

Toys

New Toy Safety Directive

EU Supply Chain Risk Management Solution



**BUREAU
VERITAS**

Move Forward with Confidence

New EU Toy Safety Directive

The Challenge

In today's globalised world, the provision of safe, compliant and quality products, as well as efficient supply chain risk management, fundamentally rely on good process controls and information management.

The EU Toy Safety Directive (2009/48/EC) was published in the Official Journal of the European Union (OJEU) on 30 June 2009. This new Directive places a host of new responsibilities on manufacturers, importers and retailers of toys that are destined for sale in the European market. With many of the new measures of the Directive starting to have an impact on business as soon as July 2011, it is critical that companies understand their obligations, the ramifications of these changes, and act accordingly if they are to protect their business.

NEW: Major Requirements of New Toy Safety Directive

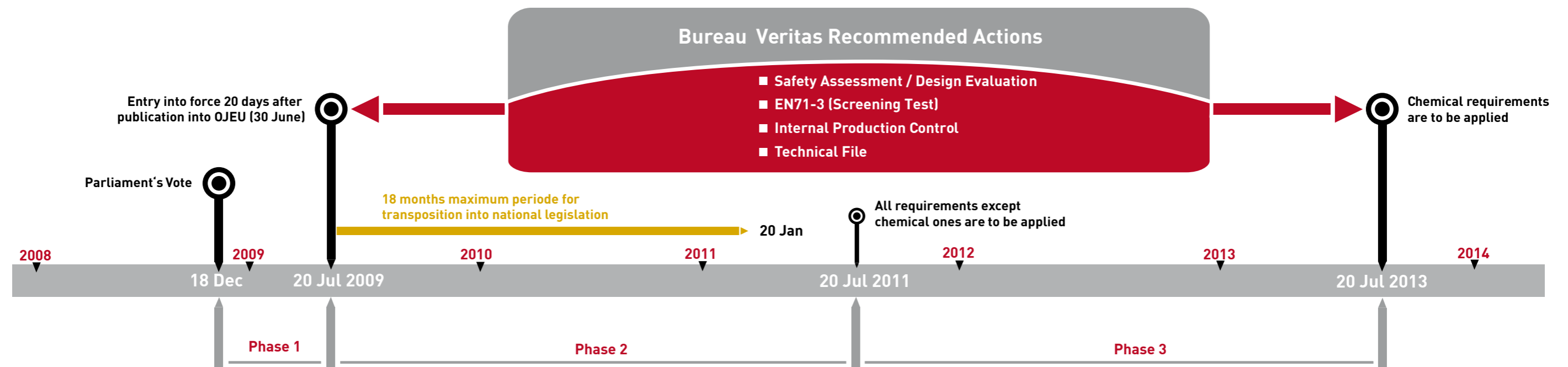
- Safety Assessment** – Manufacturers shall, before placing a toy on the market, carry out a safety assessment which is an analysis of the chemical, physical, mechanical, electrical, flammability, hygienic and radioactivity hazards that the toy may present, and an assessment of the potential exposure to them.
- EC Declaration of Conformity** – The document, which needs to be continuously updated, shall state the fulfillment of the essential safety requirements and shall indicate which harmonized standards have been used.
- Internal Production Control** – Manufacturers shall take all measures necessary so that the manufacturing process, and its monitoring, ensure compliance of the manufactured product with the requirements.
- Technical Documentation** – The technical documentation shall contain all relevant data and details of the means (e.g. safety assessment, EC declaration of conformity, test report...) used by the manufacturer to ensure that toys comply with the requirement.

Chemical Compliance

- Toys must comply with EU chemicals legislation, including REACH.
- Toys and components of toys shall not contain carcinogenic, mutagenic, or toxic for reproduction-CMR 1 and 2 substances
- Cosmetic toys, such as play cosmetics for dolls, shall comply with the compositional and labelling requirements of EU Cosmetic Directive 76/768/EEC.
- Toys shall not contain allergenic fragrances (55 substances listed, with 100ppm limit). For some other allergenic fragrances (11 substances), they shall be listed if added to a toy at concentrations exceeding 0.01% by weight.

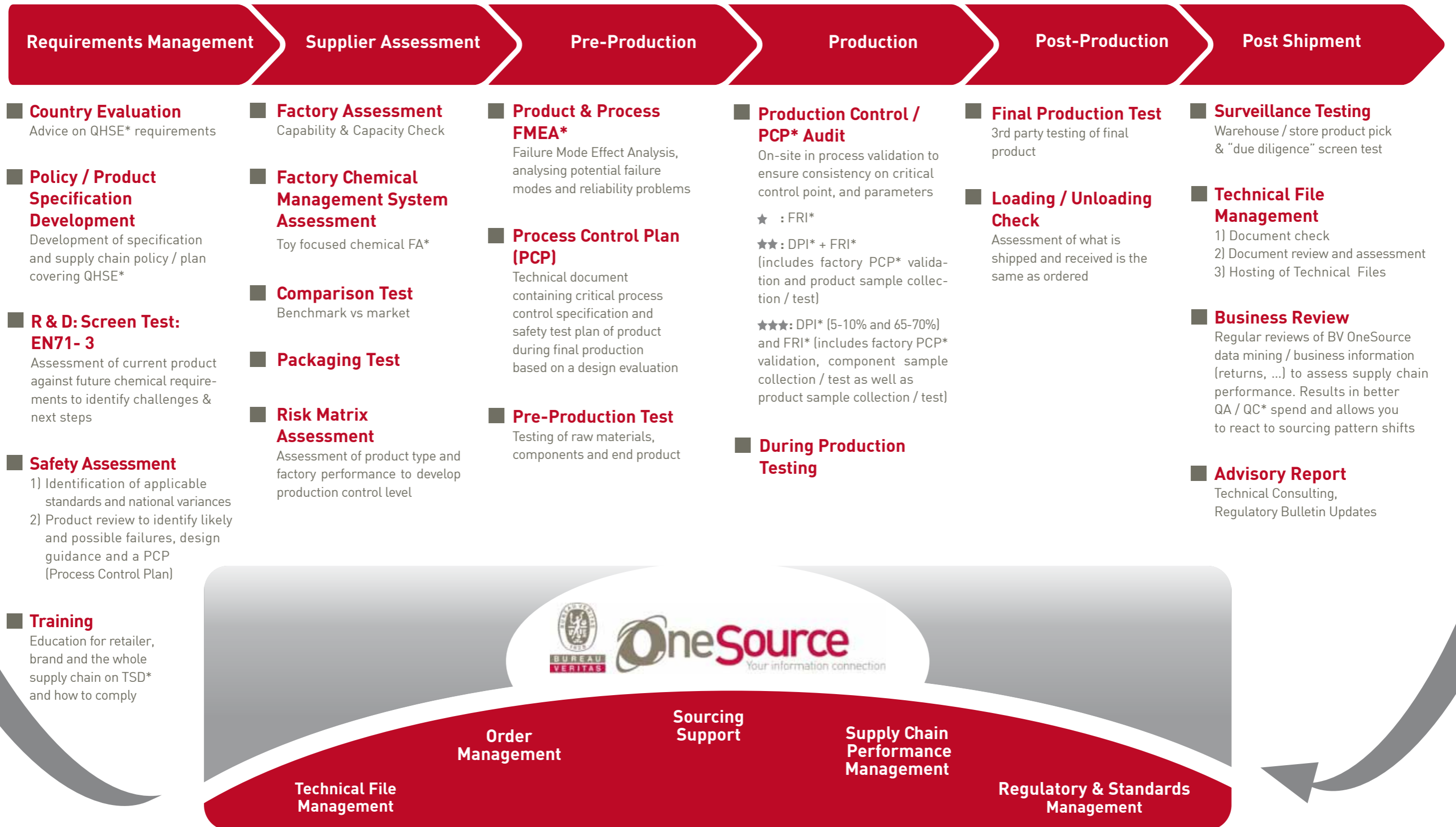
New Proposed Limits with New Requirements for Certain Substances

Element	New Requirements			Current Requirements in EN 71-3	
	mg/kg in dry, brittle, powder-like or pliable toy material	mg/kg in liquid or sticky toy material	mg/kg in scraped off toy material	Any toy materials excluding modelling clay	Modelling clay
Aluminum	5625	1406	70000	-	-
Antimon	45	11.3	560	60	60
Arsen	3.8	0.9	47	25	25
Barium	4500	1125	56000	1000	250
Bor	1200	300	15000	-	-
Cadmium	1.9	0.5	23	75	50
Chrom III	37.5	9.4	460	60	25
Chrom VI	0.02	0.005	0.2	60	25
Cobalt	10.5	2.6	130	-	-
Copper	622.5	156	7700	-	-
Lead	13.5	3.4	160	90	90
Manganese	1200	300	15000	-	-
Mercury	7.5	1.9	94	60	25
Nickel	75	18.8	930	-	-
Selenium	37.5	9.4	460	500	500
Strontium	4500	1125	56000	-	-
Tin	1500	3750	180000	-	-
Organic Tin	0.9	0.2	12	-	-
Zinc	3750	938	46000	-	-



The Solution

Our solution provides a holistic approach for companies in managing and improving performance within their supply chain.



Abbreviations:

QHSE = Quality, Health, Safety and Environment
 R & D = Research & Development
 FA = Factory Assessment

FMEA = Failure Mode Effect Analysis
 PCP = Process Control Plan
 TSD = Toy Safety Directive

Abbreviations:

DPI = During Production Inspection
 FRI = Final Random Inspection
 QA & QC = Quality Assurance & Quality Control



Bureau Veritas' EU Toy Supply Chain Risk Management Solution focuses on addressing and managing risks at the earliest stage:

With our **Factory Chemical Management System Assessment** and **Safety Assessment** in place, companies will be able to manage and assess their products and processes proactively during the design or sourcing stage, minimising the risk of placing poor quality or unsafe products on the market.

Our **R&D Chemical Screen Test** helps identify the chemical challenges that lie ahead and allows our clients to start addressing the next steps. And through the implementation of our tiered **Production Control / Process Control Plan**, we help clients reward best in class factories by reducing the level of intervention whilst helping fine-tune the manufacturing process and produce toys that meet the EU's safety and quality requirements. Our regular **Business Reviews** are also critical in maintaining performance improvement and awareness of changes and their impact on our clients businesses.

Our **Technical File Management** solution ranges from checking that your technical file has all the relevant documentation to a full assessment of the contents and approach. We can also host your technical files via our online platform, BV One Source. **BV One Source** is our web-based information management platform that facilitates ongoing compliance through technical file management, regulatory updates, data mining, performance scorecards and order tracking – all designed to enhance performance of the whole supply chain.



Benefits of our Supply Chain Risk Management Solution

Brands / Retailers

- Improve supply chain performance and relationships
- Minimise risk of poor quality or unsafe products being placed on the market
- Flexible sourcing leading to reduced lead times
- Maintain knowledge of your selling and sourcing country requirements

Supply Chain

- Improve client relationships, process controls and productivity
- Reduce waste (cost and time) in factories by eliminating inefficiencies
- Choose individual service or full solution
- Chemical Bill of Materials assessment identifies likely presence of restricted substances including Substances of Very High Concern

Why Bureau Veritas?

- Reduced Time to Market & Costs
- Improved Supply Chain Performance
- Reduced Risk of Recalls / Returns
- Improved Customer / Supplier Relationship
- Safe, Compliant & Quality Products

What's the next step?

Act now, contact your Bureau Veritas Consumer Products Services representative in your region for more information. Let us help you stay competitive and move forward with confidence.



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