



Safety Standard Tested Certification for Toys



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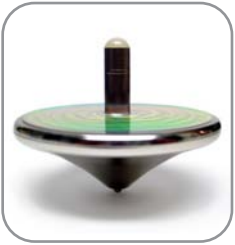
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The Challenge



Due to immense media exposure and increased public awareness of product safety, 2007 has been labeled by the press and consumers “Year of the Recall”. The challenge of regaining consumer and regulator confidence is an arduous task. While many of the 2007 recalls resulted from manufacturing defects, design defects continues to be the root cause for over 75% of all recalls.



Importers and retailers are calling out for an immediate, substantive action plan that assures consumers and regulators that children’s products are safe

But where do you find a safety tested certification program for toys that:

Is managed by a reputable independent third party certifier?

Takes a product-focused approach with strict attention to design analysis?

Meets product lifecycle and time-to-market demands?

Avoids bureaucratic hurdles?

Addresses the root causes of toy recalls?

Is supported through testing?

Provides market surveillance?

Is aligned with regulatory and consumer expectations?

Is scalable to global markets including Canada and Europe?

Is based on ISO standards?



The Solution

We are honored to announce the launch of the Intertek Safety Tested Certification Program for Toys to strategically meet the goals of your company, consumer concerns, and regulatory requirements:

- **Addresses the root causes of the 2007 recalls;**
- **Ensure alignment with new mandatory requirements;**
- **Ensure immediate availability for implementation; and**
- **Ensure effectiveness and user-friendliness through simple program design.**



The Intertek listing program for toys is offered to you for market introduction immediately. The program includes the following essential elements:

- **Documentation Review (Quality System Desktop Auditing)**
- **Design Hazard Analysis® utilizing Intertek's patented Hazard Intelligence Technology to produce an expert design appraisal and product test plan in just 48 hours**
- **Pre-production testing**
- **Random sampling and batch testing**
- **Licensing**
- **Market Surveillance Testing of product collected from retail store shelves**



This exclusive certification program created by Intertek, the independent, accredited, third-party, global leader in consumer product testing, inspection and certification, was designed specifically with you and the consumer in mind. It is not only easy to implement but also cost effective.

With decades of experience administering certification programs across the globe, Intertek ensures every step of the way that this new certification program pays particular attention to the legislative intent and context of the new mandatory third party certification requirements while also concurrently remains adaptable to both changes in federal requirements and international markets.

Intertek offers excess toy testing capacity, robust design appraisal and product testing to enhance both your company's brand value and competitive advantage.

Why Intertek?

Intertek is the leading international provider of quality and safety services to a wide range of global and local industries. Partnership with Intertek brings increased value to your products and processes, and ultimately paves the way for success in the marketplace.

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