



# Building a Positive Relationship Between Consumers, Manufacturers, and Retailers The Role of ICPHSO

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# Consumer Reports

# Consumers Union

# Consumer Reports.org

- Founded in 1936
- Largest independent, nonprofit, consumer product-testing organization
- Publisher of *Consumer Reports* magazine, ConsumerReports.org, books, and special publications

The screenshot shows the ConsumerReports.org website in a Microsoft Internet Explorer browser window. The address bar shows the URL http://www.consumerreports.org/main/home.jsp. The website header includes the ConsumerReports.org logo and navigation links for Home, Customer service, and My account. Below the header is a navigation menu with categories: Autos, Appliances, Electronics & computers, Home & garden, Health & fitness, Personal finance, Babies & kids, Travel, and Food. The main content area is divided into several sections. On the left, there is a 'FOR SUBSCRIBERS' section with 'RATINGS' and 'Appliances' sub-sections. The central part of the page features a large image of a person at a computer with the text 'Did you know?'. To the right of this image are several article teasers: 'Digital photos: An overview', 'Where to buy a mower', 'Buying a crib mattress', 'Dangerous supplements', and 'Which drill for which job?'. At the bottom of the page, there is a 'Shop Smart and Save' section with a 'SUBSCRIBE' button and a 'Get the best Car Deals.' section with a '\$2200 average savings!' offer. The browser's taskbar at the bottom shows the Start button, several open applications, and the system clock showing 4:59 PM.

The image shows the cover of a Consumer Reports magazine issue. The top banner reads 'LOW-CARB LOWDOWN - WE RATE TECH SUPPORT: APPLE, COMPAQ, DELL, OTHERS'. Below this, there are two headlines: 'Canceled flights: Your rights' and 'Who needs a "workhorse" computer? Ratings of 15 laptops & desktops'. The main title 'Consumer Reports' is prominently displayed. To the right of the title, there is a list of 'LUXURY SEDANS' including BMW 530i, Jaguar S-Type, Mercedes E320, and Volvo S80. The central focus is an article titled 'The truth about low-carb foods' with a sub-headline 'CR INVESTIGATES'. Below the title, there are several sub-sections: 'Gas grills', 'High-tech washers', 'Lawn mowers', and 'String trimmers'. A large image of a loaf of bread is featured on the right side of the cover. At the bottom, there is a 'PLUS' section with the text 'We rate Healthy Choice, Lean Cuisine, and Weight Watchers. And the winner is ... (page 16)'. The cover also features a 'UNBIASED RATINGS 318 PRODUCTS' badge and a 'SUBSCRIBE TODAY' button.

The image shows the cover of the Consumer Reports Buying Guide 2004. The top banner reads 'Consumer Reports BUYING GUIDE 2004'. Below this, there is a large 'FREE' badge. The main title is 'BUYING GUIDE 2004' with the subtitle 'The Shop-Smart Tool'. Below the title, there is a large number '967' and the text 'Brand-name Ratings & buying advice from the source you trust'. At the bottom, there is a small image of a shopping cart and the text '10 essential shopping traps to avoid'.

The image shows the cover of the Consumer Reports Best Baby Products guide. The top banner reads 'Consumer Reports Best Baby Products'. Below this, there is a large 'FREE' badge. The main title is 'Best Baby Products'. Below the title, there is a large number '100' and the text 'The A to Z guide to everything you need for your baby from America's most trusted product-testing and safety experts'. At the bottom, there is a small image of a baby and the text 'By Sandra Gordon, CR's Editor of Consumer Reports'.

# Consumer Reports

***Expert - Independent - Nonprofit***

***Mission: To work for a fair, just and safe marketplace for all consumers, and empower consumers to protect themselves.***

**Consumer  
Reports**

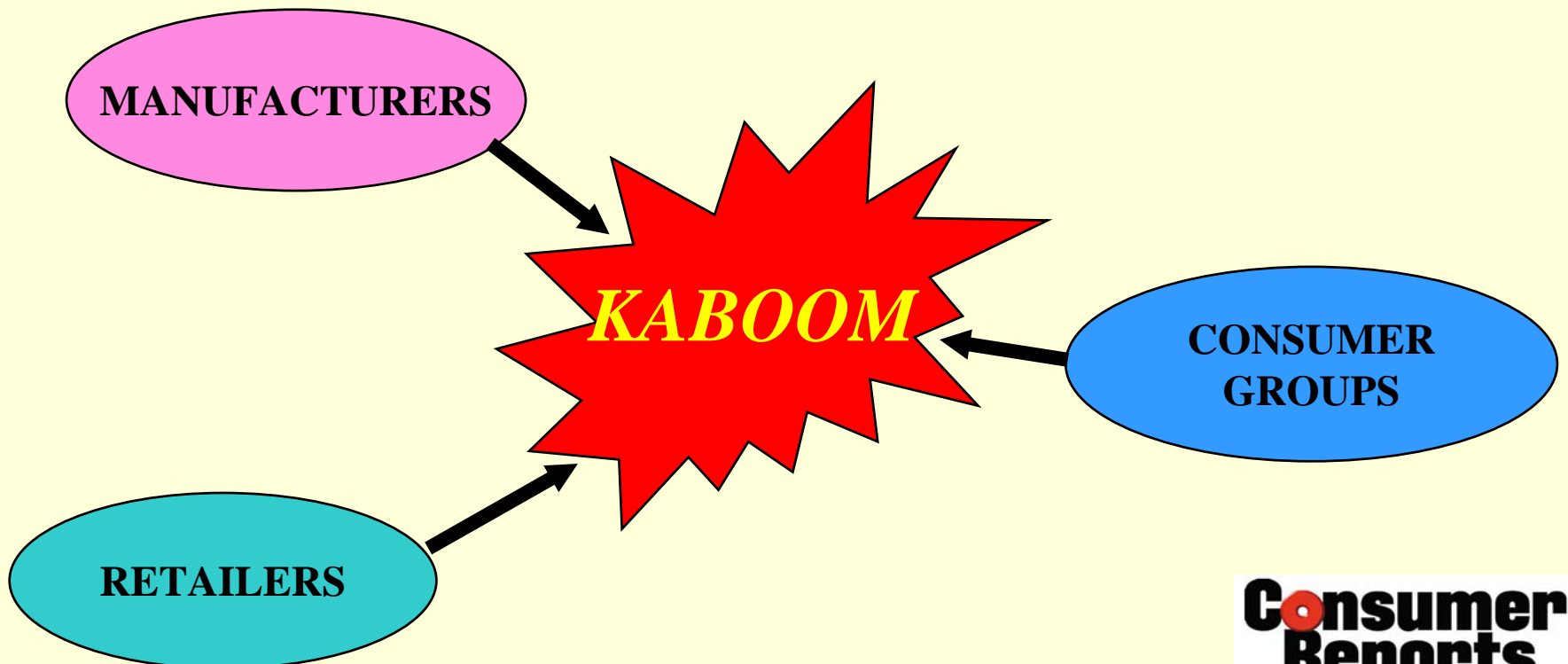
PUBLISHED BY CONSUMERS UNION

NATIONAL  
TESTING  
and  
RESEARCH  
CENTER



# When missions collide

- Consumer groups protect the public
- Manufacturers protect their brands
- Retailers protect their reputations



# Finding Common Ground

- Universal interest in safety
- Identification of safety issues
- Protection of reputation
- Protection from liability
- Changing the marketplace

# Questions for roundtable discussion?

- How should emerging hazards be identified and shared?
- How can risk assessments be conducted?  
(*Risk = Hazard x Exposure*)
- How should safety information be communicated by retailers, manufacturers, and consumer groups to protect the public?

# Questions for roundtable discussion?

- How can ICPHSO facilitate better relationships between consumer groups, manufacturers and retailers?