise to employers. Institutions are responding by offering short, highly-focused programs that can be easily integrated into a learner's career path.
- **Personalization and Adaptive Learning:** With rapid advancements in technology, personalized learning experiences are becoming more accessible. Adaptive learning platforms use data and analytics to tailor learning materials and pace to individual learner needs. In 2024, expect to see more institutions leveraging these technologies to provide more personalized and effective learning experiences.

- **Focus on Future Skills:** The skills required in the workforce are constantly evolving, driven by advancements in technology and changes in the global economy. In response, continuing and professional education programs are placing a greater emphasis on teaching future-proof skills such as critical thinking, creativity, and adaptability. These skills are seen as essential for success in the rapidly changing job market.
- **Collaboration with Industry Partners:** To ensure that their programs remain current and highly relevant, institutions are collaborating with industry partners in several ways. These collaborations take many forms, including advisory boards, guest lectures, and real-world projects. By working closely with industry, institutions can ensure that their programs are aligned with the needs of employers and the in-demand skills in the job market. In turn, industry partners are helping develop a talent pipeline of qualified graduates.

“To ensure that their programs remain current and highly relevant, institutions are collaborating with industry partners in several ways.”
- **Emphasis on Lifelong Learning and Critical Skills:** While technical skills are important, employers are also placing a greater emphasis on critical (or “soft”) skills such as communication, teamwork, and emotional intelligence. Continuing and professional education programs are incorporating more opportunities for learners to develop these skills, recognizing their ever-growing importance in career advancement. These critical skills help employees stay up-to-date in the evolving business world, tackling new challenges and innovating at a rapid pace.

The continuing and professional education landscape is driven by changes in technology, the economy, and the job market. In 2024, we see a continued focus on flexibility, personalization, and relevance, as institutions strive to meet the needs of learners and employers in a rapidly changing world.

Shelly Jobst

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WHY LAWYERS SHOULD HELP WITH PRODUCT SAFETY

Kenneth Ross, Esq.

More and more lawyers are being asked to help their clients prevent product safety issues. Lawyers have helped on regulatory compliance for many years and view that as an appropriate role for a lawyer. But helping clients prevent future liability in the product liability area is one that most lawyers stay away from. This change is a relatively new development and one that is good for companies.

The key is you want to prevent or minimize the risk of a legal problem but also be prepared to deal with it if it occurs. In that sense, part of a lawyer giving advice in this area is for them to help the company plan for litigation before the event occurs.

Providing legal advice in this area can occur before or after a problem arises and before or after the product is produced and sold. Compliance with standards and regulations helps but doesn't mean that the product is safe enough. And if there is a recall, it must be done in anticipation of having to defend its adequacy in the future.

What my clients are asking me to do is help them comply with the common law of product liability and regulatory law where nothing has happened yet. And to do so in all 50 states and around the world for as long as their product is in customers' hands. And if something happens, they want to be protected.

Predicting future legal problems involves risk assessment and is a necessary ingredient to successfully advising in this area. It involves the identification of potential legal and possibly non-legal problems that could occur and then a quantification of both the probability of occurrence and consequences (e.g. severity) if they do occur.

Kenneth Ross, Esq.

The lawyer can't just assume a "worst case scenario," meaning you always assume a high probability of the worst outcome. If they did, the company would have to do many things that probably aren't necessary if they followed that lawyer's advice. The lawyer has to be practical but be sure the client understands the risks of doing or not doing certain things.

More and more lawyers include some terminology in their practice descriptions indicating that they can help before the problem occurs. This is a good development. However, to provide the best services possible, they have to try not to be too conservative in their advice, as this will stifle some business activities that should be undertaken and possibly result in the taking of unnecessary actions.

“The lawyer must learn the law generally, learn about their clients and their appetite for risk, and learn about the various ways in which risk can be minimized.”

The lawyer must learn the law generally, learn about their clients and their appetite for risk, and learn about the various ways in which risk can be minimized. Putting it all together is helpful for the client, and hopefully society, and can be immensely gratifying to the lawyer who provides such advice.

Kenneth Ross, Esq.

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TRENDS TO WATCH IN 2024: INCREASED REGULATORY FOCUS ON CONSUMER PRODUCT SUSTAINABILITY AND TRACEABILITY

John Kupsch

As the consumer product industry continuously changes, regulatory efforts from local, state, national and international government bodies also evolve and adapt. Consumers and regulators increasingly expect transparent supply chains that enable interested parties to understand a product's DNA, from raw material and finished goods production to distribution and sales to global consumers.

Some examples of regulatory efforts to achieve measurable accountability and improve product sustainability and traceability include the following:

“Consumers and regulators increasingly expect transparent supply chains that enable interested parties to understand a product's DNA...”

United States Consumer Product Safety Commission: In April 2024, the U.S. CPSC formalized a modification to CPSIA 103, the federal standard for child product traceability. This

revised requirement is verified whenever toys are tested in accordance with CPSIA 106 and ASTM F963, the gold standard for toy safety in the United States.

United States Food & Drug Administration: The Modernization of Cosmetics Regulation Act of 2022 (MoCRA) is the most significant expansion of FDA's authority to regulate cosmetics since the Federal Food, Drug, and Cosmetic (FD&C) Act was passed in 1938. This new law will help ensure the safety of cosmetic products many consumers use daily. Effective July 2024, cosmetics and their production facilities need to be registered as part of the FMSA, with some exemptions that apply for business volume and specific product categories.

United States Customs & Border Protection: The UFLPA was enacted on December 23, 2021, with a June 21, 2022 effective date for a rebuttable presumption that goods mined, produced, or manufactured wholly or in part in Xinjiang or by an entity on the UFLPA Entity List are prohibited from U.S. importation under 19 U.S.C. § 1307. CBP leads the implementation of the rebuttable presumption under the UFLPA. More about implementation efforts can be found on the CBP UFLPA page.

California: a new law under the abbreviated name “SB54” will be influential in reducing plastic in product packaging and improving sustainability efforts in the areas of product packaging and food service ware. The regulations are continuing to be clarified so that by 2027 specific categories of companies need to measure and report their plastic content for packaging and certain product categories.

Europe: Europe has been a leader in reducing single use plastic, starting with bans on certain food contact materials and product formats which are made with single use plastic. Europe has established a clear standard for determining the reusability of products such as cutlery, plates and other serveware. Many other jurisdictions, including states and countries, are considering, proposing or enacting similar requirements to eliminate or dramatically reduce single use plastic.

Overall, these regulatory efforts, and others, will influence the materials, sources, and designs of consumer products being made and sold around the world so that we have a more safe and sustainable future!

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