

EU TOY DIRECTIVE: PARTNER WITH SGS FOR THE PHYSICAL/MECHANICAL SAFETY ASSESSMENT OF YOUR TOYS



Compliant toys are not always safe toys. Products can meet the toy safety standards and still present a hazard to users – some hazards may be not covered by the standards. Since 20 July 2011 all toys sold in the EU must have a safety assessment to ensure their suitability for sale. Improving the safety of a toy at design stage will help you to save time and money. Protect your youngest consumers and enhance your reputation with safety assessment and design evaluation from SGS.

DIRECTIVE 2009/48/EC – ARTICLE 18:

Manufacturers shall, before placing a toy on the market, carry out an analysis of the chemical, physical, mechanical, electrical, flammability, hygiene and radioactivity hazards that the toy may present and an assessment of the potential exposure to them.

DESIGN DANGER OUT OF YOUR TOYS

Children explore toys in ways that are easily overlooked at the design stage. From risk of death from choking on small parts to pinch, puncture and entrapment injuries, no one wants to risk the life or health of a child with poorly designed toys. The objective of the safety assessment is to avoid injury and minimise the risk of recalls by looking beyond minimum standards.

EVALUATING TOYS AT DESIGN STAGE

Avoid costly mistakes and start product testing and evaluation at the earliest stage of a product's development. A failed assessment after production is a financial disaster, but correcting issues at the design stage is simpler and more expedient.

HOW SGS CONDUCTS PHYSICAL/MECHANICAL SAFETY ASSESSMENTS?

Deliver well-designed, compliant and safe toys with our EU Toy Safety Directive Physical/Mechanical Safety Assessment service.

With decades of experience in evaluating and testing products, we take a new approach to safety assessments. Our experts go beyond simply reviewing legal and voluntary standards, as well as customer specific requirements, we evaluate every toy from the user's perspective, including foreseeable, but unintended use. It helps identify major safety concerns and ensure the toy can be trusted.

Our toy safety assessment experts consider:

- Data analysis – learning from past design and manufacturing mistakes through recall, injury and customer complaint databases
- Foreseeable use analysis – assessing how children interact with a product, including factors that affect foreseeable use
 - Attractiveness – even if marketed for a specific age – there may be features on a toy that make it attractive for younger children than those targeted
 - Consumer vigilance – how careful caregivers will be when giving this product to children
 - Durability – how long the product is going to last
 - Labelling – people do not always read labels, it is essential to make them short and clear
 - Child development and exploration strategies, for example, depending on age, we know children are likely to put toys in their mouth or ear
- Hazard identification and analysis – we do not assess how a toy meets the standard, but how children could hurt themselves, including the risk of: suffocation, strangulation, drowning, kinetic energy (impact, fall, explosion), pinch, puncture and entrapment



IDENTIFY HAZARDS, MINIMISE RISKS AND IMPROVE SAFETY.

SGS EXPERTISE DELIVERED IN YOUR SAFETY ASSESSMENT REPORT

On completion of our safety assessment you will receive a detailed report. Any concerns will be listed as critical, major or minor, and include recommendations for corrective actions. Our toy safety assessment experts can advise you on design improvements to minimise the risk and enhance the protection of the consumer. We provide advice and guidance, it is up to the responsible manufacturer to decide to go for corrective actions or not.

Our report will include the results of the safety assessment, as well as several other key requirements of the new toy directive for your product:

- List of applicable and recommended test standards for physical/mechanical, flammability, hygiene, chemical, etc.
- Age grading
- Intended/Foreseeable use, durability and lifetime
- Likelihood of compliance
- Safety assessment
 - Hazards not covered by the standards
 - Design suggestions to try to reduce the risk of the hazards
- Labelling requirements

The SGS report will help you compile the data required for the toy technical documentation which must be kept for 10 years after the toy has been placed on the market and must be made available within 30 days upon request to market surveillance authorities for inspection.

WHO HAS LEGAL RESPONSIBILITY?

Manufacturers are responsible for identifying any potential hazards a toy may present. They must perform a safety assessment of all toy products, either in-house or through a third party like SGS, and compile all data in each product's technical file.

Importers are responsible for ensuring that the technical file is in place before any product reaches the market.

SGS IS THE WORLD'S LEADING INSPECTION, VERIFICATION, TESTING AND CERTIFICATION COMPANY.

WHY CHOOSE SGS?

Armed with extensive experience in injury databases, product recalls and guidance documents, our toy experts in the EU and Asia deliver valuable reports and advice at the toy development stage to help you comply with the safety assessment requirement against the EU Toy Directive.

SGS offers a wide range of services for full compliance with the EU Toy Directive:

- **SGS Review Services:** we can review your technical documentation and either validate its compliance to the EU Toy Safety Directive or report and advise if elements are missing or inappropriate.
- **SGS Testing Services:** we can perform testing according to harmonised standards such as EN 71-1:2011, EN 71-2:2011, EN 71-3:2013, EN 71-4:2013, EN 71-5:2013, EN 71-8:2011, EN 71-12:2013 and EN 62115. SGS offers screening according to the new chemical requirements and to REACH (SVHC).
- **SGS Inspection and Audit Services**

Benefit from our global and local expertise, thanks to our global network of state-of-the-art toy laboratories in more than 20 countries in the EU, China, Asia Pacific and the Americas.

CONTACT US

To learn more about SGS toy services contact your local SGS representative or our global team at consumer.products@sgs.com and visit www.sgs.com/toys.

WHEN YOU NEED TO BE SURE

SGS