

WHAT IS PRODUCT COMPLIANCE?

Why Should I Care About It?

- Partner with a promotional products professional to ensure that the investment you have made in your brand will be both promoted and protected.
 - Product responsibility is just smart business. Increasingly, your target audience wants assurances that products comply with environmental, social and product safety regulations and standards.
- When regulations exist, **compliance is required by law**. It is vital that you communicate frankly with your promotional products partner to ensure you select the right product for your specific application.

What do I need to do?

- Work with a qualified promotional products consultant and be sure to tell him or her:
 - Who is the intended audience of your campaign? _____
 - Will or could the items be distributed to children? _____
 - How the products will be distributed? _____
 - Where the products will be distributed? _____
 - What kind of logo do you intend to use? _____
 - Do you plan to distribute all the items or keep some for future events? _____
 - Do your preferred products have child-like appeal or playful elements? _____

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THE TRUTH ABOUT SOURCING DIRECT:

You may be saving a few dollars, but by sourcing direct, you may put yourself and your brand at risk in unexpected ways.



WHAT IS A CHILDREN'S PRODUCT?

- A consumer product designed or intended primarily for use by children 12 years of age or younger
- Products intended for this group require compliance to stricter standards and tests for certain chemicals such as lead, phthalates and product labeling
- Work with your promotional consultant to determine if your marketing campaign includes children's products.

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➤ **Consumer Product Safety Improvement Act (CPSIA):** In 2008, Congress passed the CPSIA, which strengthened safety standards for children's products.

Work with your promotional consultant to determine if the products you intend to distribute could be appealing to children. If your products are considered children's products, or will be given to children, the following regulations could apply:

- Lead in paint limit
- Lead in substrate
- Testing for small parts
- Phthalate limit
- And more...

If your products fall into these categories ask your promotional consultant for the appropriate certification.

➤ **And it's not just children's products—your products must be compliant with other Federal and state regulations:**

- **Food And Drug Administration (FDA):** The FDA regulates the release of new foods and health-related products into the market. If you include mugs, cups or other drinkware and tableware in your campaign, FDA regulations may apply to your product.
- **Prop 65:** This California law seeks to protect citizens from chemicals known to cause cancer, birth defects or other reproductive harm. If the products you intend to distribute contain a chemical on the Prop 65 list, a warning statement is required to alert consumers of its presence. This is required for all products distributed in California—even if the rest of the supply chain is outside of the state.
- **Various State Regulations:** States including Maryland, California, Illinois and Connecticut all have different regulations for the presence of certain chemicals in consumer products. Review the distribution of your products with your promotional products consultant to make sure they meet these state standards.



By working together we can ensure you have the right product for the right audience. Together, we'll protect and promote your brand with a memorable, engaging and long-lasting program.



Where can you find a qualified promotional products consultant? Visit promoideas.org for an easy-to-use search tool.



Professional Certification - Look for a MAS/CAS designation indicating your consultant has actively pursued continuing education in the promotional products industry. Visit promoideas.org for more information.

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