

Think Safety !

What happens if...?



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Holiday surprises can be as simple or involved as you want. Surprise decoration is fun, generally yielding spontaneous, high-impact hugs. Tip: surprise bubblebaths guarantee big hug pay-offs.

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Det svarta bröllopsskåpet från Zhejiang i Kina och tillverkat i början av 1900-talet. Skåpen användes ursprungligen främst på landsbygden på samma sätt som våra bröllopskylor, och de gjordes av bygningssten.

Det stiliga och välgjorda skåpet har måtten 175 x 102 cm, djup 60 cm, och priset 15 850 kr hos Song Wee.

Broderad jacka och tröja från Munthe plus Simonsen. Pälsen är privat. Ljuskrona med löv och pärlor, 1 295 kr, Posh living.

Frostig murgröna i en slinga, 139 kr, Sia NK. Skor med tjädrar och stenar från Escada, väskan ovanpå från Munthe plus Simonsen. Tapet från sent 70-tal, 300 kr/rulle, Tapetorama.

Skåpfantasier

Perfekt för förvaring och ett smycke i rummet – många skåp fyller båda funktionerna. Det är inte alla förunnat att ha plats för klädkammare, än mindre ett helt dressingroom. Här sex funktionalister med mervärde.

Av KAROLINA KARLSSON Foto: AUGUST ERIKSSON

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Think Safety !

This happens...!



Think Safety !

Or this...!



Think Safety !

When showing the product, we create expectations!

- We tell our customers a lot about our products both directly and indirectly.
- Do we provide them with all the information they need and expect?

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The User...

Whom do we sell to?

Ask yourself...

- What age group is the user?
- Is the customer a private individual or a business?
- Does the function fit expected need?
- Will the product be used in a private home or in a public area?

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What does the Law say?

- A product shall be possible to use as shown.
- A display or a picture is equal to a written or a verbal statement.
- Absence of important “ use” information is equal to false information

Think Safety

Communicate product safety information through the entire chain

- Advertising
- Distribution/Wholesale
- Retail
- Consumer

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What is safe use...?

- Read assembly instructions and warnings!
- What is the intended use of the product?
- What does the maker say about this product?
- Who will be using the product? I.e. Who "lives" in the "environment" you are creating?

Think Safety !

Questions to ask yourself...

- What happens if customers do what we show them?
- Could it be misinterpreted?
- Could it be hazardous?
- Could it be illegal?

Think Safety !

Responsibility

If an accident happens when someone uses the product as it is displayed...

- Who gets the blame?
- Legal consequences for the seller/maker?
- Legal consequences for personnel?
- Costs and punishment levels?

Think Safety !

When selling, do not...

- Change, adapt or “add on” to products
- Promise what the product can't hold
- Display products as toys which are not intended as such, or display toys in an unsafe way
- Display product outside recommendations
- Display product in contradiction to the law or warnings on/in the package

Think Safety !

Keep up with current safety issues and common consumer questions

- Federal and Local safety standards
- “Hot” topics in the news
- Fire, Injuries to children
- Formaldehyde
- Flame retardant chemicals
- Carcinogens
- Allergies

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Remember...

“A product shall be possible to be safely used as shown”

Think safety!

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