

“Think Safety!” From Product Development... ...Through Consumer “use”...

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2. 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?*

Notes:

Whether we do it in **store display** or in **printed advertising**, we create expectations about the product.

We send the customer messages about the product that can be **either** very clear **or** almost hidden.

3. – 12. (Examples of advertising and displays that could be improved with “safety” in mind.)

13. Safety

“Freedom from danger; a property of a process which limits the risk of accident below some specified acceptable level. “

14. Product safety information through the entire chain

- *Risk Assessment prior to product approval*
- *Testing & Labeling documentation*
- *Intranet guides and safety related documentation*
- *Local network of Compliance staff*
- *Training program for retail stores*
- *Electronic incident reporting system*

Notes:

No IKEA product is approved without going through a step-by-step risk assessment at IKEA of Sweden headquarters. IKEA of Sweden offers a training program in Risk Assessment to all its product developers.

Because our products are manufactured in many different parts of the world, there is a need to have product specifications, test results and warning/safety documentation kept available to IKEA staff either electronically or upon request.

IKEA is in the process of building an electronic library of guides and we already have other safety related documentation available to all employees through our Intranet sites.

IKEA of Sweden supports a network of IKEA Compliance staff at the country level. Their responsibilities include communication of national and local compliance information to support product development. They also act on behalf of IKEA of Sweden in contacts with the authorities. A third and equally important function of this staff is to support training of the Retail function in Safe Product Use and Display.

Lastly, all IKEA employees have access to an electronic system for quickly reporting to IKEA of Sweden, any incidents or other problems surrounding our products.

15. Retail Store Training Program

- *Sales, Customer Service and "Deco" associates*
- *10 – 20 participants per session*
- *Consumer behavior, Regulatory and Compliance issues, Risks*
- *Actual examples from Print Media and Store Display*
- *Where to find add'l safety related information*
- *Store walk-through and discussion*

Notes:

The Store Training Program zeros in on key participants from Sales, Customer Service and Deco/Interior Design.

To keep training sessions manageable and to stimulate dialog, we encourage multiple rather than large classes.

The training encompasses some theories on human behavior, compliance requirements, our responsibilities and financial and business implications.

We use our own print media as well as commonly found examples in the market and also our own store displays as examples to generate a discussion of "What If's" and "How To's".

We cover where to find additional information and documentation on safety issues through our own systems and "data banks".

Finally, we tie it all up with a walk-through of the store to get some "hands-on" examples of areas for discussion and improvement.

16. We create expectations through...

- *catalogs*
- *media*
- *showroom*
- *product communication*

Notes:

We cover how through different means of communication, such as catalogs and showroom displays, we create expectations and send messages about the products.

Other product information is provided through price tags, assembly instructions, warnings and other written documentation.

Some of these messages are very direct and easily understandable, others are subject to interpretation.

17. Safe display promotes safe use...

- *What is the intended use of the product?*
- *What foreseeable misuse could happen?*
- *Who “lives” in the display you created - kids?*
- *Does the display convey safe use?*
- *Read assembly instructions and warnings!*

Notes:

Some products have clear markings and instructions for assembly and/or use, e.g. Lighting, Candleholders, Bunk beds, etc. It is important that we know what they are.

Think about the intended use of the product but also how a customer could use it in unsafe ways we never intended

Always steer customers to products that have been tested and approved for specific use such as bathroom lighting for use in “wet” environments

Certain products like candles always have to be handled with care. Where we have “guides” for specific product use, we should know them and make sure they are available to the customer.

Always pay special attention when displaying children products such as toys, children beds, high chairs, changing table, bunk beds, etc.

Look at the store display and ask yourself if it makes sense.

Take a step back and try to see what the user might do and what can happen.

18. 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.*
- *Product communication that could lead to consumer injury is deceptive advertising.*

Notes:

Part of the training program covers current regulations and the compliance environment.

The way we show our product constitutes intended or implied use!

Regulations regarding unlawful business practice state - If we have reason to believe that a customer needs specific information regarding a product and its use, and we have this information, we are required by law to provide it!

In order to follow the law, we need to understand the product, its warnings, instructions and how to use it.

Always check that display, pictures; communication etc. is OK so we do not mislead the customer.

It all boils down to using common sense!!!

19. 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?*

20. When selling or building displays, 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*

Notes:

Don't make **changes** to the product.

No "**false promises**" about strength, capacity, ability or functionality - can it really do what you show?

Don't **create a "toy"** or play thing out of something not designed as such. Anything marketed as a "toy" must pass toy standards.

Don't **show** the product in an **unsafe manner**, e.g. foot holds near cribs, candles placed too close together, blind cords hanging loose.

Keep all **safety features** in good working order - safety straps, harnesses etc.

Make sure that you display the product in line with its **warnings** and **instructions** for use.

21. – 22. (Examples of product displays where we need to ask ourselves: "Is an alternate use of the product safe?", "Can the consumer re-create this in their home?" or "What happens if the consumer tries to do this?")

23. 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*

Notes:

We encourage our staff to keep up with safety issues in the news in order to better communicate with the customer and to answer questions.

A lot of what the customers want to know is prompted by what is being talked about in the news. Know what these safety issues are.

Anything that is perceived to pose a big risk of injury to children is often a major concern.

Try to anticipate customer questions and concerns. Be prepared to answer correctly and know where answers can be found in-house.

24. Support through on-line info, e.g.:

- *Product information...*
- *Requirements & Standards...*
- *Safety issues...*
- *Chemical use...*
- *Q & A's...*
- *Company policies... etc.*

Notes:

We keep a lot of information available electronically on many topics such as Product Information, Safety Guides, Question and Answer sheets on Formaldehyde, Heavy Metals, Flame Retardants, copies of Assembly Instructions etc.

25 - 26. On-line interactive guides...

Notes:

IKEA has started work on on-line interactive guides to better explain certain product issues.

These interactive guides are intended to be helpful not only to the IKEA product developers and suppliers, but also to help our sales associates understand many of the safety aspects that go into the design of the product.

Knowing about requirements for openings on a bunk bed ladder can be very helpful to the sales associate when communicating with the consumer on the sales floor.

27. Electronic incident reporting...

Notes:

Should an incident happen through the use of one of our products, every IKEA employee has the ability to notify IKEA of Sweden through an electronic alarm system. The system is monitored 7 days a week, and replies from the Safety Risk Group are sent back to the issuer within 24 to 72 hours.

28. Final slide

“Any product shall be able to be safely used by our customer as offered and as shown”