

# 2025 PRODUCT SAFETY and RECALL DIRECTORY<sup>®</sup> by ADK

The Product Safety Manager's Resource Guide

## BUILDING YOUR COMPLIANCE PLAN



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### INSIDE

**Successful Product Safety Professionals** understand the critical importance of compliance planning.

### VIEWPOINTS

These articles have been provided by Product Safety experts who have unique insight into the field.

### BEST PRACTICES

Tips and techniques that Product Safety practitioners can use to improve their organization's performance.

# Global Impact Award

## Alan H. Schoem

2025 Recipient



*Alan Schoem responds to the "Hammer" award from Vice President Al Gore for his leadership in helping create the CPSC Fast Track program.*

Since June of 1973, Alan Schoem has spent 50 years in his chosen professional career in the area of product safety. His primary work during this period was with the U.S. Consumer Product Safety Commission.

"I held various roles at the CPSC from 1973 to 1997, including Executive Assistant in the Office of Compliance, Director of the Office of Administrative Litigation in the Office of Compliance, Assistant General Counsel, and staff attorney in the CPSC's Office of General Counsel," he recalls.

"From 1997 to 2004, I served as the Director of the Office of Compliance at the CPSC. I was responsible for the CPSC's enforcement program, including conducting investigations of potentially defective products, pursuing product recalls, conducting administrative litigation, evaluating whether companies had an obligation to report to the CPSC under its statutes, and pursuing civil penalties against companies that violated CPSC rules and regulations," he says. As Director of the Office of Compliance, he was also involved in assessing the risk of injury associated with consumer products and in assessing the adequacy of responsive actions/recalls addressing the risk. Alan was proud to have received the American Bar Association's Mary C. Lawton Award for Outstanding Government Service in 2002. By this time, he had been with the CPSC for nearly 30 years.

It was during this period that Alan achieved what he considers his most important achievement during his CPSC career: the establishment of the Fast Track Consumer Product Recall Program. Under the leadership of CPSC chair Ann Brown, Alan and several CPSC colleagues put together a proposal to pilot a program that would speed up the recall process and get more dangerous products out of people's homes.

"The Fast Track Program was a win-win for all parties," he feels.

"I felt so proud to have contributed to a meaningful program that reduced risk for consumers, and helped companies remove hazardous products from the marketplace," Alan

says. The new program received the 1998 Innovations in American Government award from the Ford Foundation and Harvard's John F. Kennedy School of Government," he says. "It was a peak experience during my 30-year CPSC career."

After retiring from the CPSC, Alan moved into the private sector.

From September 2004 through December 2011, Alan was an expert consultant in the Global Product Risk Practice within Marsh Risk Consulting, part of Marsh & McLennan Companies.



**Ann Brown, former  
CPSC chairperson**

"At Marsh & McLennan I provided expert professional consulting services for clients who encountered a product risk issue, including the need for reporting to federal regulatory agencies, and conducting a product recall. My clients included companies requesting guidance in dealing with consumer product, food, medical device, and automotive equipment issues," he explains. "I worked with companies to proactively minimize the potential need for product recalls, prepare for recalls, conduct recalls, and recover from and move forward after recalls"

Beginning in January 2012, Alan has been a solo practitioner in his law firm, the Law Office of Alan H. Schoem LLC. "I represent and advise clients regarding product safety-related issues involving the CPSC, including regulatory compliance, reporting to CPSC, establishing product recall processes and procedures, and conducting product recalls. I also serve as an expert witness for both plaintiffs and defendants in product liability litigation," he says.

Since 2018 Alan has served as a volunteer member of the Board of Directors of the Consumer Product Safety Certification Services (CPSCS), an affiliate of the Society of Product Safety Professionals (SPSP). The goal of the CPSCS certification program is to "offer a formal certification program to product safety professionals in the consumer product field," Alan explains. "I've also enjoyed seeing product safety at the university level where professionals can further their knowledge while gaining a recognized credential."

From product safety professional to regulatory agency attorney Alan has demonstrated how one can achieve their personal goals while making a real difference in helping consumers live safer lives. It's been his formula for making a difference and achieving global impact.

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| <b>Section III – Best Practices</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| Can you hear a pin drop? Assessing the maturity of your customer feedback collection process                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      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| Strengthening Recall Readiness Through Advanced Cross-Functional Simulations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           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| Chris Harvey                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           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| Compliance Planning – Why is planning important?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       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| Geraldine Cosh                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         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| Six Steps on the Journey to Better Product Safety                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      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| Kelly Mariotti                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         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## PUTTING THE PUZZLE TOGETHER...

With a theme of Compliance Plans for the 2025 Product Safety & Recall Directory® we set out to find the right graphics to communicate our theme. Designer Greg Gobberdiel, Editor Harold Zinn and I met, as we have been doing annually for years and did some brainstorming. What problem does a Compliance Plan help solve?

As we dug deeper into the role that compliance plans plays, it became clear. The plan is like a cross word puzzle. Taking into account different aspects of an effective compliance plan is like putting together the pieces of a puzzle. Like a puzzle, it needs to bring together the words that relate to the entire solution.

The words in this case, include words such as culture and ethics, risk assessment, hazards, regulations, investigations, human factors, data management, and recalls in the case of a failed products. A company with a healthy culture will have the right environment for designing and producing safe products. Products that pass a high-quality risk assessment process have reduced risk for consumer. Companies that understand the regulations around a particular product, and understand the role of regulators, will be able to communicate more effectively on behalf of their company's consumers.

Each year, ADK Information Services, LLC tries to bring knowledge and understanding to the consumer product safety professional. Your job is challenging both within your company as well as within the markets you serve. You are achieving your purpose if you are communicating effectively with the regulators who have authority through laws that serve the purpose of consumer safety.



Our primary job is to help you do the best job you can in the designing and production of new or remodeled products and therefore reduce risk that consumers may face from products that fail somewhere along the chain of production and distribution.

If we can give you a worthwhile idea here or there through the pages of this directory then we have achieved our purpose: serving you with product safety information and knowledge for producing safer products that protect your consumers and build respect for your companies. When this happens, you're having a good day!

## TO OUR PRODUCT SAFETY COLLEAGUES

It's always a pleasure to introduce the theme for the annual directory. Over the years, our themes have ranged from Crisis Management to Certification for product safety professionals; from Leadership to change in the product safety field; and from risk assessment to product recalls.

This year's theme is compliance plans, their context, goals, and contents. We are pleased to present leaders in the product safety arena discussing topics that are central to the development of an effective compliance plan.

- Attorney Kenneth Ross, SPSP Board Member, sets the tone for our directory's theme: "Building Your Compliance Plan." Ken is known for his SPSP webinars on various product safety topics.
- Addressing the critical importance of data and its management and impact on compliance planning, we have Alan Abrahams, PhD, Associate Professor, Business Information Technology, in the Pamplin College of Business at Virginia Tech. His work touches such areas as Decision Support Systems, Production & Operations Management, Risk Analysis, Safety Science and others.
- The importance of international compliance and regulatory requirements is addressed by Cooley attorneys Rod Freeman (UK), Tracey Bischofberger (UK), and Elliot Kaye (USA). As a Global Law Firm, Cooley can provide unique insights into the global liability and regulatory landscape, including the challenges of tracking regulatory issues in multiple countries involving a wide range of client products.
- The challenges of preparedness in crisis events affect marginalized and low-income communities with severe consequences. This is described by Kristin Cordz in her article "Disaster Preparedness is a Luxury; Product Safety Shouldn't Be." Kristin suggests there are ways to close the gaps by identifying risks and safety solutions. She provides product safety professionals with alternative ways to reduce risk.

Other authors and their articles in the 2025 Directory include:

- Kelly Mariotti, President of Association of Home Appliance Manufacturers, offers "Six Steps on the Journey to Better Product Safety."
- Attorneys John Kuppens, Partner, and Keely M. Reid with Nelson Mullins Offer "Best Practices: Consumer Product Safety Compliance Plans"

We hope these and other articles throughout the 2025 Product Safety & Recall Directory® by ADK will spark ideas and information. At its best, these discoveries will allow you to expand the contribution you can make to consumers, your company, and regulators with oversight responsibilities.

**Donald R. Kornblet, President**

**ADK Information Services LLC**

**Publisher,**

**Product Safety & Recall Directory® by ADK**

## A DIFFERENT APPROACH TO ACKNOWLEDGMENT

**2025** will be a different year. After 15 years spent in the education field, ADK Information Services will leave to others the future of product safety management education; ADK will focus its future within the publishing field. This brings us to a different type of acknowledgement.

To our partners in the education field, we have enjoyed working with the 1,000+ professionals who signed up for our general programs and the certification program. And a special thanks and salute to the 120+ professional product safety leaders for filling our programs with veteran product safety leaders serving as instructors. Please visit page 11 for a list of the individuals who have served as instructors (partial listing) for our programs sharing their knowledge and understanding, along with the 50+ professionals serving as panel members in admissions, case study reviewers, essay reviewers. As a group, you have made a difference in the professional development of tomorrow's leaders. Thank you for your dedication.

ADK had the privilege of serving with the members of the Consumer Product Safety Certification Services Board that oversees the policies and processes of the certification program: Al Kaufman, consultant and retired Senior Technology Director of the Toy Association; Chairman, R. David Pittle, former member of the Consumer Product Safety Commission (CPSC) and retired Senior Vice President at Consumers Union; Kitty Pilarz, retired Vice President, Product Safety and Regulatory Compliance for Mattel/Fischer-Price; and Alan Schoem, retired Director of Office of Compli-

ance, CPSC and now principle of The Law Office of Alan H. Schoem LLC.

ADK has had the privilege of being product safety adviser to the Society of Product Safety Professionals, Don Mays, President.

At another level, we acknowledge individuals for bringing their knowledge and commitment to our work. Dr. Ik-Whan Kwon, Emeritus Professor, Operations & IT Management at the Chaifetz School of Business at Saint Louis University, with the support of MBA instructor Steve Epner were the visionaries who saw product safety management as an important



new field in university education. When Virginia Tech was selected as our new university affiliation, we were supported by Alan Abrahams in the Dept. of Business Information Technology within Pamplin College of Business; Shelly Jobst, director of Continuing and Professional Education, and Aislinn McCann, Portfolio Manager.

And critical to ADK's operations, our long-term colleagues (some with over 25+ years of experience with ADK or its prior entity Business Response, Inc.: Harold Zinn, editor of ADK's semi-weekly newsletter and the ADK's annual Product Safety & Recall Directory, Linda Tyler, Human Resource and Survey professional; Lynette Lingard, human resource professional; Larry Mrazek, IT consultant; and Greg Gobberdiel, genius graphics and publication designer of the Directory, including the cover art for this year's directory.

It has been a great journey, filled with smart and committed professionals. We've been blessed with talent all around us!

**Donald R. Kornblet with the ADK Team**



**T**he 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](http://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](http://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](http://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](http://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, Bed-Times and Sleep Savvy publications, the ISPA Earth™ Industry Sustainability Initiative, and more.

**Juvenile Products Manufacturers Association (JPMA)**  
[www.jpma.org](http://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](http://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](http://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](http://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 Industry Association, Inc.

## Toy Association™, Inc. [www.toyassociation.org](http://www.toyassociation.org)

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



PAMPLIN COLLEGE OF BUSINESS  
VIRGINIA TECH™

## Virginia Tech's Pamplin College of Business [www.pamplin.vt.edu](http://www.pamplin.vt.edu)

The college offers undergraduate and graduate programs in accounting and information systems, business information technology, finance, hospitality and tourism management, 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.

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.

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ADK Information Services assists the business community in addressing issues of product safety and quality, resulting in more effective product and risk management, and a safer world for all.  
Read on to learn more!

The Product Safety & Recall Directory

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# Product Safety Leaders, Sharing Product Safety Knowledge

## 2010-2023 Instructors Panel

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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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Brent Boyle, PhD,  
Saint Louis University  
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Commissioner, CPSC  
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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  
Sarah Esmaili, Arnold & Porter  
Cheryl Falvey, Crowell Moring  
Bruce Farquhar, International  
Consultant  
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Safety + Ergonomics  
Dr. Paul Frantz, Applied Safety  
+ Ergonomics  
James Fisher, PhD,  
Saint Louis University  
Jared Frantz, Applied Safety +  
Ergonomics  
Rod Freeman, Cooley-UK  
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## 2019-2021 Case Study Panel Members

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Brandan Mueller, Husch Blackwell  
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Tim Saylor, Newell Brands  
Richard Stern, Consultant  
Brenda Torres, S.C. Johnson & Sons  
Timothy Sullivan, Spin Masters  
David Webb,  
Washington University



An ADK Publication





THE  
**ROSS KOESER**  
ACHIEVEMENT AWARD



**ICPHSO is proud to announce Don Kornblet as the 2025 recipient of the Ross Koeser Achievement Award.**

With over 40 years of dedicated service to advancing consumer product safety on a global scale, Don has made significant contributions through ADK Information Services and as the Product Safety Advisor to the Society of Product Safety Professionals (SPSP).

Since its inception in 2010, ADK has been instrumental in designing and delivering educational management programs focused on consumer product safety. In 2012, ADK's programs gained national recognition for providing university-level product safety management courses tailored for professionals in the consumer product safety sector in an effort to ensure future product safety leaders have the necessary tools in the safe design and distribution of consumer products.

Don has been an enthusiastic supporter and participant at ICPHSO conferences since their early days, serving as a pioneer in recall services. He facilitated a toll-free number for consumers to register recalled products, ensuring a swift and efficient return process through affiliated fulfillment services. His commitment in support of ICPHSO remains unwavering.

As a result of the global work Don has done to advance product safety both within and outside of ICPHSO, he is deserving of this honor and we are delighted to present him with the 2025 Ross Koeser Achievement Award.

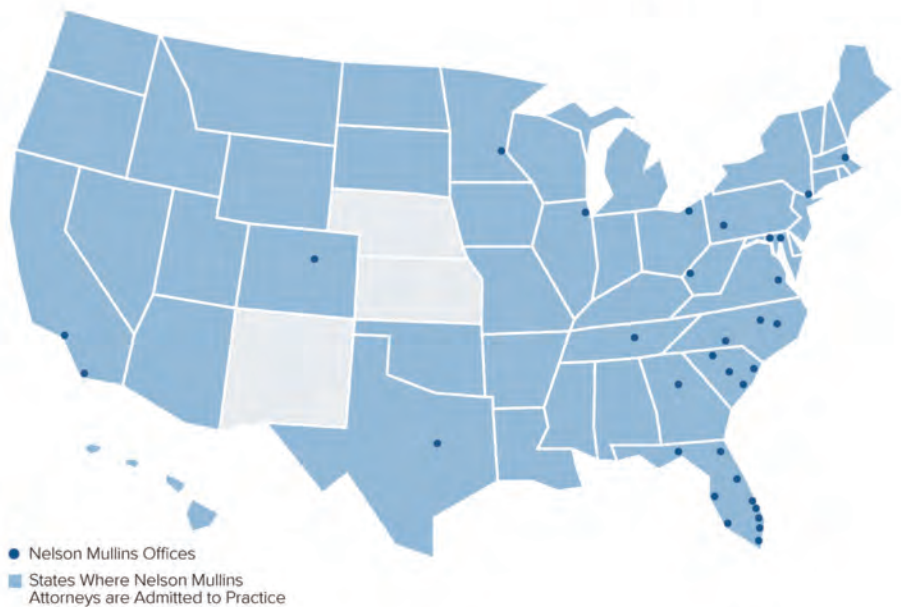
ICPHSO (International Consumer Product Health and Safety Organization) is a global non-profit organization founded in 1993. It hosts three annual conferences that bring together key stakeholders in product safety, including global regulators, product designers, manufacturers, importers, retailers, consumer and parent advocates, legal professionals, consultants, standards organizations, testing laboratories, certification bodies, academia, health officials, media, and researchers. This collaborative approach enables the exchange of information, discussion on best practices, awareness of emerging risks and networking opportunities to advance product safety worldwide.



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# PRODUCT SAFETY NETWORK 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](http://adksafetyinfo.com).



## SECTION II VIEWPOINTS

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

Tracey Bischofberger  
Kristin Cordz  
Rod Freeman  
Chris Harvey  
Elliot F. Kaye

Donald R. Kornblet  
Dr. Ik-Whan Kwon  
Kenneth Ross  
See pages 70-96



# Product Safety Professionals To Receive Designations at International Product Safety Conference

## Candidates complete university level product safety management course at Virginia Tech continuing education



Left to right: Kylee Rogers, Nathan Mouw & Anusha Sirimanna

**T**he Society of Product Safety Professionals (SPSP) will award its “Certified Product Safety Professional™” designation to three professionals. The candidates passed a university level program in product safety management at Virginia Tech Continuing and Professional Education. The professionals are:

**Nathan Mouw**, Whirlpool Corporation, Benton Harbor, Michigan, Senior Director Vice President of Global Product Safety, and Regulatory Affairs, and EHS. He firmly believes that product safety is not a competitive issue, and that collaboration and partnership with all stakeholders is important to improve safety for all consumers and all safety systems. With the scale of Whirlpool Corp.’s presence in homes around the world and its broad portfolio of consumer products, he focuses on continuous improvement to ensure the best experience for their consumers. He believes that because Whirlpool puts various appliances and products in around 70 million homes that he must maintain continuous improvement to protect consumers from safety hazards. Nathan holds a Master of Business Administration from Western Michigan University – Haworth College of Business, and a Master of Science, Mechanical Engineering from Michigan Technological University.

**Kylee Rogers**, Best Practice Quality, Lehi, Utah, Senior Product Safety /Compliance Consultant. Her background in consumer products includes such areas as juvenile products, crib mattresses, and badly formulated care products. She is active with the Juvenile Product Manufacturers Association and ASTM. Work that she did on a product recall gave her insight and the opportunity to see first-hand how catastrophic it could be when not enough priority was placed on product safety, testing, and quality. She is a graduate of Utah Valley University and has a Bachelor of Science Degree in Business Administration and Management.

**Anusha Sirimanna**, Senior Quality Assurance Manager at Carter's OshKosh, residing in Mississauga, Ontario, Canada has 25 years of experience in apparel quality assurance for major retail brands. Her Company, Carter's Osh Kosh is a leading manufacturer and a retailer of kid's apparel with over 1,000 retail stores worldwide owning prominent brands in-

cluding Carter's, Osh Kosh B'gosh, Little Plant and Skip Hop. Her expertise lies in product safety, quality, testing and regulatory compliance. She is eager to expand her knowledge and broaden her focus on emerging industry standards, best practices and innovative solutions. She also feels it's important to stay current on regulatory matters around the world. She has a degree in Engineering from University of Moratuwa; Sri Lanka.

The individuals will receive their designations at the **Annual Meeting and Training Symposium** convened by the **International Consumer Product Health and Safety Organization (ICPHSO)** in Orlando, Florida on February 19, 2025.

The 2024 Consumer Product Safety Professionals Certification Education Program was held remotely, convened by Virginia Tech, SPSP's university partner in Arlington, Virginia. The program opened on August 29. Following a two-day opening workshop, the program moved into a phase of 60-minute webinars that focused on specific areas of product safety including culture and ethics, risk assessment and hazard identification, regulatory compliance, product investigation, data management and artificial intelligence, and product recall management.

The program concluded with a closing assessment workshop on October 29-30. The assessment elements include a multiple-choice examination, a personal essay, a written case study, and an oral presentation of their case study. Candidates who do not pass each of the assessment activities have one opportunity to do a retake.

The program has been sponsored by SPSP since its founding in 2019. The program is designed under the authority of SPSP's affiliate Consumer Product Safety Certification Services. The program is managed by ADK Information Services.

**For more information:** [donald.kornblet@gmail.com](mailto:donald.kornblet@gmail.com)

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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.



For more information contact SPSP at: [info@productsafetyprofessionals.com](mailto:info@productsafetyprofessionals.com)

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Ready to Join Us?



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

# SECTION I

# SERVICE PROVIDERS

by Alphabet, Category and Geography

BUILDING YOUR  
COMPLIANCE PLAN



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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.**

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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

**Industries Served:** Consumer products, electrical and electronic equipment, Internet of Things and connected devices, cosmetics, chemicals, clothing and textiles, toys, home appliances, motor vehicles, telecommunications.

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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.

**Bichet, Emma****Cooley**

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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

**Practice Description:** Tracey Bischofberger is a professional support lawyer in Cooley's 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 also plays a key role in delivering complex multi-jurisdiction projects, including multi-jurisdictional advice on regulatory issues, international product-launch projects, and co-ordinating worldwide product recalls and corrective actions. She has a particular interest in regulatory issues associated with new technologies and helps clients track and monitor significant regulatory and policy developments internationally that may impact 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.

### **Citera, Francis A. Greenberg Traurig, LLP**

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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 im-

portation 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, Class Action Defense

**Practice Description:** Fergal Duggan is an associate in Cooley's London litigation department, and is part of the international products 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. Fergal has a particular interest

in sustainability and the impact laws focused on sustainability have on the product development process.

**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:** University of Cambridge (BA)

**Admitted to Bar:** England and Wales

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

**Practice Description:** Jack Eastwood is a products lawyer, regulatory advisor and litigator with particular experience in the technology, life sciences, automotive and consumer product sectors. Jack helps innovative companies and international product manufacturers with product compliance, safety and sustainability issues, including in the development, launch and marketing of new products. Jack works in close collaboration with international teams in the USA and EU, and specializes in advising on sustainability requirements including matters related to the eco-design for sustainable products, supply chain diligence, chemicals (REACH, CLP, biocides and pesticides), and green claims. His work includes litigation, risk advisory and due diligence on corporate transactions and public reporting.

**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.

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**Educated:** JD

**Admitted to Bar:** 2002

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

**Practice Description:** Anne Marie Ellis is the California Chair of Buchalter's Products Liability Practice Group and the Chair of the Chemical Law and Prop. 65 Industry Group. She concentrates on product liability defense, personal injury and commercial litigation, general liability, regulatory compliance, and client counseling.

**Federal Agency Representation:** Consumer Product Safety Commission, Food and Drug Administration

**Industries Served:** Sporting goods, children's products, apparel/textile, beauty, cosmetics, food, consumer goods

**Ettinger, David J.  
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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 (NHFPC), 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 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 year's 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, textiles, food and drink, medical devices, machinery, pharmaceuticals and vaccines, motor vehicles, telecommunications, asbestos

## **Gentine, Mike**

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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, medical devices and insurance.

**Industries Served:** Consumer products, electrical and electronic equipment, connected devices, home appliances, toys, cosmetics and online marketplaces.

### **Halbach, Rebecca** **Cooley (UK) LLP**

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**Educated:** University of Cambridge (BA, MA) and

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

**Practice Areas:** Product Safety Consultation, Product Recall

**Practice Description:** Rebecca recently joined Cooley's Brussels office to reinforce the growing International Products Law Team. She approaches her work with an international mindset, having studied and worked in the UK, France, Switzerland and Belgium, including at the World Health Organization and the European Commission. Rebecca's practice focuses on advising clients on EU law, in particular on environmental, social and governance (ESG) issues and product compliance requirements. She is advising on matter such as sustainability reporting, green claims, ecodesign, and the right to repair. She has experience in coordinating multi-jurisdictional assessments and assisting clients with horizon spotting of upcoming EU legislation with her experience in EU public affairs.

**Industries Served:** Consumer products, electrical and electronic equipment, chemicals, plastics, textile and apparel, semiconductors.

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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 both regulatory matters and litigation. 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. She is experienced in supporting companies with product compliance and safety issues, including providing strategic advice and supporting with investigations. Carol has spent 7 months on secondment at a global e-commerce business, providing product safety and compliance support.

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

## **Howsare, Matt** *Cooley LLP*

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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. Matt advises clients across a wide array of consumer product categories as personal elec-

tronics, 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.

**Federal Agency Representation:** 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.

### **Humphreys, Jamie** **Cooley (UK) LLP**

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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, construction products, 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.

### **Kaye, Elliot Cooley (US) LLP**

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**Educated:** New York University School of Law

**Admitted to Bar:** 2008

**Practice Areas:** Product Safety Consultation, Complex And Multi District

**Practice Description:** Elliot is the former chair of the US Consumer Product Safety Commission (CPSC), serving as the agency's leader in executing its mandate to protect the public from dangerous products. During his tenure, Elliot drove modernization across the agency, installing and enhancing rigorous and consistent decision making procedures. He implemented an agency-wide renewed focus on diversity, equity and inclusion (DEI) and employee engagement, and he instilled a culture of civility at the commission level, despite its partisan composition. At Cooley, Elliot will utilize his experience at the CPSC to advise and counsel clients on the full life cycle of product-related needs – particularly in the fast-moving applications of artificial intelligence (AI) and tech in everyday consumer goods. When his Senate-confirmed term at the CPSC was expiring,

Elliot joined the executive team at World Central Kitchen (WCK) as senior vice president for policy and held that role through a kidney transplant, followed by time on the ground months later in Ukraine providing emergency meals after the invasion. He left WCK to recover fully from the transplant. Before joining the CPSC in 2010, Elliot was a practicing lawyer focusing on white collar defense and investigations. He moved up the leadership ranks at the CPSC until 2014, when President Barack Obama nominated him as chair and as one of the five commissioners. He was confirmed unanimously by the US Senate and held the chair position until 2017. He remained as a commissioner until departing in 2021. Elliot is known by peers, colleagues and in the industry as an advocate for consumer-focused decision-making with an emphasis on collaboration through civilized discourse. He is regarded for his ability and willingness to work with all stakeholders to achieve sensible and meaningful outcomes. His commonsense approach and insights have earned him respect and gravitas, which will carry through his work with Cooley's clients.

### **Kuppens, John F. Nelson Mullins Riley**

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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, 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.

**Millar, Sheila A.**  
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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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**Blog:** https://products.cooley.com

**Link to Biography:**  
https://www.cooley.com/people/  
jasmin-motlagh

**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 wrong-

ful 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.

### **Mustafa, Corinne** **Cooley (UK) LLP**

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**Blog:** <https://products.cooley.com/>

**Link to Biography:**

<https://www.cooley.com/people/corinne-mustafa>

**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

5: 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 multi-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.

### **Ng, Lissie** **Cooley (US) LLP**

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**Link to Biography:**

<https://www.cooley.com/people/lissie-ng>

**Educated:** New York University School of Law  
**Admitted to Bar:** 2022

**Practice Description:** Lissie practices general corporate law and product regulatory compliance, representing companies in various industries at all stages of their life cycle. Her practice covers a wide range of general corporate advising, transactional matters and product risk management for multinational companies, including corporate governance, venture-backed private financings, public offerings and product safety reporting obligations. During law school, Lissie won the Irving Stenn Jr. Award for leadership, as well as the Saul L. Nadler Memorial Award, which recognizes outstanding course and written work relating to commercial law, corporate law, and securities regulation.

**O'Connor, William V.**  
**Cooley (US) LLP**

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**Web:** www.cooley.com

**Link to Biography:**

<https://www.cooley.com/people/william-oconnor>

**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.

**Rahman, Anushka N.**  
**Keller and Heckman LLP**

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United States

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**Web:** khlaw.com

**Link to Biography:** [khlaw.com/Anushka-N-Rahman](http://khlaw.com/Anushka-N-Rahman)

**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 en-

vironmental 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.

**Ross, Kenneth**  
**Bowman and Brooke LLP**

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United States

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**Email:** kenrossesq@gmail.com

**Link to Biography:**

[productliabilityprevention.com](http://productliabilityprevention.com)

**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 for manufacturers and product sellers 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.

**Rubel, Eric**  
**Arnold & Porter Kaye Scholer, LLP**

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**Link to Biography:**

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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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**Law Office of Alan H. Schoem LLC**

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**Link to Biography:** schoemlaw.com

**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

**Silverman, Cary**  
**Shook, Hardy & Bacon LLP**

1155 F Street N.W. , Suite 200  
Washington, DC 20004  
United States

**Phone:** 202-662-4859

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**Email:** csilverman@shb.com

**Web:** shb.com

**Blog:** cpscmonitor.com

**Link to Biography:**

shb.com/attorney\_detail.aspx?id=17

**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

**Skolky, Shawn**  
**Cooley (US) LLP**

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**Link to Biography:**

www.cooley.com/people/shawn-skolky

**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)

**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.

## **Stamenova-Dancheva, Antonia**

### ***Keller and Heckman LLP***

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**Link to Biography:** [khlaw.com/people/antonia-stamenova-dancheva](http://khlaw.com/people/antonia-stamenova-dancheva)

**Educated:** Colgate University, B.A., 2004 summa cum laude; UCLA School of Law, J.D., 2009

**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

## **Temple, Claire Cooley (UK) LLP**

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**Link to Biography:**

<https://www.cooley.com/people/claire-temple>

**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:** As an international products lawyer, Claire, together with the Cooley Products Team, partners with clients to successfully navigate the ever complicating world of product and consumer regulation and enforcement. Claire advises clients on policy to product launch, regulatory reviews to recall and handling enforcement, regulatory litigation and product related crises, all on a multi-jurisdictional basis. Claire and the team represent clients ranging from some of the biggest names in consumer tech and FMCG, through to some of the most exciting growth stage companies in the industry.

**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.

### **Turtle, Edward** **Cooley (UK) LLP**

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**Educated:** Cambridge 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:** Ed is a senior lawyer on Cooley's international products team. A regulatory adviser and litigator, Ed has more than a decade of experience providing strategic advice to companies in the technology, health-care, automotive and consumer product sectors. Ed helps companies bring innovative products to market and sell them in accordance with applicable laws around the world. He routinely handles complex multijurisdictional projects across more than 100 jurisdictions and is experienced at dealing with regulatory authorities and handling product crises, including global recalls. Ed has particular experience in areas where technology has outpaced regulation and is a go-to adviser in relation to disruptive technologies – including artificial intelligence, ecommerce, wearables, and augmented reality and virtual reality. Ed also undertakes policy work, assisting clients to identify and understand legislative reforms that will have an impact on their businesses and take part as stakeholders in the law-making process. Ed has deep experience with product liability, consumer claims and class actions. He has advised on a wide range of product disputes, with an emphasis on multijurisdictional claims. He has acted in relation to one of the leading European product liability class actions in recent years, and has advised on products claims in North America, Asia, Africa and Australasia. Ed is a recognized thought leader in product compliance and liability. He sits on the International Bar Association's Product Law and Advertising Committee, on Defense Research Institute's Products Liability Steering Committee as an officer of the International Legal Issues specialized litigation group (SLG), and was selected as a member of the International Association of Defense Counsel. Ed is frequently sought out for his knowledge by top publications – including The Wall Street

Journal, the Financial Times and Bloomberg, and has been recommended by leading directories, including The Legal 500 UK.

**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**  
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**Link to Biography:** khlaw.com/Jean-Cyril-Walker

**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

**Wang, Jessica**  
*Arnold & Porter Kaye Scholer, LLP*

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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

## CALL CENTERS

### Sedgwick Brand Protection

6026 Lakeside Blvd  
Indianapolis, IN 46278  
United States

**Phone:** 888-732-3901

**Web:** [Sedgwick.com/brandprotection](http://Sedgwick.com/brandprotection)

**Blog:** [sedgwick.com/news](http://sedgwick.com/news)

**Contact:** Chris Harvey

**Email:** [Brand.protection@sedgwick.com](mailto: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

4571 Laclede Ave. #326  
St. Louis, MO 63108  
United States

**Phone:** 314-497-1797

**Web:** [adksafetyinfo.com](http://adksafetyinfo.com)

**Primary Contact:** Donald Kornblet

**Email:** [donald.kornblet@gmail.com](mailto:donald.kornblet@gmail.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, VA

### 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](http://icphso.org)

**Primary Contact:** Marc J. Schoem

**Email:** [mschoem@icphso.org](mailto: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)**

4571 Laclede Ave. #326  
St. Louis, MO 63108  
United States

**Phone:** 917-568-2906

**Web:** productsafetyprofessionals.org

**Primary Contact:** Don Mays

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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](http://execphd.vt.edu)

**Primary Contact:** Annabelle Ombac

**Email:** [executivephd@vt.edu](mailto: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**

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**Primary Contact:** Donald Kornblet

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**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)**

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**Web:** [icphso.org](http://icphso.org)

**Primary Contact:** Marc J. Schoem

**Email:** [mschoem@icphso.org](mailto: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)

4571 Laclede Ave. #326  
St. Louis, MO 63108  
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**Phone:** 917-568-2906

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**Primary Contact:** Don Mays

**Email:** [info@productsafetyprofessionals.org](mailto: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  
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**Phone:** 888-732-3901

**Web:** [Sedgwick.com/brandprotection](http://Sedgwick.com/brandprotection)

**Blog:** [sedgwick.com/news](http://sedgwick.com/news)

**Primary Contact:** Chris Harvey

**Email:** [Brand.protection@sedgwick.com](mailto: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, processing, 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](http://Sedgwick.com/brandprotection)

**Blog:** [sedgwick.com/news](http://sedgwick.com/news)

**Primary Contact:** Chris Harvey

**Email:** [Brand.protection@sedgwick.com](mailto: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](http://Sedgwick.com/brandprotection)

**Blog:** [sedgwick.com/news](http://sedgwick.com/news)

**Primary Contact:** Chris Harvey

**Email:** [Brand.protection@sedgwick.com](mailto: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

### Cooley (UK) LLP

22 Bishopsgate  
London, EC2N4BQ  
United Kingdom

**Phone:** +442075564430

**Web:** [www.cooley.com](http://www.cooley.com)

**Blog:** <https://products.cooley.com/>

**Primary Contact:** Rod Freeman

**Email:** [rffreeman@cooley.com](mailto:rffreeman@cooley.com)

**Years in Business:** 31

**Industry:** Litigation Support

**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 ICPHSO (the International Consumer Product Safety and Health Organisation) where he is responsible for its International Program, and he is a long-stand-

ing 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](http://insight-quality.com)

**Primary Contact:** Andy Church

**Email:** [andy.church@insight-quality.com](mailto: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](http://icw.io)

**Primary Contact:** Gary Lam

**Email:** [gary.lam@icw.io](mailto: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](http://productsafetymanagement.com)

**Primary Contact:** Tica Bosch

**Email:** [tbosch@ieconsumo.org](mailto: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 Safety Insights LLC**

580 Hunting Ridge Rd.  
Stamford, CT 06903  
United States

**Phone:** 917-561-2906

**Web:** [www.ProductSafetyInsights.com](http://www.ProductSafetyInsights.com)

**Primary Contact:** Don Mays

**Email:** [Don@ProductSafetyInsights.com](mailto: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.

## **Rimkus**

3015 Miller Road  
Ann Arbor, MI 48103  
United States

**Phone:** +1 734 994 9400

**Web:** <https://rimkus.com/practice-areas/product-safety/>

**Primary Contact:** Andy Schaudt

**Email:** [andy.schaudt@rimkus.com](mailto:andy.schaudt@rimkus.com)

**Years in Business:** 40+

**Industry:** Product Safety, Litigation Support

**Services:** In 2020, Rimkus Consulting Group, Inc. (Rimkus), a worldwide provider of forensic engineering and technical consulting services, announced the strategic acquisition of Applied Safety and Ergonomics (ASE), expanding the service offerings and capabilities of the global team related to human factors, product safety, and related practice areas. The Rimkus Product Safety team 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 1983, Rimkus has provided engineering and technical consulting services for a wide range of clients. The Product Safety team has decades of experience answering technical questions about human factors in product safety, incident investigation, and warnings design and evaluation. Rimkus consultants have been involved in projects or worked for clients in all 50 U.S. states and multiple countries around the world. Rimkus consultants have been involved with ANSI Z535 for more than 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.

**Industries Served:** Rimkus experts have 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, hunting equipment, automotive products, home appliances, watercraft, and many others. Rimkus experts have 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.

## Toy Safety & Quality, Inc

Lake Street  
San Francisco, CA 94118  
United States

**Phone:**

**Web:** [toysafetyandquality.com](http://toysafetyandquality.com)

**Primary Contact:** Rachel Murray Meyer

**Email:** [rachel.tsq@me.com](mailto: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](http://complyproplus.com)

**Blog:** [complyproplus.com/insights/](http://complyproplus.com/insights/)

**Primary Contact:** Bill Jacoby

**Email:** [bill@complyproplus.com](mailto: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

**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, and licensing

**TEST LABS – INDEPENDENT SERVICE PROVIDERS****Bureau Veritas Consumer Products Services**

100 Northpointe Parkway  
Buffalo, NY 14228  
United States

**Phone:** 716-505-3300

**Toll Free Phone:** 800-277-3300

**Fax:** 716-505-3301

**Web:** www.bureauveritas.com/cps

**Primary Contact:** Bureau Veritas Inquiry

**Email:** info@us.bureauveritas.com

**CEO:** Oliver Butler

**Years in Business:** Over 35 years

**Testing Specialties:** Chemical, Electrical, Environmental, Quality/Performance Testing, Safety Testing, Material Testing, Reliability Testing,

EMC Testing, Wireless/M2M Testing, Grid Connection Testing

**Industries Served:** Toys, Textiles and Apparel, Accessories, Footwear, Hardlines, Home Furnishings and Furniture, Juvenile Products, Leather Goods and Luggage, Household Appliances, Health, Beauty, Household and Food, Electrical and Electronics, and Automotive  
**International Locations:** With more than 130 labs and offices located in more than 40 countries, Bureau Veritas has a presence in every major sourcing and selling territory around the world.

Click to view our complete listing of global locations:

<http://www.bureauveritas.com/home/about-us/our-business/cps/contact-us/our-locations>

**Eurofins**

349 Lenox Street  
Norwood, MA 02062  
United States

**Web:** [www.eurofins.com/consumer-product-testing](http://www.eurofins.com/consumer-product-testing)

**Primary Contact:** Jennifer Thompson

**Email:** [USCPTInquiries@cpt.eurofinsus.com](mailto:USCPTInquiries@cpt.eurofinsus.com)

**Years in Business:** 37

**Testing Specialties:** Biological, Calibration, Chemical, Construction Materials, Electrical, Environmental, Information, Non Destructive  
**Industries Served:** Retail, Consumer Electronics, Furniture, Toys, Apparel & Footwear, Costume Jewelry, Sporting Goods, Housewares & Home Decor, Lighting, Juvenile Products, PPE, Food Contact Materials

**International Locations:** Eurofins is Testing for Life. The Eurofins Consumer Product Testing network has more 85 laboratories globally, ensuring safety, quality and reliability across consumer product supply chains. With an expert-driven, customer-centric approach, we deliver innovative solutions and fast turnaround times that give our customers the edge. View our global locations here: <https://www.eurofins.com/consumer-product-testing/about-us/locations>

**Intertek**

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

**Toll Free Phone:** 1-800-967-5352

**Web:** [intertek.com/products-retail](http://intertek.com/products-retail)

**Blog:** [intertek.com/blog](http://intertek.com/blog)

**Primary Contact:** Brandy Triplett

**Email:** [product.testing@intertek.com](mailto:product.testing@intertek.com)

**CEO:** André Lacroix

**Years in Business:** 131

**Testing Specialties:** Calibration, Chemical, Construction Materials, Electrical, Environ-

mental, 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/](http://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](http://msrlaboratories.com)

**Primary Contact:** Mark Simonds

**Email:** [mark.simonds@msrlabs.com](mailto: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

**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 AsiInspection), 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:** 55  
**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; Singa-

pore; 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 Research. 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@nrccnrc.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](http://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](http://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 organi-

zation 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](http://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](mailto: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](mailto: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](mailto: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, Promotional 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:** otoiawase2010@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](http://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](mailto:becci_slyfield@moh.govt.nz)

### Standards New Zealand (SNZ) [standards.co.nz](http://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 testing 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](mailto:inquiries@nist.gov)

## **UL Standards** *ulstandards.ul.com*

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](mailto:cec.us@us.ul.com)

## **VIETNAM**

### **Directorate for 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 currently 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 (TCCs), 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](mailto: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-forprofit 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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**Fax:** +84 4 852 7769

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**SECTION II  
VIEWPOINTS**

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

- Tracey Bischofberger
- Kristin Cordz
- Rod Freeman
- Chris Harvey
- Elliot F. Kaye
- Donald R. Kornblet
- Dr. Ik-Whan Kwon
- Kenneth Ross

See pages 70-96



**ARGENTINA**

National System of Standards,  
Quality, and Certification . . . . . 52  
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**AUSTRALIA**

Joint Accreditation System of Australia and  
New Zealand . . . . . 52  
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The National Association of  
Testing Authorities . . . . . 52  
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Phone: +61 2 9736 8222  
(toll-free: 1 800 621 666)  
Website: nata.asn.au

National Measurement Institute . . . . . 53  
Standards Organization  
Phone: +61 2 8467 360  
Email: info@measurement.gov.au

Standards Australia . . . . . 53  
Standards Organization  
Phone: 1 800 035 822  
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Email: mail@standards.org.au

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Brazilian National Standards Organization . . . 53  
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**CANADA**

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

Bureau De Normalisation  
Du Quebec . . . . . 54  
Standards Organization and  
Systems Cerification  
Phone: +418 652 2238 or  
1 800 386 5114  
Website: bnq.qc.ca/en/index.html

Institute for National  
Measurement Standards . . . . . 54  
Standards Organization  
Phone: +613 993 9101  
Email: info@nrc-cnrc.gc.ca

The Standards Council of Canada Standards  
Organization . . . . . 54  
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Website: scc.ca  
Email: info@scc.ca

**CHINA**

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Standards Organization  
Phone: +86 (10) 8226-2749  
Website: cnca.gov.cn

Hong Kong Standards and Testing Center (STC)  
Tel: (852) 2666-1888  
Email: hkstc@hkstc.org

International Compliance  
Workshop Limited . . . . . 46

Consultant Software  
Phone: 852-3705-0346  
Email: gary.lam@icw.io

Standardization Administration  
of the Republic of China . . . . . 55

Standards Organization  
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Website: sac.gov.cn/templet/english

**EUROPEAN UNION**

European Committee for Standardization . . . . . 56  
Standards Organization

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Website: cen.eu/cen/pages/default.aspx

European Committee for  
Electrotechnical Standardization . . . . . 56  
Standards Organization

Phone: +322519687  
Website: cenelec.eu/Cenelec/Home-page.htm

European Telecommunications  
Standards Institute . . . . . 56  
Standards Organization

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Email: info@etsi.org

Institute for Reference Materials  
and Measurements . . . . . 56  
Standards Organization

Phone: +32 (0) 14 571 705  
Email: jrc-irmm-rm-dsales@ec.europa.eu

**INDIA**

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**JAPAN**

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Japanese Industrial Standards Committee . . . . . 58  
Standards Organization

Email: jisc@meti.go.jp  
Website: jisc.go.jp

**MALAYSIA**

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**MEXICO**

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Standards Organization

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Email: international@ance.org.mx

Normex . . . . . 58  
Standards Organization

Phone: + (01 55) 5598 3036  
Website: normex.com.mx

**NETHERLANDS**

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Technology & Software Services

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Email: maaretn@productip.com

**NEW ZEALAND**

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Standards New Zealand . . . . . 59  
Standards Organization

Phone: +64 4 498 5990  
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**SINGAPORE**

SPRING Singapore . . . . . 60  
 Standards Organization  
 Phone: + (65) 6278 6666  
 Website: enterprisesg.gov.sg

**SOUTH KOREA**

Korea Agency for Technology & Standards . . . 60  
 Product Safety & Quality Policy Division  
 Tel: +82-2-509-7238  
 Email: product@kats.go.kr  
 General Inquiries International Standards  
 Cooperation Division  
 Tel: +82-2-509-7400  
 Email: standard@kats.go.kr

Korea Research Institute of . . . . . 60  
 Standards & Science  
 Phone: +82-42-868-511  
 Email: sky0512@kriss.re.kr

**SPAIN**

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 Product Risk Assessment  
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 Email: tbosch@ieconsumo.org

**UNITED KINGDOM**

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# SECTION II VIEWPOINTS

BUILDING YOUR  
COMPLIANCE PLAN



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.



## CPSC PRODUCT SAFETY MANAGEMENT PRINCIPLES FOR BUILDING A COMPLIANCE PROGRAM

*Kenneth Ross*

The CPSC first published the Handbook for Manufacturing Safer Consumer Products in the 1970s, shortly after the CPSC was created. The last edition of this Handbook came out in 2006 and discusses product safety policies, organization, and training as well as all aspects of design, manufacturing, quality, corrective actions, etc. In other words, it discusses safety procedures that it believes are appropriate for any company making consumer products in all aspects of design, production, sales, and post-sale.

### KEY TAKEAWAYS

- The CPSC has prepared a number of guides and list of suggestions on how to establish a company product safety program that they believe is effective. Every consumer product company should compare their program to the ones suggested by the CPSC and make any improvements that they deem appropriate.

The text of the Handbook begins by stating:

*“Manufacturers must assure the safety of consumer products. This is achieved through the design, production, and distribution of the products they manufacture. It is best accomplished by a comprehensive systems approach to product safety, which includes every step from the creation of a product design to the ultimate use of the product by the consumer. The basic concepts for a comprehensive systems approach for the design, production, and distribution of consumer products are discussed in this Handbook.”*

In addition, the CPSC’s Recall Handbook, in existence for many years but last updated in September 2021 and now titled *Product Safety Planning, Reporting, & Recall Handbook*, includes discussions on the appointment of a Recall Coordinator, development of a company recall policy and plan, and suggestions for the creation and retention of records to support a recall.

*Kenneth Ross*

The safety processes advocated in these handbooks are just suggestions and not legal requirements. In addition, they are similar to those procedures employed by companies that have a well-functioning safety effort. So, there is nothing particularly onerous here that a company shouldn't already be doing.

**“The safety processes advocated in these handbooks are just suggestions and not legal requirements.”**

More recently, the CPSC's Small Business Ombudsman posted a list of recommendations and links to safety-related resources on how to make safe products. It is a concise, yet informative list with links to CPSC and other documents that can be helpful to small business owners who don't have the resources for full-time safety and compliance personnel.

All of these suggestions are helpful for any company just starting to develop a product safety program.

**“All of these suggestions are helpful for any company just starting to develop a product safety program.”**

#### ***REQUIREMENTS FOR SAFETY COMPLIANCE PROGRAMS***

In addition to these suggestions, the CPSC has inserted requirements for safety compliance programs into various documents.

First, on March 31, 2010, the CPSC published in the Federal Register a final rule laying out the factors that the CPSC staff will consider when deciding whether the CPSC should seek civil penalties. The rule (16 CFR §1119.4(b)(1)) clearly states that product safety programs are one of the factors to be considered by the staff in assessing civil penalties.

In addition, the Commission released a statement dated March 10, 2010 concerning these new factors which said in part:

*“The safety/compliance program factor takes into account the extent to which a person (including an importer of goods) has sound, effective programs/systems in place to ensure that the products he makes, sells, or distributes are safe. Having effective safety programs dramatically lessens the likelihood that*

*Kenneth Ross*

*a person will have to worry about the application of this civil penalty rule. Any good program will make sure that there is continuing compliance with all relevant mandatory and voluntary safety standards. This is not the same as saying if one's product meets all mandatory and voluntary standards that the Commission will not seek a civil penalty in appropriate cases. The Commission expects companies to follow all mandatory and voluntary safety standards as a matter of course."*

Then, in September 2015, the CPSC issued a Staff Guidance on enforcement of civil penalties. This guidance states that:

*"If a violation appears to have occurred, staff will evaluate potential civil penalty enforcement, including the need for remedial action, such as the implementation of internal controls and a compliance program. Depending on the facts and circumstances as well as other considerations, OGC may take a variety of approaches. Staff may decide to seek a civil penalty, determine that other actions are appropriate, or conclude that the matter should not be pursued at that time. In some situations, calling for remedial action where applicable factors may not compel civil penalties, staff may consider closing the matter without any civil penalty if the potential defendant formally agrees to implement appropriate remedial action."*

In this Guidance, the CPSC has made it clear that a compliance program is important and will be considered in determining whether civil penalties are appropriate. This is very important since the CPSC has great discretion over whether to levy civil penalties and, if so, how much. In addition, if there is product liability litigation, the existence of a comprehensive product safety program can help to lessen the chances that the plaintiff's attorney might seek punitive damages.

**“In this Guidance, the CPSC has made it clear that a compliance program is important and will be considered in determining whether civil penalties are appropriate.”**

*Kenneth Ross***CONSENT DECREES**

Around the same time that the new civil penalty factors were being finalized, a description of a product safety management program was included for the first time in a consent decree that levied civil penalties. In a March 4, 2010 agreement, Daiso Holding, a U.S. subsidiary of a Japanese company, agreed to pay a little more than \$2 million in fines for violating various laws and regulations concerning the sale of toys and children's products.

The consent decree required Daiso to hire a product safety coordinator, who would then be charged with taking the following actions:

- Create a comprehensive product safety program;
- Conduct a product audit to determine which of Defendants' merchandise requires testing and certification of compliance with the FHSA, the CPSA, and any other Act enforced by the CPSC;
- Establish and implement an effective and reasonable product safety testing program in compliance with the FHSA, the CPSA, and any other Act enforced by the CPSC;
- Create guidance manuals for managers and employees on how to comply with product safety requirements;
- Establish procedures to conduct product recalls; and
- Establish systems to investigate all reports of consumer incidents, property damage, injuries, warranty claims, insurance claims, and court complaints regarding products under the jurisdiction of the CPSC that the Defendants imported into the United States.

**“Since May 2013, every settlement agreement for civil penalties has included at least some of these compliance requirements.”**

Daiso retained an independent consultant to certify compliance and the CPSC sent its staff to Daiso facilities to audit compliance. Daiso passed the audit, and the monitoring was ultimately discontinued.

*Kenneth Ross*

Since May 2013, every settlement agreement for civil penalties has included at least some of these compliance requirements.

**CONCLUSION**

Manufacturers should consider all of these suggestions and requirements and evaluate their own programs. Most companies don't do a good enough job of safety management, especially as they begin to sell globally and have to monitor safety issues and incidents around the world. Therefore, it is prudent for every company to take a fresh look at its current safety program and evaluate what changes could be made to improve its effectiveness.

Being proactive about complying with these suggestions and requirements before you have a safety problem is the prudent and responsible thing to do. Dealing with these issues after a problem arises increases the risk of it turning into a huge problem for your products and your company anywhere your products are sold.

**“it is prudent for every company to take a fresh look at its current safety program and evaluate what changes could be made to improve its effectiveness.”**

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## THE POWER OF CROSS-FUNCTIONAL COLLABORATION IN RECALL MANAGEMENT

*Chris Harvey*

In today's highly regulated and fast-paced market, effective recall management is not just a reactive measure but an essential component of safeguarding a company's reputation and financial stability.

For stakeholders with deep experience in product safety, it's evident that a well-orchestrated recall protects consumer well-being while also mitigating the broader risks associated with such events. But what underpins effective recall management is cross-functional collaboration—a unified approach that harnesses the expertise of various departments to address the inherent complexities of a recall.

For organizations with robust product safety mechanisms already in place, the focus should shift from simply responding to crises to embedding a collaborative culture that enhances preparedness. Proactive collaboration ensures that when a recall does occur, the response is swift, coordinated, and decisive, minimizing the risk of escalation and reducing the long-term impact.

### KEY TAKEAWAY

- This article examines how effective recall management relies on seamless collaboration across departments to safeguard a company's reputation and financial stability.
- Through proactive communication, conducting advanced simulations, and leveraging data-sharing processes, organizations can address recall complexities with speed and precision.
- This unified approach not only mitigates risks but also strengthens consumer trust and builds long-term resilience in product safety.

## **NAVIGATING THE RECALL LANDSCAPE**

Recalls can be triggered by a range of factors, from manufacturing defects to shifting regulatory landscapes, supply chain issues, or even evolving consumer expectations and unintended product usage. Regardless of the cause, the consequences can be severe, leading to financial losses, reputational damage, and legal repercussions. However, organizations that embrace cross-functional collaboration are better equipped to mitigate these risks through fast, coordinated action.

While responding to a live recall requires real-time cooperation between product safety, supply chain, legal, marketing, and customer service teams, the groundwork for successful recall management is laid far in advance. Establishing robust communication frameworks and conducting rigorous scenario planning ensures that each department is aligned and ready to act when a recall becomes necessary.

**“...organizations that embrace cross-functional collaboration are better equipped to mitigate these risks through fast, coordinated action.”**

## **PREPARING FOR A RECALL: THE ROLE OF CROSS-FUNCTIONAL TEAMS**

Seasoned recall managers know that the effectiveness of a recall is determined long before an issue arises. Preparation through cross-functional collaboration ensures teams have the protocols and communication pathways necessary to react swiftly and efficiently.

- **Establishing Clear Communication Channels**

One of the most significant risks during a recall is the breakdown of communication. Delayed or inaccurate information can exacerbate the situation, leading to operational bottlenecks and reputational damage. For those already familiar with the complexities of recall management, the value of pre-established communication frameworks cannot be overstated. These frameworks ensure that, when a safety issue arises, all relevant teams—from product safety and supply chain to legal and marketing—can seamlessly share information and execute their roles without unnecessary delays.



*Chris Harvey*

Regular cross-functional meetings and risk assessments play a crucial role here, allowing each team to stay informed about potential risks and ensuring they are ready to mobilize instantly in the event of a recall.

- **Conducting Simulations and Drills**

In any recall situation, speed and coordination are critical.

This is where recall simulations become invaluable. For

**“In any recall situation, speed and coordination are critical.”**

companies already proficient in product safety, the next level of preparedness involves simulating real-world recall scenarios to stress test protocols and response times. These drills offer teams the opportunity to collaborate in high-pressure environments, allowing them to identify weak points, such as delays in decision-making, inefficiencies in communication, or confusion around roles and responsibilities.

The insight gained from these exercises goes beyond operational improvements—it builds confidence across departments, ensuring that teams are ready to work together under duress. These simulations, when facilitated by third-party experts, can further refine recall protocols and foster inter-departmental trust, ensuring quicker, more cohesive action when a real recall occurs.

- **Monitoring Market Feedback and Data**

Proactive risk identification is essential to preventing full-scale recall events. Organizations with mature product safety systems already leverage cross-functional collaboration to track market feedback, supplier performance, and regulatory changes. However, continuous improvement requires deeper integration of data-sharing processes across departments.

For example, product safety teams should maintain close relationships with supply chain partners, conducting regular audits of supplier practices and material quality to catch potential risks early upstream. Legal teams must also stay abreast of regulatory shifts, communicating changes in compliance requirements to product development teams before they become a liability.

*Chris Harvey*

At the same time, marketing and customer service teams provide valuable real-time data on consumer sentiment. An increase in complaints around a particular product feature should trigger collaboration between marketing, customer service, and product safety to investigate potential underlying issues. Addressing these concerns before they escalate into a recall demonstrates a proactive approach to consumer safety that not only prevents crises but also strengthens consumer trust.

### ***RESPONDING TO A RECALL: THE IMPORTANCE OF REAL-TIME COLLABORATION***

When a recall is initiated, the speed at which departments can align and execute their responsibilities directly affects the outcome. Well-established cross-functional collaboration ensures that companies can manage recalls swiftly and effectively, limiting the negative impact on both consumers and the brand.

**“Well-established cross-functional collaboration ensures that companies can manage recalls swiftly and effectively, limiting the negative impact on both consumers and the brand.”**

- **Immediate Information Sharing**

The moment a safety concern is identified, product safety teams must communicate findings to all key stakeholders. Legal teams are immediately tasked with assessing compliance obligations and mitigating the company’s legal exposure, while marketing prepares messaging to inform consumers and the public about the issue.

Supply chain teams, meanwhile, begin the complex task of tracing impacted products, managing logistics for product recovery, and coordinating with retail and distribution partners to halt further circulation. For companies experienced in recalls, the difference between success and failure lies in how quickly these teams can align, share information, and take coordinated action.

*Chris Harvey*

- **Crafting Consumer Communications**

Transparency and timeliness in communication are the cornerstones of a well-managed recall. The role of marketing and customer service in drafting clear, reassuring messages cannot be overstated. In addition to conveying factual information, these teams must also manage consumer sentiment, maintaining trust in the brand even as the company admits a product fault.

Collaborating with legal and product safety teams ensures that all public-facing communications are compliant with regulatory standards while remaining sensitive to consumer concerns. A unified communication strategy that is deployed consistently across all channels—whether through press releases, social media, or direct consumer outreach—helps contain reputational damage and ensures consumers feel informed and supported throughout the recall process.

**“One of the most operationally demanding aspects of a recall is the logistics of product recovery.”**

- **Coordinating Product Recovery Efforts**

One of the most operationally demanding aspects of a recall is the logistics of product recovery. Supply chain teams are responsible for tracking affected units throughout the distribution chain and ensuring their timely return or disposal. Close collaboration with product safety and legal teams is critical to ensuring that all efforts comply with regulatory requirements and that no defective products remain in circulation.

Simultaneously, marketing and customer service teams must manage consumer queries and complaints, ensuring a consistent and reassuring message is delivered throughout the recovery process.

### ***POST-RECALL: LEARNING AND CONTINUOUS IMPROVEMENT***

Once the recall is complete, cross-functional collaboration remains vital for post-event analysis. A thorough review involving all departments helps identify areas for improvement in the recall process. Companies with mature recall strategies use these reviews to refine their protocols, reduce response times, and enhance

Chris Harvey

communication pathways. By adopting a continuous improvement mindset, organizations can strengthen their future recall capabilities and further reduce the risk of consumer harm.

### **LONG-TERM BENEFITS OF CROSS-FUNCTIONAL COLLABORATION**

Effective recall management goes beyond the immediate crisis. Cross-functional collaboration fosters innovation, continuous improvement, and enhanced consumer trust. Companies that excel in recall

**“Effective recall management goes beyond the immediate crisis.”**

management through transparent communication and rapid resolution build stronger consumer loyalty and improve their overall resilience in the market.

By embracing a culture of collaboration, organizations are better equipped to manage recalls, enhance product safety, and build a reputation for reliability and transparency in the eyes of consumers and regulators alike.

For more information, visit [www.sedgwick.com/brandprotection](http://www.sedgwick.com/brandprotection).

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## MANAGING THE CHALLENGES OF GLOBAL CHANGE

*Rod Freeman, Elliot F. Kaye, Tracey Bischofberger*

### INTRODUCTION

Product manufacturers and suppliers face an increasingly challenging regulatory environment – made even tougher by the pace and scale of reform across markets. Some are beginning to find out, sometimes the hard way, the importance of staying abreast of changes in the law. In this article we explore some of the major trends and steps companies can take to manage risks.

**“The concept of what is considered to be a “product” is expanding...”**

### KEY TAKEAWAYS

- Product manufacturers and suppliers face an increasingly challenging regulatory environment – made even tougher by the pace and scale of reform across markets.
- However, there are practical steps companies can take to reduce risks, including being aware of trends, horizon scanning, taking a holistic approach and making a compliance plan for new requirements.

### NEW TECHNOLOGIES

Following years of debates and discussions around the perceived risks and challenges posed by new technologies, concrete reforms are now coming through.

In some jurisdictions this has resulted in a re-think of many of the basic concepts that have underpinned product safety frameworks for decades. The concept of what is considered to be a “product” is expanding to include software, “product safety” is expanding beyond physical risks posed by consumer products to include harm to mental health, and relevant risks are expanding to include cybersecurity, software updates / downloads, connectivity and AI functionalities.

*Rod Freeman, Elliot F. Kaye, Tracey Bischofberger*

The EU has been at the forefront of many of these reforms introducing a number of new laws focussed on dealing with product safety issues associated with new technologies, cybersecurity, AI and changes to make it easier to hold companies strictly liable for defective products. The EU is now turning its attention to other associated issues - such as digital addiction.

The UK has also concluded that its legal framework, originally stemming from EU law pre-Brexit, needs updating to deal with new technologies and address a range of other issues.

Other jurisdictions will be watching the outcome of these and similar reforms as they consider whether

**“Other jurisdictions will be watching the outcome of these and similar reforms as they consider whether updates are needed to future-proof their own frameworks.”**

updates are needed to future-proof their own frameworks. Not all voices in these debates think reform is the best way forwards, with some questioning the degree law makers should intervene citing concerns over stifling innovation and decreased international competitiveness.

### ***E-COMMERCE***

New marketing and distribution models - in particular online marketplaces – are firmly in the spotlight in the US with a recent focus on de minimis shipments, a decision by the CPSC expanding its regulatory reach and an update to the CPSC's certificate of compliance regulation that seeks to obligate e-commerce platforms as “importers.”

The EU has pressed ahead with a number of legislative reforms. These include new obligations on online marketplaces, increasing information for products sold online and extending the requirement to have a “responsible economic operator” established in the EU to most consumer products, and specific obligations for platforms that provide certain fulfilment services. This sits alongside reforms to product liability rules to hold online platforms and fulfilment service providers strictly liable (without needing to prove fault) for defective products in certain circumstances. There are also proposed reforms being considered to make online marketplaces “deemed importers” responsible for complying with certain customs

*Rod Freeman, Elliot F. Kaye, Tracey Bischofberger*

obligations, requiring them to charge customs duties at the point of purchase, and removing the de minimis exemption on customs duties.

The UK is also proposing reforms to clarify and modernise online marketplace responsibilities – but we are yet to see the details.

We expect this area to be a continued focus as markets and marketing models evolve.

### **SUSTAINABILITY**

Another key focus for the EU has been the sustainability of consumer products, recently passing a range of new requirements that impact every aspect of the product life-cycle, from design, through to manufacture, marketing, repair and end-of-life. They sit alongside new rules that require businesses to increase due diligence on their products - from inception and manufacture through to consumption and disposal.

Right-to-repair has been a focus in a number of States in the US, driven by improving consumer rights.

**“We’re expecting to see the boundaries of new laws and powers tested.”**

### **INCREASED ENFORCEMENT**

In the EU, we are seeing that authorities are beginning to enforce new laws recently introduced – such as the Digital Services Act. We’re expecting to see the boundaries of new laws and powers tested.

In other markets, regulators and policy makers continue to focus on how they can make enforcement more effective. Some – such as the UK – are looking at strengthening powers and getting access to data to better inform policy and enforcement decisions. Others have focussed on using existing levers – such as the US CPSC with its increased use of unilateral warnings, civil penalties and shift to using experienced trial attorneys for compliance investigations.

International cooperation is increasing – that will result in product safety issues more commonly being picked-up by regulators in other jurisdictions.

*Rod Freeman, Elliot F. Kaye, Tracey Bischofberger*

There is also a trend to empower third parties to participate in the enforcement of product safety regulation. An example is the EU's new class action mechanism, sitting alongside reforms to the EU's already claimant-friendly product liability laws that will increase the importance of regulatory compliance as a means of mitigating product liability risks.

### **COMPANIES ARE FEELING THE PINCH**

This presents challenges for many companies. Teams need to stay on top of upcoming new requirements across multiple jurisdictions, understand what they mean and implement required changes to products, processes and procedures to comply – often before guidance or harmonised standards are available. The scale and breadth of reforms impact different areas within a company, making it difficult to prioritise and allocate resources. Cross-functional reforms can also require different teams to work closely together within companies. To add to these challenges, reforms are not always consistent across jurisdictions and we are seeing requirements conflict in some cases.

**“The impact of getting this wrong shouldn't be underestimated.”**

The impact of getting this wrong shouldn't be underestimated. There are products being developed now, that companies plan to launch in one or two years' time and keep on the market for a number of years. Getting this wrong can lead to lost opportunities and investments, costly product recalls and increased litigation risk.

### **WHAT STEPS CAN COMPANIES TAKE?**

There is no easy solution – however there are some practical steps companies can take to make this process more sustainable and reduce risk:

- Awareness of trends: many trends are global in nature. Understanding the drivers behind change can help companies anticipate reforms in other markets. There are many resources available including publications like this, and specialist legal advisers;



Rod Freeman, Elliot F. Kaye, Tracey Bischofberger

- Horizon scanning: set-up a process, with the support of experts with access to the relevant data internationally, to identify, prioritise and monitor upcoming reforms in key areas and markets;
- Holistic approach: whilst it can be tempting to try to manage change across markets in an ad hoc isolated way, a centralised holistic approach is often more efficient and effective at managing risks when supplying multiple markets;
- Make a compliance plan: map new requirements – including across markets, conduct a gap analysis to determine any changes needed to comply, determine the teams that need to be involved and formulate a workplan with clear allocation of responsibilities. And document the process well to be able to demonstrate your compliance efforts should regulators come calling!

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## PRODUCT SAFETY NETWORK NEWS®

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## DISASTER PREPAREDNESS IS A LUXURY, PRODUCT SAFETY SHOULDN'T BE

*Kristin Cordz, CVT, CPSP*

Living through a major hurricane while living in Lake Lure in Western North Carolina in September 2024 was an unexpected life experience that left me with meaningful insights. What struck me most was how few people in this rural, mountain community had basic emergency supplies. Having spent time in New Orleans, I still had my “prepper” supplies, but many neighbors simply hadn’t prioritized—or couldn’t afford—that kind of preparedness. Life’s daily demands often don’t leave room for building emergency stockpiles or saving for evacuation. While I was privileged to leave the area and relocate, it reminded me that while we all face risks, our ability to protect ourselves often depends on economic means.

This made me reflect on the parallels between disaster preparedness and consumer product safety. Both aim to protect lives, yet accessibility differs. Preparedness often requires financial flexibility, making it a luxury for those with means. Product safety, while seemingly universal, can also fail marginalized and low-income communities. While we can’t directly change disaster preparedness, as product safety professionals, we can leverage our role

### KEY TAKEAWAYS

- *Safety Shouldn’t Be a Privilege*  
Whether it’s disaster preparedness or product safety, the ability to protect oneself often depends on economic means. Marginalized and low-income communities face greater risks due to systemic gaps, limited resources, and barriers to access. Safety should be a baseline right, not a privilege tied to economic means.
- *Close the Gaps by Seeing the Blind Spots*  
Risk identification and safety solutions often overlook diverse experiences, leaving vulnerable communities unprotected. By questioning assumptions, broadening perspectives, improving risk assessments, and providing access to safety information through inclusive communication and education, we can ensure safety reaches everyone.

*Kristin Cordz*

anticipate risks and ensure products protect all consumers, ensuring product safety isn't a privilege but a baseline right.

### ***RISK IDENTIFICATION AND HAZARD ANALYSIS: BRIDGING BLIND SPOTS***

Ask an average consumer if the products they use are safe, and most will assume they are—otherwise, they wouldn't allow them in their homes. For the most part, this belief holds when products are used correctly and include built-in safety features. Yet, when it comes to identifying risks—whether in product safety or disaster planning—consumers often operate through limited lenses: their experiences, family anecdotes, education, reviews, or social media. These perspectives, while valid, are often incomplete and full of blind spots.

**“Hazard identification and mitigation are cornerstones of product safety.”**

Hazard identification and mitigation are cornerstones of product safety. Manufacturers and regulatory bodies rely on tools, predictive models, and assessments to uncover risks. However, these systems depend on data inputs—and unless intentional efforts are made, biases or gaps can persist. Do these tools account for income, education, technology disparities, or diverse community experiences? Often, they don't.

As safety professionals, we, too, are not immune to blind spots. It's our responsibility to question our own assumptions, confront our blind spots, question our methods and actively seek out other perspectives. By challenging assumptions and broadening our inputs, we can ensure risks are identified for everyone, not just those who happen to be part of the data set.

### ***SAFETY AND PREVENTION: SHOULD IT DEPEND ON WEALTH?***

Mitigating harm requires investment, whether in infrastructure or product design. Unfortunately, prevention often correlates with wealth, revealing stark economic disparities in both disaster preparedness and product safety.

Disaster preparedness is inherently resource intensive. Evacuating during a hurricane, for instance, requires transportation, lodging, and financial flexibility—luxuries many low-income families lack. Marginalized communities often face impossible choices: stay behind, unable to evacuate, or rebuild homes they can't

*Kristin Cordz*

afford to secure. The result? Disasters disproportionately harm the most vulnerable, deepening systemic inequality.

Product safety mirrors this economic divide. Manufacturers invest in safer designs, rigorous testing, and high-quality materials, but these efforts often translate into higher price tags. Low-income consumers may turn to cheaper, poorly made alternatives—counterfeit electronics, expired foods, or household goods that lack safety features. These products carry higher risks of injury, illness, or even death.

**“Disasters disproportionately harm the most vulnerable, deepening systemic inequality.”**

Even product recalls, designed to mitigate further harm, can falter. Returning defective goods often requires time, knowledge, and resources that low-income families may not have. As a result,

safety gaps persist where harm can least be absorbed. The burden of risk—whether from disasters or unsafe products—falls unfairly on those least equipped to recover.

**Safety shouldn't be a function of privilege, but too often it is.**

### ***ADDRESSING SAFETY GAPS THROUGH EDUCATION AND COMMUNICATION***

We often talk about the importance of communication and education in promoting safety, but access to this information remains unequal. In both disaster preparedness and product safety, barriers like language, literacy, or limited access to resources prevent many people from receiving or understanding critical safety guidance.

For instance, product safety relies heavily on clear instructions, warning labels, and safe-use guidelines. But what happens when those materials assumption of a basic literacy or comprehension fails? Consumers who struggle with these barriers—whether due to education, language, or disabilities—are left at risk. What should be avoidable hazards become life-altering incidents, disproportionately impacting those already facing hardships.

This is one of the most complex challenges we face, as no “one-size-fits-all” solution exists. However, it’s an area where we can—and must—do better. By prioritizing inclusive communication strategies and creative education approaches,

*Kristin Cordz*

we can empower consumers of all backgrounds to make safer choices, potentially through strategic partnerships, multilingual materials, visual aids, or community outreach programs. If we can rise to this challenge through willingness to do something new along with time, effort, and investment, the impact could be transformational.

### ***MAKING SAFETY A RIGHT, NOT A PRIVILEGE***

At the heart of this reflection is a troubling reality: safety—whether in disaster preparedness or product use—is often related to one’s economic means. While disasters strike indiscriminately, the ability to prepare for or recover from them is tied to wealth. Similarly, while safe products should be a universal standard, socioeconomic inequality leaves the most vulnerable at the greatest risk.

**“At the heart of this reflection is a troubling reality: safety—whether in disaster preparedness or product use—is often related to one’s economic means.”**

#### **It’s time to change that narrative.**

Product safety professionals have a unique opportunity—and responsibility—to address these disparities. By challenging assumptions, questioning processes, and designing with equity in mind, we can ensure safety is accessible to everyone. No consumer should have to choose between affordability and safety.

There are many luxuries in life—safety should not be one of them. I challenge each of you to take a closer look at your own processes, assumptions, and preconceptions. What steps can you take to close the safety gap? What creative solutions can you bring forward to ensure safer products reach all communities? Identify at least one step or solution to take action on to address your product safety challenges.

The path forward won’t always be easy, but it is necessary. By committing to equity, innovation, and intentional change, we can create a future where product safety is a right for all.

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## TRUST AND COMPLIANCE IN PRODUCT SAFETY

*Dr. Ik-Whan Kwon, Donald R. Kornblet*

**T**rust and compliance have a special meaning and implication in the product safety area. Consumers purchase products based on its reputation that it is safe to buy and consume. Consumers spent a whopping \$714.4 billion in 2023 ranging from automobiles to zincs and between. When we purchase products/services, we do so based on trust that these products/services are safe for consumption. We trust products based on reputation of makers/producers/distributors of these products. Consumers put their faith on these products because we trust their reputation in the market and their compliance with regulations designs to keep consumers safe. Once such trust is betrayed, consequence is far reaching, consumer's boycott and producer's subsequent exit from the market. The speed of such negative news spreading throughout the market is beyond our imagination fueled by high-speed information technologies and social media.

Financial loss from loss of trust is well documented. Empirical results appear to support such hypothesis. For example, the best collaborator based on relational trust in supply chain cut the inventory carrying cost almost by 50% (Partidas, 2015). Cotton (2009), for example,

### 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.

*Dr. Ik-Whan Kwon, Donald R. Kornblet*

discusses a return on capital investment based on degree of collaboration. Those in top tier of trust group, according to his study, enjoys 4 to 8% return on capital vs. 2 to 2.8% for the average tier trust group. The difference of return on capital between these two groups (4 to 8% vs. 2 to 2.8%) will undoubtedly make it easier for them to attract additional capital for business growth and expansion. In its 2016 global CEO survey, PwC reported that 55% of CEOs think that a lack of trust is a threat to their organization's growth.

### **TRUST AND THE SUPPLY CHAIN PROCESSES**

On the other hand, lack of trust-based collaboration is the biggest obstacle to improving supply chain processes (American Productivity and Quality Center, 2022). A study by Henke, Stalkamp and Yenivurt (2014) details the extent of profit

**“On an emotional side, trust plays an important role shaping employee's work ethics and productivity.”**

loss by Chrysler due to loss of trust from suppliers. They calculated the amount of profit loss on a unit basis. They claim that poor or low trust with supplier have cost Chrysler \$688 of profit on every light vehicle they have manufactured and sold in the U.S. since 2001. According to their estimate, this translates into \$24 billion in lost operating profit (EBIT and extra-ordinary expenses) over the last 12 years. (Henke, Stallkamp and Yeniyurt, 2014). A similar story has been reported by Bed Bath & Beyond as they filed a bankruptcy. They lost supplier's trust on their ability to pay their financial bligation. Suppliers decided to scale back the amount of their regular supplies forcing Bed Bath & Beyond to file bankruptcy (Unglesbee, 2023).

On an emotional side, trust plays an important role shaping employee's work ethics and productivity. For example, it is reported that compared with people at low-trust companies, employees at high-trust organizations have a 74% less stress and 29% more satisfaction with their lives, 106% more energy at work and 50% higher productivity and 13% fewer sick days and 40% less burnout. Compared with people at low-trust companies, people at high-trust companies report: 70% less stress, 106% more energy at work, 50% higher productivity, 13% fewer sick days, 76% more engagement, 29% more satisfaction with their lives, 40% less burnout (Zak, 2017).

There is a strong correlation between performance index and collaboration index. On average, a company's level of trust and its satisfaction were the highest

*Dr. Ik-Whan Kwon, Donald R. Kornblet*

and the level of perceived conflict was lowest in the relationships when there is a high level of interdependence based on trust (Simatupang and Sridharan, 2004). Employees in high trust organizations are more productive, have more energy at work, collaborate better with their colleagues, and stay with their employers longer than people working at low-trust companies. They also suffer less chronic stress and are happier with their lives, and these factors fuel stronger performance (Kumar, 1996).

### ***BUILDING TRUST***

As seen above, trust has a profound implication in building financial health and long-term survival in the market. Yet, literature is silent on the process of building trust. The ultimate goal of trust is our commitment to the consumer that products we produce are safe for consumption. The journey from trust to commitment is not as easy as it sounds. Research reveals that relationship between and among consumers and producers is a pathway to achieve a trust-building process (Kwon and Suh, 2004 and 2005). Corporations have a responsibility to design and implement compliance plans that guide companies in informing consumers the characteristics of the product they produced. This should be done in such a way that consumers are exposed to information about the safety of the products they are about to purchase and consume.

**“A well-designed compliance plan includes communication with consumers that leads to a pathway to build a powerful relationship between producers/distributors of products and consumers.”**

A well-designed compliance plan includes communication with consumers that leads to a pathway to build a powerful relationship between producers/distributors of products and consumers. Once relationship with consumers is established, it opens up a channel of communication whereby consumers feel comfortable/safe to consume the products. Personal relationship with the products gradually opens up a path to trust the products. Once consumers feel safe enough to trust the products, it eventually leads them to commit that brand of products and it may last a lifetime commitment. How many of us have heard from our friends that “I always buy XYZ brand because I trust that it is good and safe”.



*Dr. Ik-Whan Kwon, Donald R. Kornblet*

## **DESIGNING AN EFFECTIVE COMPLIANCE PLAN**

A recent development in the compliance area, along with the introduction of AI to the consumer market, adds another dimension to the trust in the product safety area. Trust has been discussed and debated as a topic among professionals:

The introduction to the Five Pillars of Product Safety was presented as part of an education methodology that broke down a number of considerations in defining how to describe compliance. The Society of Product Safety Professionals formed a committee in 2017 that gave structure to what product safety managers need to be effective. This included the following five areas that are now recognized as part of an effective compliance plan:

**“The Society of Product Safety Professionals formed a committee in 2017 that gave structure to what product safety managers need to be effective.”**

1. Culture and Ethics, including policy development, communication to all corporate stakeholders; advocates for support of senior management including: safety-related fact-based assessments, advocacy and recommendation of actions and plans for corrective actions regarding product designs, production alterations, including products in the field;
2. Consumer Product Safety Assurance, including risk assessment and product hazard assessment: including assessment of product information, market data, relevant published literature, incident claims, litigation, on-line product reviews, and other sources of field data for potential risks of hazards; promotes confidence in the manufacturer and its products;
3. Regulatory Compliance, including a 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 internally and across the supply chain and subject to local, state, national, and international regulations.

*Dr. Ik-Whan Kwon, Donald R. Kornblet*

4. Incident management, including a comprehensive corporate system through which all product safety-related complaints, incidents, injuries, lawsuits, liability claims, warranty claims, compiled in a data management system; manages and maintains 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
5. Product recalls and returns, including corrective actions and withdrawal of products, including communication and coordination of product sales and shipping-holds; reverse logistics; recalls and other actions including safety notices, corrective action preparation and coordination with the appropriate regulatory agency and company personnel. The recall process needs to include consumer communications and remunerations, including notification of a product hazard, defect or failure; the system for separating the consumer from the hazard, repair, replacement, or repurchase as well as disposal plans, modification of future production to eliminate the identified risk that led to recall or corrective action.

### **AI AND PRODUCT SAFETY**

As AI spreads to the society including business in general and product safety in particular, conversation on trust via AI is elevated to the corporate level. The building block in trust formation is no longer on an individual arena. It is now “me vs. corporate” in product safety field. As a result, the dynamic of building trust in product safety area becomes more challenging and to some extent complicated.

**“As AI spreads to the society including business in general and product safety in particular, conversation on trust via AI is elevated to the corporate level.”**

Artificial intelligence (AI) is technology that enables computers and machines to simulate human learning, comprehension, problem solving, decision making and creativity that includes applications and devices equipped with AI. This capacity can lead to consumers understanding critical information. AI can learn from new information and experience. It can make detailed recommendations to users and experts. AI can act independently, replacing the need for human intelligence or intervention (a classic example being a self-driving car).

*Kwon, Kornblet*

But in 2024, most AI researchers and practitioners—and most AI-related headlines—are focused on breakthroughs in generative AI (gen AI), a technology that can create original text, images, video and other content.

**In summary**, trust is a vital component of successful business relationships, driving collaboration, loyalty, and overall effectiveness. Building and maintaining trust requires consistent communication, transparency, and a commitment to integrity and the development of an effective compliance plan.

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# SECTION III BEST PRACTICES

## BUILDING YOUR COMPLIANCE PLAN



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.

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## CONSUMER PRODUCT SAFETY COMPLIANCE PLAN

*John F. Kuppens, Kelly M. Reid*

Developing a consumer product safety compliance program is an excellent way to take a proactive approach to product safety. Doing so allows businesses to protect consumers, minimize recalls, lower liability risks, and maintain a reputation for quality and reliability. This article outlines five “best practices” you can use in developing a compliance plan that works for your products.

**“Assessing how products are used—or may foreseeably be misused—can provide insights into potential hazards.”**

### **1. IDENTIFY THE POTENTIAL RISKS AND REGULATORY ENVIRONMENT**

The first step in creating an effective compliance plan is to undertake a risk assessment of your products. This involves identifying potential hazards which may be associated with the use of the product. Assessing how products are used—or may foreseeably be misused—can provide insights into potential hazards. Then one should assess the likelihood and severity of the

### **KEY TAKEAWAYS**

- Implementing an effective consumer product safety compliance program allows businesses to protect consumers, minimize recalls, lower liability risks, and maintain a reputation for quality and reliability.
- This article outlines best practices to consider when developing your consumer product safety compliance plan, including the importance of conducting risk assessments, tailoring policies to regulatory requirements, fostering a culture of compliance, and implementing regular audits to ensure ongoing effectiveness.

*John F. Kuppens, Kelly M. Reid*

hazard, and then determine how best to avoid or reduce the identified risks. This could involve making design changes, adding guards, or enhancing warnings, labels, and instructions.

An effective compliance plan should identify the laws and regulations applicable to your products. For instance, some products may require specific testing protocols or labeling to meet safety standards. Your compliance plan should outline how your organization will meet any such legal requirements.

For businesses operating in global markets or which use a global supply chain, it's important to recognize that regulatory standards and enforcement practices differ by region. Tailoring your compliance approach to align with the specific requirements of each country will help ensure your products meet the necessary safety benchmarks across all markets.

## **2. EVALUATE AND UPDATE YOUR CURRENT POLICIES AND PROCEDURES**

Developing a product safety compliance plan doesn't always require you to reinvent the wheel. Instead, you can start by reviewing the processes already in place within your organization to determine whether those processes can be updated and tailored to support your compliance plan. This is a great exercise for thinking through how you identify product safety issues from the ground up – how does your company receive feedback? Who receives that feedback? How is it escalated and resolved?

Ultimately, your compliance plan should establish procedures tailored to the unique needs of your organization and industry.

## **3. DESIGNATE A PRODUCT SAFETY COORDINATOR OR TEAM**

A product safety compliance program should include procedures for identifying and escalating product safety concerns, and it should identify employees who will be responsible for management and maintaining accountability. One good practice is to assign a product safety coordinator and committee to ensure oversight and continuity. Responsibilities for the committee may include managing safety protocols, monitoring compliance, and addressing incidents as they arise.

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#### 4. MAKE COMPLIANCE YOUR CULTURE

Company leadership can help emphasize the importance of the compliance plan to the rest of the organization. Employees should receive training and guidance as to their responsibilities within the

**“Company leadership can help emphasize the importance of the compliance plan to the rest of the organization.”**

program. Your compliance plan should be designed to ensure that employees from departments such as quality control, engineering, legal, and customer service all understand their role and how best to identify, escalate, and prevent product safety issues.

#### 5. AUDIT AND STAYING UP TO DATE

Finally, conducting regular audits of your compliance plan to identify and correct any gaps is a good way to maintain and update your plan over time. Consider setting periodic audit timetables and guidelines to ensure that the plan stays as up-to-date and effective as possible.

In summary, developing and implementing an effective compliance plan is a proactive approach to product safety that can yield long-term benefits.

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**List your organization's capabilities and profile, at [adksafetyinfo.com](http://adksafetyinfo.com) see “List Your Company.”**

The screenshot shows the website for ADK Information Services, LLC. The header includes the company logo and name, and a navigation menu with links for HOME, SEARCH DIRECTORY, EDUCATION, OTHER RESOURCES, LISTING, and PRODUCT SA. Below the navigation is a welcome message: "Welcome to ADK's Product Safety & Recall Directory. The definitive resource for professionals in the Product Safety field." On the left side, there are five buttons: SEARCH DIRECTORY, LIST YOUR COMPANY, NEWSLETTER, PRODUCT SAFETY NEWS, and JOIN LINKEDIN GROUP. On the right side, there is a section titled "Welcome to ADK Information Services, An Information and Educational Resource for the Product Safety & Recall Field." followed by a paragraph: "ADK Information Services assists the business community in addressing issues of product safety and quality, resulting in more effective product development and risk management, and a safer world for all. Read on to learn more!" At the bottom, there is a link for "The Product Safety & Recall Directory" and a note that the directory is a publication of ADK Information Services.



## CAN YOU HEAR A PIN DROP? ASSESSING THE MATURITY OF YOUR CUSTOMER FEEDBACK COLLECTION PROCESS

*Alan Abrahams*

Chances are your company is receiving a lot of customer feedback. And, as head of compliance or quality management, you probably think you are a good listener. But how can you be sure? It's time to measure the maturity of your customer feedback collection process.

There are three general customer feedback phases you'll need to measure:

- **collection:** Routing the customer narratives to a central store
- **analysis:** Investigating the content of all your feedback, to discover safety concerns
- **escalation:** Taking action on verified incidents

For each phase, there are several dimensions you need to track, common to any big-data analysis project: volume, velocity, veracity, variety, variability, value, and visualization. You might picture this as a grid, and in any cell, there are metrics you ought to be recording, or analyses you ought to be generating. The grid that follows shows a (non-comprehensive) sample of core metrics you might record. A collection of these metrics allows your company to create a scorecard, to self-assess your feedback processing maturity.

### KEY TAKEAWAYS

- To be sure your organization is able to rapidly detect product safety concerns, regularly complete a formal scorecard that assesses your organization's capacity to collect and analyze customer feedback.
- To continuously improve your capacity, use the scorecard to set targets and monitor your progress towards your safety surveillance goals



Alan Abrahams

|                                                             |               | Phase of Feedback Process                                       |                                                                                        |                                                                  |
|-------------------------------------------------------------|---------------|-----------------------------------------------------------------|----------------------------------------------------------------------------------------|------------------------------------------------------------------|
|                                                             |               | 1) Collection                                                   | 2) Analysis                                                                            | 3) Escalation                                                    |
|                                                             |               | Unit of Analysis                                                |                                                                                        |                                                                  |
|                                                             |               | Narratives                                                      | Safety concerns                                                                        | Incidents                                                        |
| <b>Dimension</b>                                            | Volume        | Total and % narratives<br>Total and % products<br>Total sources | Total safety concerns.                                                                 | Total incident reports to senior management or regulator         |
|                                                             | Velocity      | Total per day/week                                              |                                                                                        |                                                                  |
|                                                             |               | Lag between receipt and recording.                              | Lag between recording and review.                                                      | Lag between review and reporting.                                |
|                                                             | Veracity      | % missing/mangled attributes                                    | Total manually reviewed. Total machine reviewed.<br>% true and false positive/negative | Incidents missed                                                 |
|                                                             | Variety       | % attributes recorded<br>% sources collected                    | % smoke terms used                                                                     | Total hazard subcategories surveilled                            |
|                                                             | Variability   | Frequency of source update                                      | % agreement                                                                            | By country / business unit                                       |
|                                                             | Value         | Cost to collect                                                 | Cost to analyze                                                                        | Units in circulation<br>Cost per remediation<br>Cost of inaction |
|                                                             | Visualization | KPIs above<br>Key Performance Indicators                        | Dynamic Risk Assessment Matrix<br>Risk Assessment Radar                                |                                                                  |
| Stacked bar charts with live totals over window of concern. |               |                                                                 |                                                                                        |                                                                  |
| Histograms with distribution of lag times.                  |               |                                                                 |                                                                                        |                                                                  |

For each cell in the grid, detailed records are needed. For example, for volume and variety of narratives, you'll want to record what number (and percentage, if determinable) of customer narratives from each of these sources have made it into your central customer feedback repository: inbound call transcripts, emails, in-store and mail-in returns, web-form submissions, live chat sessions, social media messages and mentions, and public product reviews, discussions, and videos (list source sites). Similarly, for variety of narratives, you'll want to assess whether you have collected the attributes necessary for further analysis, such as the product's full name, model, batch number, serial number, customer narrative, customer name and contact details, and so forth.

Alan Abrahams

Identify performance targets you want to achieve for each metric. Scorecard at regular intervals to identify weak areas, and to record progress towards your desired maturity level. Process measurement isn't just for production processes. Diligently applied, it will help you mature into an organization capable of routinely spotting, and rapidly mitigating, product risks.

“For each phase, there are several dimensions you need to track, common to any big-data analysis project...”

Alan Abrahams

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## PERSONALITIES YOU WILL MEET IN BUSINESS

*Steve Epner*

### KEY TAKEAWAYS

- Learn a new approach to reaching conclusions in a meeting.
- Understand the different personalities you must deal with in any business situation.

Everyone in business is required to attend or manage meetings. There are easy and difficult parts. The hardest is dealing with the different personalities that will attend. I am borrowing the descriptions and titles below from Ichak Adizes who wrote *Corporate Lifecycles; How and Why Corporations Grow and Die and What To Do About It*. My edition was copyrighted in 1988 and I still find it valuable.

There are 4 major personality types in a business. As with any model, there are outliers and there are people who do not fit any part of the mold. People change with maturity and job responsibilities. Very few people stagnate in one set of characteristics – until they stop growing.

Adizes looks at a few critical attributes. The first is a perceived urgency. Some people are very Short-Term oriented. Get it done – NOW! They do not like projects that never finish. Close the order this month, deliver results before expected. Get out of my way so I can finish.

At the other extreme are the Long-Term players. They are focused on the future. What will we have to do in 3 to 5 years? How can we improve operations, so we do not have to work as hard? We need to spend more time thinking about the business.

It is also noteworthy that the Long-Term players are more unstructured in their business and personal lives. The Short-Term personalities love structure. Rules and regulations make their lives predictable and allow them to achieve their goals.

*Steve Epner*

Risk Tolerance is the next prime characteristic. Some people avoid risk at all costs and others thrive on it. The first group feels safe doing it the same way they have always done it. "Don't screw up my day" is their motto. The risk takers are always looking for new ways to accomplish everything. They are willing to risk a certain amount of stability to gain advantage. They do not always win, but they are always trying.

Risk tolerance also affects speed of decision making. At the low end, people want to study any change until they are confident that they have missed nothing that can go wrong – although it always does. At the other extreme, they are willing to try anything, even half-baked ideas. This group has many more failures, but their wins are usually home runs.

**“Risk Tolerance is the next prime characteristic. Some people avoid risk at all costs and others thrive on it.”**

Finally, some people are very Process oriented while their opposite is Output oriented. Process people love the rules, so everything is under control. Output people are

only worried about getting the job done. They are always willing to try and catch up on process (like timekeeping or billing) later.

Every organization required all types of personalities, or they will not function as a going and growing concern.

There are the Entrepreneurs. Their outlook is on the future, they fight following the rules. They want to come up with new ideas and do not like to be structured. These people probably started the business and keep it changing to deal with market conditions.

The Producers on the other hand are focused on getting things done. They are short term and output oriented. If something goes wrong, they will make fast decisions and take chances to get it fixed and generating the right output again.

Administrators are the score keepers. This is a highly structured group focused on following process and procedures to complete tasks. They make sure the billing gets done, accounts are collected, and accounting happens on time.

*Steve Epner*

Finally, Adizes defines a group he calls Integrators. These are the culture vultures. They want everyone to get along. Their goal is to build consensus and not take many risks. They take their time to decide to make sure the majority of the team is behind them.

Given these different people, how can you deal with them all in a single meeting? It is not always easy, but here are a few suggestions that will help create successful meetings.

Recognize that Producers and Entrepreneurs do not like meetings. Meetings are usually an annoyance that takes them away from what they love to do. They want the answers first and will ask questions if there is something they want to know.

**“Given these different people, how can you deal with them all in a single meeting?”**

Administrators are always concerned that you (as the head of a team or in charge of solving a problem) followed all the best practices necessary to minimize risk to the operation. They love detail and will drive Producers and Entrepreneurs crazy by asking many questions and not allowing the meeting to conclude.

The Integrators enjoy meetings. It gives them a chance to connect with more people and make sure everyone is happy. They will go along with whatever the group decides.

So, imagine you are holding a meeting to agree on a response to a product safety issue. How do you deal with all of these different types?

Begin by meeting with Administrator types before the official meeting. Show them the details, describe the process you used to come up with the answer you are proposing and give them time to ask whatever questions they want. This way they will support you in the meeting and will help getting approval to move forward.

Steve Epner

Then, invite the Integrators to the meeting early. Have coffee and maybe food. Allow them to relax and talk. Give them some background and how you believe consensus will be accomplished.

Finally, invite the Entrepreneurs and Producers for a couple of minutes after everyone else will arrive. An odd time will usually get them there are on time. Since they always worry about wasting time, let them know you are inviting them late (9:03) so they will not have to sit around waiting for the meeting to start.

When they show up, start with the answer. Ask for their input and then propose the actions you feel are best. Tell them the Administrators have already reviewed all of the input and processes, so it is up to them to approve the answer.

Usually, they will agree and the Integrators are happy because there is consensus, the Administrators are happy as they got credit for doing their homework, and the Entrepreneurs and Producers are happy as they can get back to whatever they were doing.

You will find that this approach will save you a lot of time in meetings, will keep most from degenerating into a battle over meaningless minutia, and get decisions made when you need them.

Steve Epner can be contacted at 314-313-2721 or at [sepner@outlook.com](mailto:sepner@outlook.com).

**“You will find that this approach will save you a lot of time in meetings...”**



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## STRENGTHENING RECALL READINESS THROUGH ADVANCED CROSS-FUNCTIONAL SIMULATIONS

*Chris Harvey*

**F**or organizations well-versed in product safety and recall management, the importance of preparation is already clear. However, many companies can enhance their existing protocols by leveraging more advanced, cross-functional simulations. While most have plans in place, refining those plans through realistic, high-pressure drills can reveal the latent inefficiencies that even experienced teams might overlook. These exercises do more than test preparedness; they sharpen coordination across departments, ensuring that when a recall occurs, the response is faster, more aligned, and ultimately more effective.

### KEY TAKEAWAY

- This article explores how advanced, cross-functional simulations can enhance an organization's recall preparedness. By engaging teams from all relevant departments in realistic, high-pressure drills, companies can uncover hidden gaps, enhance interdepartmental coordination, and foster a culture of continuous improvement in product safety.

### THE EVOLUTION OF RECALL SIMULATIONS

Standard recall simulations are often limited to specific scenarios or isolated departments. However, organizations with more mature recall protocols can

**“...one common challenge even experienced teams face is real-time information sharing.”**

benefit from evolving these exercises to incorporate a broader, more dynamic cross-functional approach. Involving teams from product safety, legal, marketing, supply chain, and

customer service in a single, coordinated simulation creates an environment where the complexity of a live event can be experienced fully—highlighting the dependencies between functions and revealing points of friction.

*Chris Harvey*

For example, one common challenge even experienced teams face is real-time information sharing. How quickly can legal teams assess potential regulatory implications? Are marketing and customer service teams equipped to craft clear and aligned consumer-facing messages in time to minimize reputational damage? Supply chain's ability to trace and recover affected products is critical, but without synchronized communication across these teams, even the most prepared organizations risk delays that can escalate a contained event to a crisis.

### ***IDENTIFYING HIDDEN GAPS***

A key benefit of comprehensive simulations is their ability to uncover gaps in the recall process that may not be immediately obvious. In theory, departments may assume their responsibilities

are well understood, but under the pressures of a live event, assumptions often give way to delays, miscommunication, or confusion over roles.

**“A key benefit of comprehensive simulations is their ability to uncover gaps in the recall process that may not be immediately obvious.”**

These simulations test more than just the speed of response—they stress-test the decision-making hierarchy, the clarity of roles across teams, and the effectiveness of internal communication protocols. It's often in these high-pressure moments that companies discover inefficiencies in the very processes they rely on to manage risk. Addressing these issues pre-emptively ensures that, when a real event occurs, there's less friction and more fluidity in the response.

### ***CREATING A CULTURE OF CONTINUOUS IMPROVEMENT***

Advanced recall simulations also serve as a springboard for long-term resilience. While many organizations focus on what happens in the immediate aftermath of a recall, the most prepared companies understand that the real value lies in ongoing refinement. Simulations should be viewed as an iterative process, where each round offers insights that inform the next.

Rather than seeing these exercises as a one-time test, companies should integrate them into a broader culture of continuous improvement. Each simulation becomes an opportunity to further refine recall protocols, communication channels, and interdepartmental collaboration. Over time, this leads to not only a more effective recall response but also a more agile, proactive approach to product safety overall.



Chris Harvey

**CONCLUSION**

For experienced stakeholders in product safety, the next frontier lies in the sophistication of recall simulations. Moving beyond basic drills to fully integrated, cross-functional simulations enables organizations to address hidden vulnerabilities and build a more cohesive response mechanism. As companies continue to refine their recall processes through these exercises, they not only enhance their readiness for future events but also strengthen the foundation of their overall product safety strategy—ultimately protecting both consumers and their brand reputation.

**“Moving beyond basic drills to fully integrated, cross-functional simulations enables organizations to address hidden vulnerabilities and build a more cohesive response mechanism.”**

For more information, visit [www.sedgwick.com/brandprotection](http://www.sedgwick.com/brandprotection).

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## SECTION II VIEWPOINTS

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

Tracey Bischofberger

Kristin Cordz

Rod Freeman

Chris Harvey

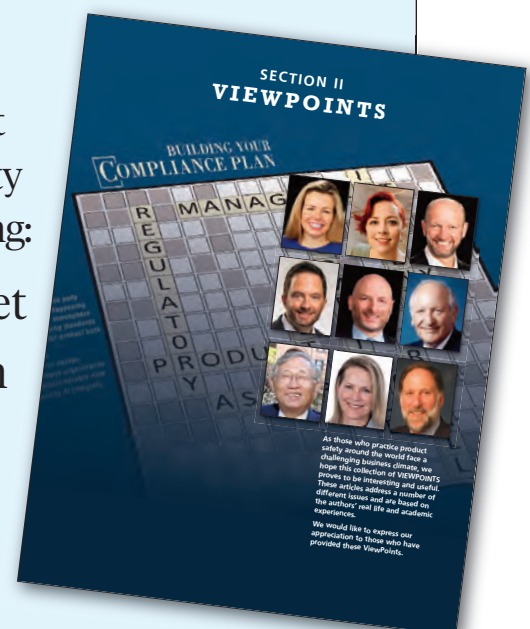
Elliot F. Kaye

Donald R. Kornblet

Dr. Ik-Whan Kwon

Kenneth Ross

See pages 70-96





## COMPLIANCE PLANNING – WHY IS PLANNING IMPORTANT?

*Geraldine Cosh, MSC*

Simply put if you “Fail to prepare, then prepare to fail.” Preparation is key for compliance and product safety. In the EU there is a lot of excitement around the new GPSR (General Product Safety Regulation: Regulation 2023/988); and in particular risk. The word risk is noted 133 times in the regulation. The terms “risk assessment” and “Internal risk analysis” are also noted in the GPSR. I love risk assessment, so this new focus is great to see.

### KEY TAKEAWAY

- Building a product safety management plan is all about the preparation. If you “Fail to prepare, then prepare to fail.”

Another key planning concept in the GPSR is “process” I wish they wrote “everyone should have a Product Safety Management Plan, take a look at PAS 7050 for further guidance” but I know that would not be possible.

So, let’s take a look at these two concepts.

### **INTERNAL RISK ANALYSIS**

Under article 9 clause 2 it notes: “Before placing their products on the market, manufacturers shall carry out an internal risk analysis .....” There is no clear methodology for this (there is for post risk assessment: PRISM and Decision 2019/417 – which is also being updated) so I would look at what has already been expected for many years for toys (Safety assessment) and electrical items for example. This expectation of a risk assessment is not new; it was in the old GPSD (producers were obliged to only place safe products on the market).

*Geraldine Cosh*

Of course, risk assessment pre- or post-market is often a challenge, but the most challenging activity can be what do to next. This is where risk management is key: Eliminate, mitigate or warn. The first step is to eliminate, where possible, and if not mitigate and lastly warn. Sometimes a combination of all three is required. So when completing your assessment identify any hazards and document how you are going to manage this risk and make sure you take this action.

### **INTERNAL PROCESS FOR PRODUCT SAFETY**

Article 14 of the new GPSR states that “Economic operators shall ensure that they have internal processes for product safety in place, allowing them to comply with the relevant requirements of this Regulation.” I am really pleased to see this and the best place to start is by looking at PAS 7050 and completing a gap analysis – what are you doing at the moment? What can you do better and are you missing any suggestions that are outlined in the PAS?

**“So when completing your assessment identify any hazards and document how you are going to manage this risk and make sure you take this action.”**

Geraldine Cosh is the Director of Geraldine Cost Consulting, London. She can be contacted at [geraldine@cosh.consulting](mailto:geraldine@cosh.consulting).

**List your organization's capabilities and profile, at [adksafetyinfo.com](http://adksafetyinfo.com) see “List Your Company.”**

The screenshot shows the homepage of ADK Information Services, LLC. The website features a navigation menu with links for HOME, SEARCH DIRECTORY, EDUCATION, OTHER RESOURCES, LISTING, and PRODUCT SA. Below the navigation, there is a welcome message: "Welcome to ADK's Product Safety & Recall Directory. The definitive resource for professionals in the Product Safety field." On the left side, there are five buttons: SEARCH DIRECTORY, LIST YOUR COMPANY, NEWSLETTER, PRODUCT SAFETY NEWS, and JOIN LINKEDIN GROUP. On the right side, there is a section titled "Welcome to ADK Information Services, An Information and Educational Resource for the Product Safety field." followed by a paragraph: "ADK Information Services assists the business community in addressing issues of product safety and quality, resulting in more effective product and risk management, and a safer world for all. Read on to learn more!" At the bottom, there is a link to "The Product Safety & Recall Directory" and a note that "The Product Safety & Recall Directory is a publication of ADK Information Services."



## SIX STEPS ON THE JOURNEY TO BETTER PRODUCT SAFETY

*Kelly Mariotti*

**“Do the best you can until you know better. Then, when you know better, do better.”**

**T**he above quote from Maya Angelou nicely sums up my philosophy on product safety. My views have evolved over several decades of working in the field in a variety of capacities: entrepreneur, CEO, association executive. Whether you serve in a government, standards development, NGO, association, business leadership or other safety role, I am sure you can cite many examples of times when you learned, and as a result, did better. For while our different roles sometimes put us at odds, all of us ultimately are committed to the same goal of improving product safety. The best outcomes are attained when a group of experts with diverse perspectives come together in pursuit of a common objective, putting long-term improvement ahead of quick, often short-term wins.

### KEY TAKEAWAYS

- While the roles of product safety professionals sometimes put them at odds, all are ultimately committed to the same goal of improving product safety.
- The best safety outcomes are attained when experts with diverse perspectives come together in pursuit of a common objective and prioritize long-term improvement.

**Product safety is a special mission, but it is challenging and often forces us to confront difficult questions:** Are we embracing the tenets of continuous improvement? Are our systems and practices truly working to advance safety? Are the current actions of the consumer product safety community making consumers safer? Are we looking at the highest-risk activities and products with a long view of how to satisfy consumer demand AND make those same consumers safer? And do the laws and regulations governing product safety fully take into account the needs of consumers and manufacturers?

*Kelly Mariotti*

Finding the answers to these tough questions will require all of us to break free of the mindset of short-term individual wins. Sometimes the answers will come

**“The path on our safety journey is clearer when we know the steps.”**

more quickly than expected. In other cases, such as those that require a legislative or regulatory solution, we need to stay on the path over the long term to find the right answers.

It is time to do better. The path on our safety journey is clearer when we know the steps. The steps toward improvement I have identified here are based on my years of experience and collaboration with the larger product safety community. This is not an all-encompassing list, but I am certain that embracing these steps together will help us to do better:

**Seek opportunities to work together:** Products are complex, supply chains are complex, safety testing is complex and other aspects of the product-safety process are complex. Government regulators, politicians, industry, advocates, designers and trade associations all hold a piece of the puzzle. All of them must come together to share their knowledge, engage in healthy dialogue, and work together to find solutions to problems. Facts and data, not opinions and soundbites, should drive the dialogue.

**Get involved in the consensus standards process:** There is room for everyone in the standards-development process, which is often faster and much more effective than the regulatory process. Even if you are not an engineer, taking part in standards development process will inform you about priorities, limits and possibilities. Different perspectives will help all stakeholders reach the goal of improved product safety. This means regulators, advocates, associations and businesses must take part to ensure the process stays on the right path. Not every industry or standards-development organization shares our view, but AHAM encourages and welcomes regulators to participate in the standards process. It is productive and beneficial to have government, including CPSC, share their recommendations during the development process to reduce concerns about the finished product.

**Create systems that reflect real-world conditions:** Technology evolves quickly, and the old way of doing things may not be the best way in our current world.

*Kelly Mariotti*

Our processes for assessing and improving product safety must evolve along with innovations and changing customer preferences.

**Applaud and embrace safety advocates:** People who have experienced unimaginable things because of a product safety issue sometimes use their suffering for good in the form of education and advocacy. We should be grateful to safety advocates who lean into the lengthy process of creating consensus safety standards. The most valuable of them are partners who listen as much as they speak, and their stories remind us that we are designing products for real people.

**“Our processes for assessing and improving product safety must evolve along with innovations and changing customer preferences.”**

**Give manufacturers adequate lead times:** Regulators and standards-development organizations must give manufacturers sufficient time to incorporate new standards. The timelines for implementation should be adequate, reasonable and consistent. In addition, standards developers and regulators must understand that when manufacturers request extensions, it normally is out of necessity to ensure an orderly market transition. Implementation schedules should be consistent across all groups involved.

**Improve corrective actions/recalls:** The current recall system is overdue for reform. We must improve communication with consumers, who are bombarded with recall messages and may not always respond to recall notices. Even considering that many products have been disposed of or are not used by the time the notices come out, in many cases too few products still are returned, and too few repair kits are ordered. Fixing the recall system requires transparent collaboration. Regulators and advocates must be more judicious in their use of the media. Prioritizing significant defects and establishing more realistic formulas that recognize the reality of product lifetimes and other consumer actions would be helpful to understand the reality on the ground. Regardless of the solutions, all parties must come together to attack this problem head-on.

*Kelly Mariotti*

All professionals who are working toward better product safety are on a journey of constant improvement. Home appliance manufacturers, whom I represent, have always led the way in improving consensus standards where needed to protect consumers. Although our shared goal of a world where no consumer is ever injured by or while using a product may be our vision, we should celebrate all the advancements we have made along the way.

**“All professionals who are working toward better product safety are on a journey of constant improvement.”**

We must work together to ensure we are doing the best we can today, strive to research, learn, and know better and then apply that knowledge with room for innovation and creativity to do better in the spirit of continuous improvement.

**Kelly Mariotti is President & CEO of the Association of Home Appliance Manufacturers**

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2024 HEADLINES REVIEW

**PRODUCT SAFETY NETWORK NEWS® HEADLINES**

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**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

Amazon, Walmart and Target stop selling water beads marketed toward children

CPSC: Small parts ban and choking hazard labeling

Analysis: Landmark product safety prosecution may signal sea change

**February 2024**

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

Moms On A Mission stepping up to tackle water bead dangers as government falls short

**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

**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

Thousands of children are injured in furniture tip-overs, according to data from emergency rooms





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

Maine compromise would exempt some industries from 'forever chemicals' ban

### 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?

AliExpress, Temu face doubts over 'voluntary' product safety monitoring pledge

### 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

Second STURDY recall: CPSC tags more Rooms To Go dressers

### July 2024

Committee Chair McMorris Rodgers on budget allocation: It's important bipartisan legislation

Advocacy: National Association of Manufacturers (NAM) calls for oversight on the CPSC

Testimony of Alexander D. Hoehn-Saric: "Without Congress' support, we cannot maintain our efforts to keep consumers safe"

King's Speech confirms Starmer's Brexit 'reset' with laws to align with EU rules

First Ever Consumer Product Safety Pulse Report reveals essential insights on consumer recall behavior



## August 2024

Legislation introduced in Congress to protect infants from hazardous weighted sleep products

*E-scooter safety under the microscope*

Analysis: Game change – Amazon.com is legally responsible for third-party seller recalls (for now)

*California reignites war on gas stoves with newly proposed law*

Lawmakers push EV battery fire safety standards. CPSC will develop standards

## September 2024

Statement of Commissioners Feldman and Dziak on the retraction of infant sleep products

*Safety advocates: More counterfeit car seats are being sold online*

US safety commissioners call for investigation into Shein, Temu

*Biden Administration announces new actions cracking down on de minimis shipments of unsafe, unfairly traded products*

Canada: No rest for the weary when it comes to PFAS and consumer products

## October 2024

CPSC: Injuries and deaths associated with nursery products among children younger than age five exceed 60,000

*California governor vetoes bill to require gas stove warning labels*

CPSC proposes new rules regulating batteries in kids' toys

*CPSC considering a crackdown on infant 'neck floats' after two deaths and dozens of close calls reported*

Supreme Court declines to hear challenge of the Consumer Product Safety Commission's structure

## November 2024

European Union launches action against Temu over illegal products

*Commissioners Feldman and Dziak on the fiscal year 2025 Operating Plan*

Chair Hoehn-Saric on fiscal year 2025 operating plan: International Programs cut Kids In Danger closing at end of year

Bipartisan panel urges Congress to toss out decades of China trade policy

