

Industry Case Studies and Safety Concerns

**“Building Consumer Confidence” Conference
American National Standards Institute
Washington, D.C.
September 26, 2007**

**John P. Kupsch, P.E.
Good Housekeeping Research Institute
New York, NY
212-649-2390
jkupsch@hearst.com**



GHRI Mission



To help consumers improve their lifestyle and better understand the safety, performance, and quality issues associated with consumer products.

Consumer Safety Concerns from Good Housekeeping Research Institute

- Food Appliances: Temperature Management and Operational Hazards
- Water Safety: Pool Toys, Protective Equipment and Inflatable Pools
- Motorized Toys: Scooters, Skateboards & Mini-Bikes
- Food: Contamination, Portion sizes and Ingredient Accuracy
- Dietary Supplements & Cosmetics: Safety, Efficacy & Truth in Labeling
- Fire Safety: Automatic Shutoff & Electrical Operational Hazards
- Tipover: TV Stands, Dressers & Bookcases
- Lead Exposure: Drinking Water and Consumer Products
- Medical Devices: Home Health Monitoring Kits

Consumer Safety Concerns from Good Housekeeping Research Institute

- Choking, Laceration & Puncture Hazards: Direct and Indirect Exposure
- Household Cleaning Products: Packaging and Labeling
- Textile Flammability: Blankets, Sleepwear & Costumes
- Candles: Flame Propagation, Surface Temperatures & Accessories
- Household Falls: Children and Adults
- Website Integrity: Identity Theft, E-commerce & Privacy
- Air “Purification” - Ionizers, Germicidal Lights & Ozone Generation
- Backyard Play Sets: Installation, Use & Maintenance
- Sports & Active Recreation Equipment: Protective Gear & “Toys”
- Counterfeit Products: Electrical and Accessory Goods

Exaggerated or Suspect Claims - UV Clothing

Sunveil

- “Sunscreen that never wears off!”
- “No fuss, no mess.”
- “Forget about the sun.”
- “Designed to block up to 97 percent UV radiation.”



Solarveil

- “Blocks 90% to 95% of UVA and UVB rays (Lab Test).”



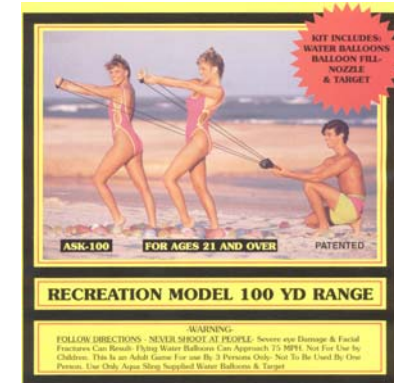
Depictions of Misuse - Pool Habitats

- No Instruction Manuals
- Improper Safety Language on Packaging
- Unsafe Use



Depictions of Misuse - Recreation Equipment

- Perilous Pogos and Projectiles
- Seasonal Safety Scares



Bad Imitations – Hello Kitty & Powerpuff



- Surface temperatures exceeded 200°F
- One product's instructions were in Chinese
- Product packaging lacked age grading

Good Housekeeping warned about the potential risk for children to confuse these products with toys.

Bad Imitations - Chair Restraint



Sit N' Secure

“Feel safe that he or she is held securely as in mother’s arms.”

“Attaches to regular chairs for comfort and safety.”

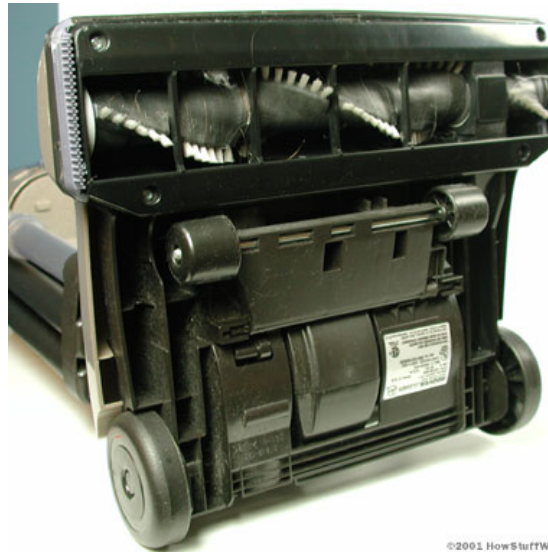
Bad Imitations - “Branded” Products

- Inexpensive
- Copying of reputable brands/ symbols
- Unknown ingredients or sources



Consumer Complaints – Vacuum Danger

- Industry-wide issue.
- Multiple ways to decrease the hazard.



©2001 How Stuff Works



Primary Function Performance – Assistant Product

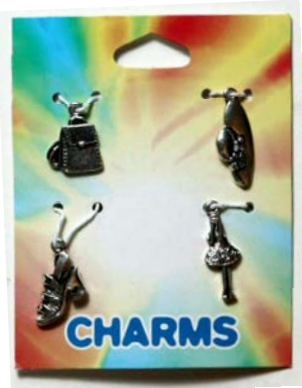
Handi-Grip Portable Bar

- “Can be used for assistance anywhere in your home”
- “Adheres to most smooth surfaces”
- GHI tested and found ability to support 130 lbs.
- Doesn’t meet ADA guidelines



Good Housekeeping advised consumers of possible problems with this product

Standards Non-Compliance – Toxic Trinkets



- New mandatory lead standard is established in February 2005
- GHI discovers jewelry that far exceeds legal limits

Good Housekeeping recommended in 2005 that consumers avoid products and return purchase(s) to stores.

Products recalled by CPSC in 2007

Standards Non-Compliance – Magical Light

Package

“Forbidden small parts
leaded into the mouth so as
to lead to stifle”

“No play under 3 years
children so as to eat it”

“Pat attention to forbidden
finger hand and clothes
insert moving parts”

“Finger do not insert moving
parts gap to so as to lead to
danger”

Standard

Δ! Warning: Choking Hazard-
Small parts not for children
under 3 years



Lack of Standards – Motorized Scooters & Mini-Bikes

- Nationwide disparity in laws
- Increasing injuries
- Extreme performance variation



Good Housekeeping petitioned the CPSC in 2004. Some products were recalled in Summer 2005. Voluntary standards being “developed” as of September 2007.

Lack of Standards – Motorized Skateboards

- GHI observed growing popularity of this product and a child's death.
- GHI evaluated for speed, maneuverability, braking, stability, and precautionary warnings.
- E-Glide's CEO admitted that an electric skateboard "possesses danger by its very design."

Good Housekeeping petitioned the CPSC
in 2005



“Average” Compliance with Specific Endangerment - Magnet Toys

- Small Parts Exposure
- Foreseeable Use
- Product Design



B2632
Polly Pocket!™ Polly Place™ Hangin'–Out
House™ Playset



“Average” Compliance with Specific Endangerment - Household Cleaning Products

- High Incidents of Hazard Exposure
- Packaging and Labeling Issues



Documentation Without Verification

- Paper Compliance
- Unauthorized Substitution
- Specification Variation

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.



Hazardous Conditions During Normal Use

- Shock and Electrocutation
- Burns
- Entrapment
- Overheating and fire
- Laceration
- Loss of Control



Discussion Topics for Improving Safety Through Increased Compliance

- Standards (Creation, Communication and Enforcement) □
- Global Collaboration (Industry, Consumer & Government)
- Life Cycle Approach (foreseeable use and design maturity testing)
- PRISM Act