

icphso update

News and information for members of the International Consumer Product Health and Safety Organization

Newsletter Editor, Ross Koeser

First Issue 2003

President's Message

Another calendar year has quickly come to a close, and the date for ICPHSO's annual Symposium in the new year is fast approaching. While we were busy with festivities of the holidays, many of your colleagues were also busy with the finishing touches for the ICPHSO 2003 Annual Meeting and Training Symposium.

As I've said in this column before, this year marks ICPHSO's 10th anniversary as a unique organization of professionals dedicated to addressing health and safety issues related to consumer products marketed globally. The uniqueness of ICPHSO resides with the people who make up its membership. These professionals represent many backgrounds and disciplines, but all have a focus on a common goal: making the health, safety, and well-being of all consumers better through the design, manufacturing, and marketing of safer consumer products.

Why come to the annual symposiums every year? Because the conference planners - - your colleagues - - put their best efforts into ensuring that the programs each year reflect the most current issues and topics facing consumer product health and safety professionals. With these issues and topics come the key global experts who bring to the program their solutions or recommendations for addressing them.

When you attend an annual ICPHSO symposium, you not only gain valuable information from these key leaders and experts, but you will have the opportunity to interact with your peers to develop workable solutions for your unique situations back home. Participating in the annual ICPHSO symposiums will increase your professional effectiveness!

In addition to updates found in the CPSC Compliance Course, ABA Product Safety Law Seminar, workshops, roundtables, posters and exhibits, the 2003 Symposium will include a one-day Fire Safety Seminar. This is the first time ICPHSO has devoted such a focus on this topic. The morning session is devoted to a congressionally mandated federal fire partnership with the goal of eliminating residential fire deaths by 2020. You will hear presentations from all Federal partners in this program: the US Fire Administration, the Center for Disease Control, and the US Consumer Product Safety Commission. The afternoon session is comprised of related fire safety activities from experts from other organizations and countries whose work complements the collaborative activities of the Federal Fire Partnership.

The 2003 Symposium features outstanding keynote speakers. George Miller from the International Consortium for Fire Safety, the Honorable Bob Graham, U.S. Senator, Florida (invited), Kimberly Thompson, Harvard School of Public Health, and the Honorable Hal Stratton, Chairman of the U.S. Consumer Product Safety Commission. The current CPSC Chairman has been a regular feature of ICPHSO Symposiums since the beginning, and we are pleased that Chairman Stratton will continue that tradition. Plan to not only hear him but meet him (he prefers to be called Hal.)

I look forward to seeing you in sunny, warm Orlando the week of February 25-28, 2003. Register now while rooms are available at the conference rates. Come for the learning experience. Come for the enjoyment of seeing old friends and making valuable new ones that will enrich both your personal and professional life.

Elaine Tyrrell, President, 2002-2003
U.S. Consumer Product Safety Commission

AMERICAN BAR ASSOCIATION BESTOWS MAJOR AWARD ON CPSC'S ALAN SCHOEM

The American Bar Association (ABA) today honored Alan H. Schoem, Director of the Office of Compliance of the U.S. Consumer Product Safety Commission (CPSC), with the Mary C. Lawton 2002 Outstanding Government Service Award.

Schoem has led the CPSC's efforts to facilitate the recall of thousands of hazardous products over the last 5 years. He has also been instrumental in working with CPSC's Office of the General Counsel and the U.S. Department of Justice in cracking down on companies that fail to report hazardous products to the Commission. The award recognizes Schoem's achievements as a practitioner of administrative law and his career-long dedication to public service.

"We are pleased that the ABA has chosen to honor Alan and the work he does on behalf of the CPSC," said Chairman Hal Stratton.

Schoem began his career with the CPSC in June 1973 as an attorney in the Office of the General Counsel. In October 1997, he was appointed to his present position as Director of the Office of Compliance. As Director, Schoem leads a dedicated team of Compliance officers and attorneys in compliance and enforcement activities, educating industry on complying with laws and regulations administered by the Commission, and seeking civil penalties for violation of

CPSC regulations and standards. He has been instrumental in achieving several large civil penalty settlements.

The ABA cites Alan Schoem as playing "a major role" in the institution of CPSC's Fast Track Recall Program, in which a recall is implemented within 20 working days of a company's reporting a problem. In 1998, the Fast Track Recall Program won the Innovations in American Government Award from the Ford Foundation and Harvard University, in conjunction with the Council for Excellence in Government.

From The Editor's Desk

As ICPHSO continues to be successful and grow in numbers - - so does the staff. ICPHSO welcomes its third part-time staff member, Jane Chapman. Jane will have specific administrative responsibilities in addition to providing needed back up for our Executive Assistant. You will get a chance to meet Jane at our upcoming 2003 Conference.

Under the category of - - it's a small world - - I have the following story to tell. My golfing four-some had just finished 18 holes of golf at Dooks Golf Club in Ireland in September. I had just finished washing up in the locker room when I heard someone saying, "Hey, Ross." I looked up and it was Olin Greene, Southern Regional Manager of NFPA and long-time friend and member of ICPHSO. What a nice surprise! So here we were in Glenbergh, Ireland, on the Ring of Kerry on the 19th hole of Dooks Golf Club discussing ICPHSO matters over a Guinness. It's a small world.

Ross Koeser

Letters To The Editor

OUR NAME - ICPHSO

I think everybody who is a member of the International Consumer Product Health & Safety Organization (ICPHSO) knows who we are. However, after attending almost all of the past ICPHSO meetings (I think I missed one), it is very clear that a vast majority of the members have no idea how the acronym for International Consumer Product Safety & Health Organization (ICPHSO) is supposed to be pronounced. Is it "IKS-PO" or "IKS-FO" or what? The answer, as follows, is very simple.

ICPHSO breaks down into three syllables:

1st syllable - "IC." No problem here. IC is "ik" no matter where you were born or grew up.

2nd syllable - "PH." As in elephant this is pronounced as "fa" as in farmer.

3rd syllable: "SO." Also no problem here. "SO" is the same in any dialect of which I am aware, including those strange dialects in Yorkshire, England (where I was born). SO be it!

Now we have: IC + PH + SO. In my book that is pronounced: **IC-Fa- So**.

So why are there members out there (including you, Ross!) that seem to have a major difficulty in the acronym?

I propose that, in the future, **ICPHSO** shall be pronounced: **IC-FA-SO**

Regards,
John Preston (pronounced JON PRESTON)
John Preston Consulting
Silver Spring, MD

Committee Reports

2003 ICPHSO SYMPOSIUM – UPDATE

By the the time you read this article it will be a little over one month until the 2003 ICPHSO Annual Meeting and Training Symposium. This year's session will be held February 25-28 at The Rosen Hotel in Orlando, Florida.

You should have received your registration material directly. You can access registration information, as well as a complete overview of this year's symposium on the web site: www.ICPHSO.org.

Here are a few highlights from this year's program:

- U.S Consumer Product Safety Commission Compliance Course
- American Bar Association Product Safety Seminar
- State and Local Government Representatives Training
- International Caucus
- Fire Safety Seminar

In addition, here are a few examples of workshops that will be held:

- Risk Assessment and Precaution
- Biomechanics of Injury
- Product Safety Insights from Experts who work with Children
- Consumer Products and Safety Issues

In addition to the educational workshops, symposium attendees will have many opportunities to network with individual from around the world.

I look forward to seeing you all in Orlando!

Bob Waller
Juvenile Products Manufacturers Association
2003 ICPHSO Symposium Chairman

SPONSORSHIP COMMITTEE REPORT

The ICPHSO Sponsorship/Scholarship Committee invites you to participate as a contributor of its 10th Annual Meeting and Training Symposium scheduled for February 25-28, 2003 in Orlando, Florida.

Through the generous contributions of its Symposium Sponsors and Scholarship Fund contributors, the Symposium continues to provide outstanding learning and networking opportunities. And is a must-attend event for all professionals concerned about product safety.

Symposium Sponsorship and Scholarship fund opportunities are still available and we will gladly help you find an opportunity that meets your budget. As of press time, we have received commitments from the following companies:

Americall Group Inc., BRI Division

CSA Group (Canadian Standards Association)

Exponent

General Mills

Home Safety Council

IKEA

Intertek Testing Services (ITS)

Juvenile Products Manufacturers Association

LEGO Systems, Inc.

McDonald's Corporation

MTL- ACTS, A Bureau Veritas Company

National SAFE KIDS Campaign

RAM Consulting

SGS Consumer Testing Services

Specialized Technology Resources, Inc. (STR)

The Art & Creative Materials Institute, Inc.

The Marketing Store

Toy Industry Association, Inc.

Please help us make the 10th Annual ICPHSO Symposium the best ever by becoming a 2003 ICPHSO Contributor. For information, please contact any of the members of the ICPHSO Sponsorship/Scholarship Committee listed below.

ICPHSO Sponsorship/Scholarship Committee:

Ms. Joan Lawrence: (212) 675-1141 ext. 204,

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Mr. Jack Walsh: (925) 833-2669,

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Ms. Lorena Crispino: (212) 675-1141 ext. 226,

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ROSEN CENTRE UPDATE

Two New Food & Beverage Outlets Raise Options to Seven

With the recent addition of a new Gourmet Coffee Bar and an outdoor Pool Bar, The Rosen Centre Hotel now offers seven distinctively different on-property food and beverage outlets to please virtually every taste.

Meeting Pros Award Rosen Centre

The Rosen Centre received their 6th consecutive GOLD KEY award from the meeting professionals who read Meeting and Conventions, for superior quality of meeting rooms, guest operations, and food and beverage service.

Rosen Centre Updates Guest Rooms

Rosen Centre guest rooms have been updated to include new draperies, carpeting, art work and crown molding. A second telephone has been added modernizing bedrooms and high-speed Internet access.

Rosen's New Shingle Creek Golf Club Opening December 2003

The challenging, yet enjoyable Shingle Creek Golf Course will provide panoramic vistas in a relaxing environment; its natural grace and elegance defining the edges of the "soon to be" Rosen's Shingle Creek Resort. The golf club and resort will be located off the new Universal Boulevard, just east of the Orange County Convention Center expansion, approximately ten minutes away from the Orlando International Airport. The addition of the golf course will enhance meeting options for both Rosen Plaza and Rosen Centre with preferred privileges for their guests at Rosen's nearby course.

State Activities

CALIFORNIA BUREAU OF HOME FURNISHINGS AND THERMAL INSULATION

California Governor Gray Davis has appointed Lynn Morris as Chief of the Department of Consumer Affairs' Bureau of Home Furnishings and Thermal Insulation (BHFTI).

Department of Consumer Affairs Director Kathleen Hamilton said Morris will play a key role in strengthening fire-safety protections for California consumers.

"California has long been a leader in requiring strong flammability standards for home furnishings such as upholstered furniture and mattresses," said Hamilton. "Our strong standards save many lives, serve as models for other states, and influence fire-safety advancements for these products nationally."

"Lynn's experience in both state and national regulatory affairs will serve the Bureau well as it leads the Department's development of stronger flammability standards for upholstered furniture, mattresses and bedding," Hamilton added.

RECALL AWARENESS – WASHINGTON STATE

Working to increase consumer awareness of recalls has always been one of the most important services CPSC provides the American public. Recently we were joined in our efforts when the Washington State Legislature directed the Washington State Department of Health to establish and maintain a product safety education campaign to promote greater awareness of recalled products intended for infants and children. This mandate was in response to the deaths in Washington of two children in 2001, both involving recalled products. The Legislature provided start up funding and the state Department of Health selected Children's Hospital and Regional Medical Center to develop and implement the program.

As a result, Children Hospital and Regional Medical Center, the Department of Health and the U.S. Consumer Product Safety Commission are now collaborating on a new product recall campaign that targets parents, guardians and child care providers of children under the age of 5. By highlighting the kinds of problems associated with recalled products, the campaign helps families become more aware of safety standards and how to find out if products have been recalled.

The campaign was developed based on extensive research in Washington state among parents, guardians and childcare providers measuring levels of awareness and concern about infant and toddler products recalled for safety reasons.

Informational materials, including fact sheets, posters, and flyers have been developed and produced in English and Spanish. The materials list the CPSC web site and toll-free number as the place to go to learn more about recalled products. The campaign also urges parents, guardians and childcare providers to sign up for CPSC's email subscription service.

Although the research found a low level of awareness among parents about the CPSC toll-free number, web site and email subscription service, once parents learned about these resources, they stated they were likely to use them. During the parent focus groups, the CPSC toll-free number and web site were reviewed and parents gave input and suggestions for improvement. Several of these suggestions have already been implemented by CPSC.

Sample materials were mailed to all licensed childcare providers in Washington State, to SAFE KIDS Coalition members and Local Health Departments in July and will be sent to health care providers, hospitals, clinics, and other community partners over the next couple months. Materials are being distributed at local health fairs and events over the summer by CPSC, Children's Hospital and the Department of Health. The campaign is also working with local media to generate regular coverage of recalled products.

While future funding for this project is uncertain, the Department of Health plans to continue the campaign by making materials available on their web site (www.doh.wa.gov) and encouraging community partners to distribute the materials to their constituents.

This project is an example of the exceptional value of sharing resources and expertise to reach common goals. If you are interested in replicating this program in your state and need more details, contact Katharine Fitzgerald, Children's Hospital and Regional Medical Center, 206-528-5245, ([email: kfitzg@chmc.org](mailto:kfitzg@chmc.org)) and Eugene Staebell, CPSC, 253-631-6806, ([email: estaebell@cpsc.gov](mailto:estaebell@cpsc.gov)).

*Larry Cornell, CPSC Western Region, Oakland, CA
Katharine Fitzgerald, Children's Hospital and Regional Medical Center, Seattle, WA*

CHILDREN'S PRODUCT SAFETY LEGISLATION

Missouri and Rhode Island have recently passed laws intended to enhance regulations administered by the CPSC.

Missouri passed S.B. 923, which amends existing child welfare statutes to require that the Department of Health and Senior Services provide quarterly lists to licensed childcare facilities of children's products that the CPSC has identified as unsafe. Starting in July 2003, childcare facilities will be required to inspect their premises and immediately remove any unsafe products discovered and document such action with the Department of Health and Senior Services.

Rhode Island enacted the Children's Product Safety Act, which becomes effective in January 2004. This law is similar to laws passed in other states which prohibit commercial users from re-manufacturing, retrofitting or otherwise placing in the stream of commerce any unsafe children's product. The law differs from laws in other states in that it allows government-approved retrofits of products in the marketplace. Under the Rhode Island law, a product is considered "unsafe" if it does not conform to federal laws and regulations, has been recalled for any reason, or is subject to a warning by the government and applies to any product intended to be used by children under the age of six. The law further stipulates that cribs are considered unsafe if they do not comply with ASTM full size and non-full size crib standards. The Rhode Island Department of Health is required to maintain a list of products which have been deemed unsafe and notify childcare centers of such information. Childcare facilities are required to certify removal of listed products.

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News Of Interest

FIVE IS ENOUGH A FEDERAL DISTRICT COURT RULES THAT EVEN A FEW COMPLAINTS CAN TRIGGER REPORTING RESPONSIBILITIES

In early July, the Federal District Court for the Southern District of California imposed a \$300,000 civil penalty against a small importer and distributor of household appliances for failing to provide the CPSC with timely notice of an alleged product safety hazard. The case marks the first court-ordered civil penalty for failure to report in the history of the U. S. Consumer Product Safety Commission.

The Court had earlier ruled, in a January 24 opinion, that the duty to notify the CPSC of allegedly defective or hazardous products arises when a manufacturer, distributor, or retailer has “enough information for a reasonable person to conclude that the [product] contain[s] a defect, whether in the actual unit or in the instructions and warnings, that created a substantial risk to the public.” Further, the Court held that the duty to report is “independently triggered” by 15 USC 2064(b)(3) “which requires a firm to report upon first receipt of information from which a reasonable person could conclude that the [product] posed an ‘unreasonable risk of serious injury or death.’” In such cases, the Court noted, the duty to report may arise in the absence of a product “defect.”

The case, U.S. v. Mirama Enterprises, Inc. d/b/a Aroma Housewares Co., involved a civil penalty action for Aroma’s failure to provide timely notice of alleged hazards associated with an electric juicer. Aroma filed a report with the CPSC after receiving some 23 reports of its juicer exploding and shattering during use, but the Court held that the first five reports alone “recounting exploding juicers, flying pieces of razor sharp metal, and one emergency room visit” were “overwhelming evidence” from which “a reasonable person could conclude that the juicer contained a defect which created a substantial risk to the public.”

In granting the Government’s motion for summary judgment, the Court noted that “[c]ertainty is not the reporting threshold. Companies are required to report upon receipt of information which ‘reasonably supports’ the conclusion that there is a defect. The standard is a ‘reasonable person standard,’ not a ‘reasonable expert’ standard.” Further, the Court went on, “the standard for reporting is not whether the juicer actually contains a defect, but whether a reasonable person *could* conclude that the juicer had a defect.” (Emphasis original.)

The Court rejected Aroma’s arguments that consumer misuse, not a defect, caused the products to shatter. First, the Court stated, although Aroma was entitled to the benefit of reasonable inferences in its defense, the inference of consumer misuse was “pure speculation” and contrary to the evidence offered by consumers. Second, “any misuse by consumers is

irrelevant under the second independent basis of Aroma’s liability for failure to report” -- namely, 15 USC 2064(b)(3), which requires the reporting of information “which reasonably supports the conclusion that [the] product ... creates an unreasonable risk of serious injury or death.” Consumer misuse, noted the Court, might negate the conclusion that the product was defective, but was irrelevant to the question of whether the product posed “an unreasonable risk of injury or death.”

Court decisions interpreting the reach of the Consumer Product Safety Act are few and far between (most case precedents cited by the Court in Mirama are nearly 20 years old). The Mirama opinion reinforces the CPSC’s position that companies should “over-report rather than under-report.” The decision was clearly driven by the facts, which included evidence of extraordinary malfunctions (exploding juicers) and significant personal injuries (one complainant testified that the juicer cut nine of her arteries). Nevertheless, the Court’s ruling -- and the significant civil penalty the followed it -- underscore the vulnerable position of companies that fail to provide timely reports of product hazards.

CHRISTOPHER R. BREWSTER

Kaye Scholer LLP -- Washington, D.C.

A longer version of this article appeared in the July 2002 edition of LJM’s Product Liability Law & Strategy © 2002 NLP IP Company.

THE NATION’S QUIET CRISIS: UNINTENTIONAL HOME INJURIES

New Study Reveals That Americans Ignore Safety Hazards in Their Home

Ask Americans where they feel safest and most will say their own home. But according to a new study released today by the Home Safety Council and the University of North Carolina’s Injury Prevention Research Center, the opposite is true. The State of Home Safety in America™ report found there are more than 20 million medical visits due to unintentional home injuries each year. In fact, after motor vehicles, the home is the most common location of unintentional fatal injuries.

The report found falls to be the most common fatal home injury, followed by poisonings, fires, inhalations, and suffocation and drowning. Resulting in nearly 20,000 fatalities annually, these injuries represent a total cost to society of nearly \$380 billion each year.

The Home Safety Council’s survey showed a majority of Americans (56 percent) surveyed nationally could think of nothing they should or would do in the coming year to prevent unintentional injuries or make their homes safer.

“The tragedy is made worse by the fact that the vast majority of injuries in the home are entirely preventable,” said David Oliver, president and executive director of the Home Safety Council. “Our findings make it clear that for most people the problem is invisible. They don’t see the mosquito repellent to guard against the well-

publicized West Nile Virus, while failing to realize that falls and fires at home pose a far greater risk of death.

"We take our homes for granted," Oliver said. "We don't make things safer because for the most part we don't even know the problem exists."

Researchers believe that as bad as the numbers are in the report, true figures are far worse. For example, the numbers do not reflect the number of home injuries that might be included in the more than one-third of non-transportation injury deaths for which "location" was never recorded.

"No standard method appears to exist for reporting home injuries," said Dr. Carol Runyan, lead researcher and director of the Injury Prevention Research Center (IPRC). "To better determine the scope of home injuries, a universal definition of such injuries needs to be created and guidelines developed for reporting these injuries in medical records."

To compile the report, IPRC analyzed existing data from death certificates, emergency departments and clinic records and other safety studies that included injuries in the home. The Pacific Institute for Research and Evaluation developed cost estimates associated with both fatal and nonfatal injuries. In addition, IPRC researchers conducted a phone survey of 1,003 households nationwide. The analysis and results from the consumer survey will serve as a foundation for the Home Safety Council to initiate a call to action for the general public to reduce home injuries.

"This country can no longer afford to ignore the issue – to write-off home safety as something too ordinary to deserve attention," said Oliver. "It is critical that media, government, industry, schools, parents and children join with us in establishing a stronger culture of safety in America."

To help reduce the number of unintentional home injuries, the Home Safety Council developed a four-pronged strategy that includes advocating better research and reporting methods across all fields; educating people about home injuries and how to prevent them; activating and empowering Americans to live more safely at home; and collaborating with other key stakeholders to address the complex problem of reporting and reducing home injuries.

The Home Safety Council is a not-for-profit organization dedicated solely to the prevention of and education about home injuries. Originally founded by Lowe's Home Improvement Warehouse in 1993, the Council is an independent, 501c3, charitable organization with the mission to empower, educate and activate society to practice better home safety to prevent injuries and save lives. For additional home safety information and free brochures, visit www.homesafetycouncil.org.

HEALTH CANADA TO RELEASE UPDATED INVENTORY OF INJURY DATA SOURCES AND SURVEILLANCE ACTIVITIES

This month, the Injury Section of the Health Surveillance Coordination Division of the Centre for Surveillance Coordination at Health Canada will release the latest version of its Inventory of Injury Data Sources and Surveillance Activities. The Inventory is designed to respond to the need for increased accessibility to injury surveillance data sources, as recognized by the report "A Safer Canada: Year 2000 -Injury Control Objectives for Canada"¹ leased in 1991.

The data sources in the inventory are presented within a common framework that identifies such things as the purpose of the data source, the injury-related content of collected data, the data collection methods and data availability. Furthermore, with an ease of accessing data sources via the Inventory, it can be anticipated that there will be a heightened awareness of existing reports of trends and patterns of injury in Canada. The first version, released in March of 2002, was met with great interest as noted by the more than 6000 downloads of the on-line version.

The latest version, available both in print and online forms, has been updated and expanded to include close to 60 injury data sources from both private, academic, non-governmental and governmental organizations, across Canada.

For additional information, or to obtain a print copy, please contact: Caroline da Silva
Centre for Surveillance Coordination
Health Canada, 130 Colonnade Road
East Wing, AL 6503D, Ottawa, Ontario K1A 0K9

Tel: 613-957-8363 Fax: 613-952-3196
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¹*Safer Canada: Year 2000. Injury Objectives for Canada. Injury Awareness and Prevention Centre. Proceedings of the Year 2000 Injury Control Objectives for Canada Symposium, in Edmonton, Alberta, May 21-22, 1991, 46 pages.*

"PRODUCT RECALLS; LESSONS FOR REVERSE MARKETING"

The process of recalling a product has often been referred to as "reverse marketing"—building an infrastructure, message, communications tools and process to get a product out of the market rather than into it.

Over the last several years I've had the good fortune of taking part in a number of ICPHSO events and sharing my recall experiences with others in the safety industry. What comes to my attention in many of these discussions is the number of principles used by marketers to attract new customers that can be applied to the planning and execution of a product recall:

Know your customer. Marketing has evolved over the last several decades to be more "direct." Even when products are not sold directly, manufacturers

have put greater emphasis on collecting and mining consumer data for marketing products and services in the future. Safety and Quality Management should share an interest in collection and use of consumer data on an ongoing basis. Without data collection at the time of purchase, identifying consumers who possess and use your product, where possible, can be time-consuming and expensive.

Make doing business easy. No consumer purchases a product with the expectation that (s)he will need to invest time in the future to replace or return it. Consider the time a consumer will need to invest in order to return, replace or fix the affected product. Engineer your correction process to minimize the amount of inconvenience and time for your customer.

View every consumer interaction as an opportunity. Some companies attempt to minimize interaction with consumers throughout the corrective action process. Others have identified a “silver lining” in a product recall or safety notification: an additional interaction with the buyers of their products. As mentioned, consumers are investing their time to interact with you after a purchase – promote the brand, demonstrate commitment to safety and quality and demonstrate the ease of doing business with your company.

Enlist experts. No company recalls a product without engaging legal experts. The same should be done with marketing experts, whether it's internal marketing teams or outside consultants and service groups, there are people who specialize in setting up processes to handle customer communication. This expertise and experience should be leveraged whenever possible.

Plan to succeed. When printing materials, staffing a response center, engaging a fulfillment warehouse, expect your initial response and return to be high. It is often easier to scale back an infrastructure if response is low than expand systems and infrastructure if response is high. Also, expansion after “the flood gates are open” can be nearly impossible without interrupting service to your customers.

Measure and Track results. When planning, map the recall process from a consumer perspective and identify all checkpoints and milestones along the way. Include all notifications, responses, returns, replacements or service calls. Set up the recall database with fields specific to your process milestones. Then manage the recall by measuring consumers at each stage of “correction” and by identifying stages where the process is slow or can be improved.

Following these and other tenets of marketing can help ease the stress of a recall and often improve a company's relationship with its customers.

Hans Dalmolen can be reached at Modern Marketing Concepts, Inc, 1-800-556-0055, ext. 3301 or hdalmolen@mmcweb.com

MAKING DRIVEWAY HOOPS SAFER FOR ALL CONSUMERS

Proven Safety Device Now Available for Use on Regulation Basketball Rims

Back in the early 90's, basketball hoop manufacturers introduced adjustable backboards to the marketplace, allowing consumers to lower the height of the basket from 10 feet to as low as 7.5 feet. This innovation revolutionized driveway basketball, allowing kids to play around the rim like their favorite basketball stars. During this same time period, Huffy Sports developed a basketball net release system called the Quick Clip™, which allowed the net to pull away from the rim when a certain amount of force was applied. The successful launch of the Quick Clip™ led to its integration across all of the company's home basketball systems.

Now, Huffy Sports is introducing a next generation net release system called the Smart Clip™. This product innovation uses the same technology as the Quick Clip but with one major difference. The Smart Clip™ works on all standard basketball rims currently sold on the market.

“We felt it was important to develop a net release system that would work universally across all basketball rims”, said Paul Ehren, vice president of sales and marketing for Huffy Sports. “The Smart Clip incorporates the same technology we've been using for years on our own products. What's important is the technology can now be used on all types of basketball rims – not just Huffy Sports products.”

The Smart Clip is a small, polypropylene clip that inserts into a metal ram found on a basketball rim. (A ram is a curved piece of metal welded to the underside of a rim, which holds the net in place.)

“The Smart Clip doesn't adversely impact the playability of a hoop and requires no maintenance once it's installed,” Ehren said. “The only time a player will notice the Smart Clip is when they need it most – when it's important that the net releases quickly and easily”.

For more information , please call 1-800-558-5234

Coming Events

University of Wisconsin's Product Safety Program

The following training will be presented by Professor Dick Moll. ICPHSO members receive a 25% discount.

The Role of Warnings & Instructions
March 12-14 and September 17-19, 2003

Fire Investigation and Product Liability Litigation
June 12-13, 2003

Essential Aspects of an Effective Product Safety Program
July 9-11, 2003

Additional information can be obtained from the web at www.epd.engr.wisc.edu or you may also contact Dick Moll at 608-263-4712 or Diane Lange at 800-462-0876.