



## TOY PROMOTIONAL ITEMS - EU LEGAL REQUIREMENTS

WHEN YOU NEED TO BE SURE



## TOY PROMOTIONAL ITEMS

### WEBINAR AGENDA:

Webinar  
21 February,  
2017

• Presenter:  
• **Sanda Stefanovic**,  
Global Expert – Toys

- Quality Assurance Program
- Rapex examples
- Toy Directive 2009/48/EC and applicable standards/regulations
- How can SGS help?
- Questions

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## SGS SUPPORTING PROMOTIONAL ITEMS

### ■ Promotional items huge scope e.g.:

- Toys
- Electrical and Electronic products
- Apparel
- Food and Drinkware

### SGS complementary webinars:

- 21 February: Toys
- 16 March: Electrical and Electronic products
- 6 April: Apparel
- 18 May: Food and Drinkware

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## PROMOTIONAL ITEMS

- Intended to support **BRAND IMAGE**
- When things go wrong and you must **RECALL**



### BRAND DAMAGE

- How to avoid problems?

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## QUALITY ASSURANCE PROGRAMME

A quality assurance programme should control the whole toy development process:

1. Concept , Design
  - Product Approval
2. Development
  - Factory Sourcing
3. Production
  - Production Control
4. Distribution, Shipment

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## QUALITY ASSURANCE PROGRAMME



CONCEP/DESIGN



DEVELOPMENT



PRODUCTION



DISTRIBUTION

1. Identify **your requirements, obligations,**

2. Do **safety /risk assessment** from the concept stage to identify potential hazards and be able to find out safer alternatives.

3. Product specifications: suitable age + Bill of Materials (BOM) + design information and **check** you have all required data.

4. Source factories, **define production process**

5. Factory audits, **Social, technical, capacity**

6. Perform **testing** from raw materials throughout production AND conduct **inspection** (production control, shipment control) to show you took all necessary actions to produce safe products.

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## RAPEX

TOYS EXAMPLES WHAT CAN GO WRONG

WHEN YOU NEED TO BE SURE

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### SOFT TOY RISK: STUFFING MATERIAL ACCESSIBLE

- The fibrous stuffing material of the toy is easily accessible due to the weakness of certain seams. The stuffing material may cause choking if put in the mouth by children. The product does not comply with the requirements of the Toy Safety Directive and the relevant European standard EN 71-1.



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### BUBBLE SOAP RISK: MICROBIOLOGICAL



- The soap solution of the toy contains mesophilic aerobic bacteria (measured quantity up to 65000 cfu/ml). There is a risk of contracting infections as the solution may come in contact with the mouth, hands and eyes. The product does not comply with requirements of the Toy Safety Directive.

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### RATTLE RISK: DAMAGE TO HEARING

- The continuous sound pressure level is too high which could lead to permanent partial hearing loss. The product does not comply with the requirements of the Toy Safety Directive and the relevant European standard EN 71-1.



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### SAND TOOLS RISK: CUTS DUE TO SHARP

- The red spade can break easily, leaving sharp points and edges accessible to children playing with it, leading to cuts and injuries. The product does not comply with the requirements of the Toy Safety Directive and the relevant European standard EN 71-1.



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### GADGET RISK: SWALLOW SMALL MAGNET

- The product can break easily, releasing a small magnet with a high magnetic flux. If a child swallows the magnet and other metallic objects, they could attract one another causing intestinal blockage or perforation. The product does not comply with the requirements of the Toy Safety Directive and with the relevant European standard EN71-1.



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### ERASERS RISK: SMALL CHILD CHOKING

- A small child may put the small erasers in the mouth and choke on them. The product does not comply with the requirements of the Toy Safety Directive and the relevant European standard EN 71-1.



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### SQUEEZE TOY RISK: CHEMICAL PHTHALATES

- The plastic material of the toy contains di-(2-ethylhexyl) phthalate (DEHP) and dibutyl phthalate (DBP) (measured values: 9.79 % and 4.03 % by weight respectively). These phthalates may harm the health of children, causing possible damage to the reproductive system. According to the REACH Regulation the phthalates DEHP, DBP and BBP are prohibited in all toys and childcare articles.



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### HEADWEAR RISK: CAN SWALLOW BUTTON CELL BATTERY

- The battery compartment is easily accessible and the button batteries could be swallowed, causing damage to the child's gastrointestinal tract. The product does not comply with the requirements of the Toy Safety Directive and the relevant European standards EN 62115

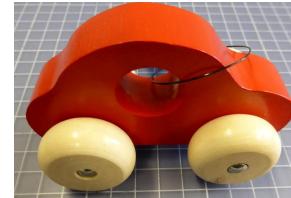


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### WOODEN TOY RISK: NICKEL RELEASE

- The amount of nickel released by the tyre rivets of the toy car is too high (measured value up to 2.63 µg/cm²/week). Nickel is a strong sensitizer and can cause allergic reactions if present in articles that come into direct and prolonged contact with the skin. The product does not comply with the REACH Regulation.



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### PUFFER BALL RISK: CHOKING AND STRANGULATION

- Small parts can be detached from the toy (the nose and the tips of the 'tentacles'), and the elastic cord can be considerably stretched during use. As a result, children could try to swallow the small parts and choke, or the cord could get wrapped around the child's neck, causing strangulation. The product does not comply with the requirements of the Toy Safety Directive and the relevant European standard EN 71-1.



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### KEY HOLDER RISK: DAMAGE TO SIGHT LED

- The product poses a risk of damage to sight since the toys produce blue LED light higher than Class 1, which may damage the retina. The product does not comply with the requirements of the Toy Safety Directive and the relevant European standard EN 62115.



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## PUZZLE RISK: TOO HIGH LEAD MIGRATION

- The migration of lead from the orange colour of the toy fish is too high (measured value 340 mg/kg). Exposure to lead is harmful for human health. The product does not comply with the requirements of the Toy Safety Directive and with the relevant European standard EN 71-3.



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## KEY RING RISK: SMALL PARTS CHOKING

- Small parts can easily be detached. A small child could put them in the mouth and choke. The product does not comply with the requirements of the Toy Safety Directive and the relevant European standard EN 71-1.



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## STICKER RISK: CHEMICAL, PHTHALATES, CADMIUM, SCCP



- The stickers contain di-(2-ethylhexyl) phthalate (DEHP) (measured value: 13.6% by weight). DEHP may harm the health of children, causing possible damage to the reproductive system. The stickers also contain di-isononyl phthalate (DINP) (measured value: 0.9% by weight).
- According to the REACH Regulation, the phthalates DEHP, DBP and BBP are prohibited in all toys and childcare articles, while phthalates DINP, DIDP and DNOP are prohibited in toys or childcare articles that can be placed in the mouth by children.
- Furthermore, the amount of cadmium in the stickers is too high (measured value: 440 mg/kg). Cadmium is harmful to human health, because it accumulates in the body and can damage organs and it may cause cancer.
- The product does not comply with REACH Regulation. The product poses an environmental risk (chemical pollution) due to the presence of short chain chlorinated paraffin (SCCP) (measured value 1.5%).
- The product does not comply with the Commission Regulation on persistent organic pollutants (POP Regulation).

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## SAFETY OF TOYS 2009/48/EC

APPLICABLE LEGISLATION FOR TOYS

## SCOPE TOY DIRECTIVE 2009/48/EC

### ? Toy or not a toy?

#### Definition TOY:

"Products designed or intended, **whether or not exclusively**, for use in play by children under 14 years of age"

- intended = make intended use as clear as possible
- age = less than 14 years
- play = primary play function
- whether or not exclusively = including grey area's

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## SCOPE TOY DIRECTIVE 2009/48/EC

Guidance document No. 4 EC-commission:

- PLAY VALUE, INTENDED USE, REASONABLE EXPECTED USE
- place of selling
- target audience of the advertising and packaging
- price
- size (for example, size of disguise costumes)
- double use, significant play value

Guidance - European Commission:  
[http://ec.europa.eu/growth/sectors/toys/safety/guidance\\_en](http://ec.europa.eu/growth/sectors/toys/safety/guidance_en)

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**Age determination** is key

- Age grade defines what requirements and tests are relevant for a certain age.
- Wrong age grade can result in wrong testing and wrong conclusions

**ISO/TR 8124-8 Age determination guidelines**

- Earliest age a toy becomes suitable
- Broad guidelines

CPSC Age determination guide is often needed for clarification of grey zone area's:

[https://www.cpsc.gov/s3fs-public/pdfs/blk\\_media\\_adg.pdf](https://www.cpsc.gov/s3fs-public/pdfs/blk_media_adg.pdf)

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■ Directive Safety of toys: 2009/48/EC

- [http://ec.europa.eu/growth/sectors/toys/safety/legislation\\_en](http://ec.europa.eu/growth/sectors/toys/safety/legislation_en)

■ Why an European directive for toys?

- safety (prevention of incidents, accidents)
- free movement of goods in EU

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- Directives refer to standards
- Standards give presumption of conformity to the directive

directive →

**General requirements**

standard →

**Specific requirements**

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2009/48/EC Safety of toys:

**Applicable harmonised safety standards**

■ EN 71 series

- EN 71-1:2014 Safety of Toys – Mechanical and physical properties
- EN 71-2:2011+A1:2014 Safety of Toys – Flammability
- EN 71-3:2013+A1:2014 Safety of Toys – Migration of certain elements
- EN 71-4:2013 Safety of Toys - Experimental sets for chemistry and related activities
- EN 71-5:2015 Safety of Toys – Chemical toys (sets) other than experimental sets
- EN 71-7:2014 Safety of toys – Finger paints – Requirements and test methods
- EN 71-8:2011 Safety of toys – Swings, slides and similar activity toys for indoor and outdoor family domestic use
- EN 71-12:2013 Safety of toys - N-Nitrosamines and N-nitrosatable substances
- EN 71-13:2014 Safety of toys - Olfactory board games, cosmetic kits and gustative games
- EN 71-14:2014 Safety of toys - Trampolines for domestic use

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2009/48/EC Safety of toys:

**Applicable harmonised safety standards**

- EN 62115:2005+A12:2015 **Electric toys** – Safety

2014/30/EU Electromagnetic compatibility (EMC)

**Applicable harmonised safety standards**

- EMC harmonised standards applicable for toys:
  - EN 55014-1 A1&A2 and
  - EN 55014-2 A1&A2

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2014/53/EU Radio Equipment Directive (RED)

**Applicable harmonised safety standards**

Harmonised frequencies for battery operated remote control toys (not changed under RED 2014/53/EU):

■ For toys using the frequency 13.56MHz:

- EN 300 330-2
- EN 301 489-3
- EN 62479

■ For toys using the frequencies 27/40/49MHz:

- EN 301 489-3
- EN 300 220-2 V2.4.1
- EN 62479

■ For toys using the frequency 2.4GHz, less than 10mW:

- EN 300 440-2
- EN 301 489-3
- EN 62479

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## APPLICABLE REQUIREMENTS

Directive 2014/35/EU Low Voltage

Applicable harmonised safety standards

- Transformers for toys;
  - EN 61558-2-7 for linear types
  - EN 61558-2-7 and EN 61558-2-16 for switch mode types
- Battery chargers for toys:
  - EN 60335-2-29. Annex AA sets additional requirements for children's use

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## OTHER DIRECTIVES AND REGULATIONS THAT MAY APPLY



- **Electrical & Electronic Toys**
  - 2012/19/EU Waste electrical and electronic equipment (WEEE)
  - 2011/65/EU Restriction of the Use of certain Hazardous Substances in Electrical and Electronic Equipment (RoHS /RoHS Recast)
  - 2006/66/EC Directive on batteries and accumulators and waste batteries and accumulators
- **Food Contact**
  - EC No. 1935/2004 Regulation on materials and articles intended to come into contact with food
  - EC No. 10/2011 - 2002/72/EC Regulation on materials and articles intended to come into contact with food Directive relating to plastic materials and articles intended to come into contact with foodstuffs

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## OTHER DIRECTIVES AND REGULATIONS THAT MAY APPLY



- EC No. 1907/2006 Registration, Evaluation, Authorisation and Restriction of **Chemicals** (REACH) Annex XVII
- Regulation (EC) 1272/2008 (CLP, Classification, Labelling and Packaging of substances and mixtures)
- Regulation (EC) 1223/2009 Cosmetics
- Directive 94/62/EC Packaging and packaging waste
- Directive 2008/98/EC Waste
- Regulation (EC) 850/2004 Persistent organic pollutants
- Directive 2001/95/EC General Product Safety Directive (GPSD)

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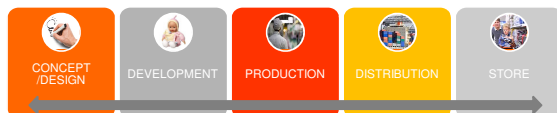
## HOW SGS CAN HELP?

GLOBAL SERVICES

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## SGS SERVICES THROUGHOUT THE PROCESS



- | CONCEPT /DESIGN  | PRE-PRODUCTION /PRODUCTION   | THROUGHOUT THE PROCESS   |
|--|--|--|
| <ul style="list-style-type: none"><li>■ Consultancy and seminars – Identification and interpretation of standards and regulations.</li><li>■ <b>Safety/Risk Assessment</b> – Identification of potential hazards and change of design to avoid product recalls or injuries</li><li>■ <b>Training</b> - How to perform Safety/Risk assessment, prepare Technical Documentation.</li></ul> | <ul style="list-style-type: none"><li>■ Testing according to EN71 standards – Assessment of product compliance to new mechanical /chemical requirements (also pre-shipment testing)</li><li>■ Audits of suppliers - Raw materials review, factory audits, production control, social audits</li><li>■ <b>Technical Assistance</b> – SDS preparation, ...</li><li>■ <b>Documentation Check</b> - Marking, relevant requirements, EC declaration of conformity, technical documentation check.</li></ul> | <ul style="list-style-type: none"><li>■ Inspection of products during production (PPC, IPC, DUPRO, FRI), before shipment (LS) and in stores (Retail Store Check, Mystery Shopping)</li></ul> |

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## TESTING: OUR NETWORK OF TOY LABS

About 20 toy labs worldwide that can test according to EU, US, CAN, CN...standards



(\* EU Notified Body for toys)

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THANKS FOR ATTENDING



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