



ICPHSO 11th Annual Meeting and Training Symposium

**Consumer Product Safety
Law Seminar:
Retailer Liability**

Engaging Our Guests



- About Toys 'R' Us
- Focusing on Mom
- Toy Safety Compliance
- Product Safety Recalls

Toys 'R' Us



- **Leading Retailer of Toys, Baby Products and Children's Apparel**
 - **\$12 billion worldwide sales**
 - **1631 stores worldwide:**
 - **681 US toy stores**
 - **573 Int'l toy stores**
 - **198 Babies 'R' Us stores**
 - **4 Geoffrey stores**
- Plus**
- **Internet sites @ toysrus.com, babiesrus.com, imaginarium.com, sportsrus.com**

Toys 'R' Us



- **Founded in 1948**
- **Toys 'R' Us in 1978**
- **30,000 skns**
- **Source from 30 countries**
- **Imports = \$1 billion +
– 30,000 containers**
- **No manufacturing facilities**



MOM

Our Most Important Guest

**At the Top of Our Strategic
Pyramid**

Mom Is Our Key Customer



- Shops more than Dads, Grandparents or other family members
- Between 25 and 44 years old
- Diversified Ethnic Backgrounds
- Satisfying Mom is critical to our success
- Developed strategies focusing on Mom:
 - Create competitive advantage
 - Understanding Mom's needs
 - Build proprietary relationships with Mom

Toy Safety Assurance



- **3 Programs (1st program launched in 1989)**
 - Direct Import
 - Port of Entry
 - Proprietary Products
- **Products Tested Annually**
- **Annual cost = \$4 million**
- **Comply with Federal, State & Industry Standards**
 - Minimize Liability Exposure
- **Special Rules of Compliance for Importers**
- **Exceeding Guest's Expectations**
 - Give Guests More Than They Expect
 - Provide Best Possible Service to Guests
- **Annual Worst Toy Lists**
 - Products Are Only Dangerous at Xmas Time!!!

Toy Safety Assurance



- **Work Collaboratively with Gov't & Industry**
 - **Support & Participate**
 - **Baby Safety Month**
 - **Safe Bedding**
 - **Safe Nursery**
 - **Kids In Danger**
- **Pro-active Attitude**
- **1st . Com to add age grading & warnings**
- **1st . Com to post product recalls**

Toy Safety Assurance



- **1st retailer to remove infant products containing phthalates**
- **1st retailer to remove look-a-like toy guns**
- **1st retailer to have dedicated consumer recall bulletin boards in stores**
- **1st retailer to receive CPSC Chairman's Award for toy safety programs**

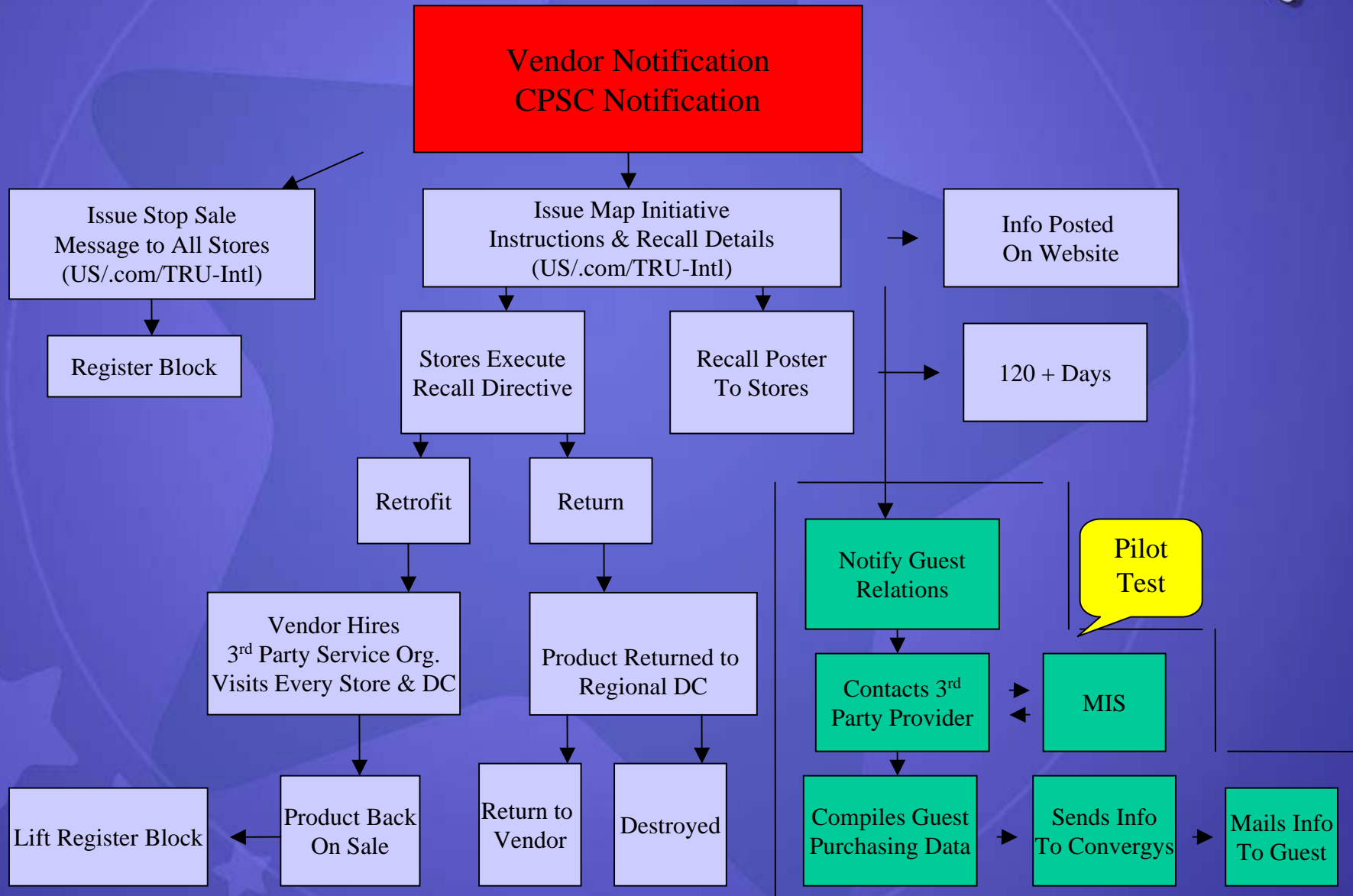
Toy Safety Assurance: Recalls



- **New Gov't Initiative**
 - Improve and Lengthen Reach
 - 30 to 50 Recalls Per Year
 - Cost/Lost Sales
- **TRU Pilot Program**
- **New Website**
 - CPSC, FDA, EPA, NHTSA, Coast Guard
 - Cash Register Receipt Message
 - TRU & BRU Website Message
 - BRU Baby Store News e-mail Newsletter
 - In-Store Consumer Recall Bulletin Boards



Recalled Product Path





PRODUCT SAFETY RECALL BOARD WE CARE ABOUT YOUR CHILD'S SAFETY

- Toys "R" Us in cooperation with the US Consumer Product Safety Commission is recalling the following products.
- We have taken these items off our shelves and will no longer offer them for sale.

Get **FREE** Product Safety & Recall Info @ www.recalls.gov

CPSC Sign
36"(w) x 36"(h)

TOYS 'R' US



7 Maine Hills Mall,
Wayne, NJ 07430

(973) 628-0948

6344/04 T-5279:8 C-02665 SALE

83235909396	WIRE WHEEL	TIRE	5.99 T
038509902196	TOMKA FIRE	TRUCK	19.99 T

SUBTOTAL	25.98
T 6.00% TAX ON 25.98	1.56
TOTAL	27.54

VISA
XXXXXXXXXXXX853 /1185/00062065
THOMAS F BELLEN

CHANGE DUE 0.00
ITEM COUNT 2

Your friendly cashier was,
JANET



5634404527933001

Thank You for Shopping At Toys 'R' Us

Get FREE product safety & recall info @www.recalls.gov

WWW.TOYSRUS.COM

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- **It's The Right Thing To Do**
- **It Makes Good Business Sense**
- **It's The Smart Thing To Do**
- **Shareholder/Stakeholder Rewards?**



Associated Press

Bargain Hunting Season Opens

At 7 a.m. yesterday, Elizabeth Cupeles, left, and her cousins June Delgado and Eddie Concepcion were already loading up and tying down Christmas purchases at a Toys "R" Us store in Elizabeth, N.J. Page C1.



Thank you!

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