

NEWS from CPSC

U.S. Consumer Product Safety Commission

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CPSC Recall Hotline: (800) 638-2772

CPSC Media Contact: (301) 504-7908

CPSC to Enforce New CPSIA Requirements for Children's Products Effective August 14

WASHINGTON, D.C. - On August 14, 2009, new requirements of the Consumer Product Safety Improvement Act (CPSIA) will take effect that are aimed at making children's products safer and increasing consumer confidence in the marketplace. The U.S. Consumer Product Safety Commission (CPSC) is educating domestic and overseas manufacturers, importers, and distributors of children's products and other consumer goods of these important new safety requirements.

CPSC Chairman Inez Tenenbaum said the CPSIA's new requirements will help protect families and she urged businesses to comply. "I will ensure that these requirements are enforced vigorously and fairly," said Tenenbaum. "By ensuring that toys and other children's products meet strict lead limits and can be tracked in the event of a recall, I believe children will be better protected in their homes."

The requirements that become effective on August 14 include:

- **Lead Content**

The limit for lead in children's products drops from 600 parts per million (ppm) to 300 ppm. After August 14, it will be unlawful to manufacture, import, sell, or offer for sale, a children's product that has more than 300 ppm of lead in any part (except electronics) that is accessible to children.

- **Lead in Paint and Similar Surface Coating Materials**

The limit for lead in paint and similar surface-coating materials for consumer use drops from 600 ppm to 90 ppm. The lead paint limits also apply to toys and other articles intended for children as well as certain furniture products. Products subject to these limits cannot be sold, offered for sale, imported or manufactured after August 14 unless they meet the new lower lead limits.

- **Civil Penalties**

Civil penalties increase substantially to a maximum of \$100,000 per violation and up to a maximum of \$15 million for a related series of violations. Previously, civil penalties were a maximum of \$8,000 per violation and up to a maximum of \$1.825 million for a related series of violations.

- **Tracking Labels**

Manufacturers must place permanent distinguishing marks (tracking label) on any consumer product primarily intended for children 12 and younger made on or after August 14, 2009. The permanent marks must enable consumers to ascertain basic information, including the manufacturer or private labeler, location, the date of manufacture, and more detailed information on the manufacturing process such as a batch or run number. The permanent distinguishing marks must appear on the product itself and its packaging to the extent practicable. Learn more about the tracking label requirement at www.cpsc.gov/about/cpsia/sect103.html#faqs

- **Catalog Advertising**

Advertising for certain toys and games intended for use by children from three to six years old must have warnings regarding potential choking hazards to children younger than three. The requirement to include warnings in Internet advertisements went into effect on December 12, 2008. There was a grace period for the requirement for catalogues and other printed materials, but this grace period expired August 9, 2009. All catalogues and other printed materials distributed on or after August 9, 2009, regardless of when they were printed, must include the appropriate warnings.

Visit CPSC's Web site at www.cpsc.gov/about/cpsia/cpsia.html for more information about the agency's successful implementation of the CPSIA.

[Send the link for this page to a friend!](#) The U.S. Consumer Product Safety Commission is charged with protecting the public from unreasonable risks of serious injury or death from thousands of types of consumer products under the agency's jurisdiction. The CPSC is committed to protecting consumers and families from products that pose a fire, electrical, chemical, or mechanical hazard. The CPSC's work to ensure the safety of consumer products - such as toys, cribs, power tools, cigarette lighters, and household chemicals - contributed significantly to the decline in the rate of deaths and injuries associated with consumer products over the past 30 years.

To report a dangerous product or a product-related injury, call CPSC's Hotline at (800) 638-2772 or CPSC's teletypewriter at (800) 638-8270. To join a CPSC e-mail subscription list, please go to <https://www.cpsc.gov/cpsclist.aspx>. Consumers can obtain recall and general safety information by logging on to CPSC's Web site at www.cpsc.gov.