

Designing Safety in the Toy Industry

Company

Radio Flyer

Industry

Toys

Region

North America and China

Intertek Solutions

Design Hazard Analysis and Risk Assessment

"We have partnered with Intertek throughout our product development cycle to be certain we design safe products that go beyond regulations. Intertek's integrity, fast and friendly service and global outreach helped us to ensure that our products are manufactured to the highest industry standards."

- Shenwei Zhu, Senior Quality Assurance Engineer for Radio Flyer

For further information on Intertek's Quality and Safety solutions visit:
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Radio Flyer's classic red wagon has become a cultural icon since its inception more than 90 years ago – creating a legacy of toys that continues to spark the imagination. Millions of children have played with Radio Flyer wagons all over the world, praised for their beauty, simplicity and standards of safety that encourage adventure, discovery and the wonders of childhood.



Imagining Safer Play

With the family in mind from toy design to the very heart of Radio Flyer's dedicated staff, Radio Flyer emerged as a leader in safety long before 2007's wave of recalls and regulatory changes. Anticipating the heightened awareness for product safety globally, Radio Flyer needed to ensure that any manufacturing challenges and safety precautions in its wagon designs would be addressed before hindering its speed-to-market or the enjoyment of children worldwide. The iconic brand currently produces more than 100 award-winning products available in 25 countries – making rigorous testing necessary to maintain and ensure compliance with vacillating regional and industry standards all over the world.

The company has selected Intertek to oversee its wagons from design inception to final production using its innovative, one-of-a-kind **Design Hazard Analysis (DHA) ®** criteria.

As the founder and exclusive service provider of the DHA program, Intertek pioneered a holistic approach to product safety that supports Radio Flyer in integrating safe designs and an understanding of foreseeable use early on in the modeling process of product development. By understanding potential hazards through Intertek's historical data, simulations and child development research, the DHA process can help minimize production setbacks, costly rework and prevent post-distribution problems plaguing other toy manufacturers that may result in fines or recalls.

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