

# CONSUMER COMPACT

THE CONSUMER PRODUCT PUBLICATION THAT KEEPS YOU INFORMED

SEPTEMBER • 2010

## ARE YOU USING TIME TO YOUR ADVANTAGE?



**FAST FASHION AS A COMPETITIVE ADVANTAGE**

**MAKE USE OF TRANSITION PERIODS IN TOY SAFETY REGULATIONS**

**THE FASTEST WAY FOR RETAILERS TO PLACE ELECTRONICS ON  
SHELVES**

**SGS**



# DEAR READER,

Is your business doing the right thing, in the right place, at the right time? Almost all consumer product industries are governed by specific regulations and standards, and their respective markets also function under unique rules. Knowing how to pace product development and market launch activities for each product and market can significantly impact your success and the cost your business pays to reach it.

The latest Consumer Compact presents you how smart product timing and effective use of regulations deadlines can put your business in front of the competition and increase your market share. Learn more about the latest regulations for various types of consumer products and see what market trends you should pay attention to when developing new products.

As always, you can find detailed information on SGS quality and product safety services and much more by visiting: [www.sgs.com/cts](http://www.sgs.com/cts)

The SGS CTS Marketing Team

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# FAST IS A COMPETITIVE ADVANTAGE IN THE RETAIL FASHION INDUSTRY

After the global financial recession, the fashion and apparel industry has been facing a number of challenges. To remain profitable in an environment of keen global competition and increasing material and operational costs, shortening production lead time has become a new source of competitive advantage.

## FAST FASHION BUSINESS MODEL

In recent years, the retail fashion industry has witnessed a revolution, with companies applying a quick response strategy known as "fast fashion". Fast fashion refers to fresh fashions, shorter life cycles and faster and inexpensive production. The concept mainly serves the market segments of teenage and young adult women who want to buy trendy clothing at a relatively low price.

## FAST FASHION SUCCESS EXPLAINED

Under strong global competition, various factors have supported the emergence and success of fast fashion. Most fast fashion retailers place their manufacturing locations close to the market so as to achieve speedy response to customer needs. It is essential to develop a rapid and accurate information communication system to transfer and share data within the supply chain. Lean manufacturing helps supply chain members to focus on eliminating waste which allows for shorter lead times and smaller lot sizes. An efficient distribution system is also crucial in order to have quick product delivery. The goal of fast fashion is to increase sales and gain competitive advantage by increasing the variety and turnover of products.

Fast fashion retailers need be able to anticipate new fashion trends and to identify potentially popular merchandise designs. Their stores usually stock limited quantities of merchandise, creating an exciting environment which can boost consumers' impulse purchasing.

## A CLOSER LOOK AT THE SUPPLY CHAINS

Fast fashion retailers must rely on a quick and responsive supply chain. Some major players in the market, such as Zara, H&M, Mango, Forever 21, Gap etc., manage to fulfil customer demands by adopting

quick response strategies at an affordable price. These companies have developed flexible supply chains that help them design, produce samples and start shipping products within a few weeks instead of months. The samples are manufactured in a day, small orders for market testing can be produced within a week, and products are usually tested in a single store. Demand for each design is recorded so that hot selling items can be rapidly supplied in larger quantities and production of low demand items can be terminated.

## FACING THE FUTURE CHALLENGES OF THE FASHION INDUSTRY

Currently, the fashion world is experiencing a number of challenges including:

- instances of unethical manufacturing to reduce production costs
- the rising importance consumers place on quality and safety
- disposal of unworn clothes increasing the amount of textile waste in landfills
- the constant manufacturing of new clothing contributing to global warming through high energy consumption and green house gas emissions.

Fast-paced fashion can help tackle some of these challenges. Retailers can reduce environmental pollution during production, use fair labor and can ensure high product safety and quality. Customers should be encouraged to opt for sustainable fashion and improve their post-purchase behavior by reducing garment consumption and reusing and recycling unwanted clothes.

Sustainable fashion can only be achieved through the contribution of all parties along the fashion supply chain. Are you ready to face the challenges?



Find out more about [SGS solutions for sustainable fashion](#).

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# WHAT IS THE FASTEST WAY FOR RETAILERS TO PLACE ELECTRONICS ON SHELVES?

As retailers' portfolios of electronic products are constantly expanding, managing safety, performance and market access requirements can be a real challenge. Requiring suppliers to obtain CB Test Certificates for their products from a National Certification Body (NCB) under the IECEE Certification Bodies (CB) Scheme will enable retailers to put electronic products on multiple markets much faster.



## SOURCING COMPLEXITIES

Retail buyers, merchandising and quality assurance managers constantly make decisions about the new products their retail stores will sell next. Although current trends, technology hype and brand recognition play an important role, product safety, performance and compliance to relevant standards are essential to ensuring a product's success and keeping a retailer's reputation intact.

Depending on the target market and product characteristics, market access requirements vary greatly. In most cases, the EU only requires a self-declaration of compliance to be able to affix the CE mark on electronics and import them in the EU zone. For other markets, product safety test reports are necessary, with many countries having their own mandatory certification mark regulating the imports of electronics. When you're looking at a dozen electronic products that need to be sold on various markets around the world, you see retail buyers and quality assurance managers have their work cut out for them.

## NATIONAL MARKS HELP

To maintain compliance with market access regulations retail buyers have to make sure they are not presented with golden samples whose quality is not matched by the mass produced electronics later on. This is what product certifications are designed to prevent, providing buyers with a tool to verify a product's safety claims. Certification marks are credible proof that production is monitored through constant factory inspections meant to demonstrate compliance over time. A market-specific certification assures retailers that the electronic products they source comply with the relevant standards applicable on that respective market. National certification marks like the Chinese CCC, Russian Ghost-R and others, provide a solution against golden samples and ensure compliance with the requirements of their specific markets. But because they are only national marks they fail to provide a solution for quick access to more than one market at a time. Retailers still have to check whether a product complies with the requirements of each of their target markets.

## CB CERTIFICATIONS SPEED UP THE ENTIRE PROCESS

There is another way to increase the chances of sourced electronics gaining fast access to multiple markets. Retailers can require suppliers to work together with a National Certification Body (NCB) and prepare a market access plan for their products. Well established and experienced third party certification organizations that are IECEE CB Scheme members and are recognized NCBs can help manufacturers achieve compliance with the relevant IEC standards.



The CB test reports issued by the NCB will then help products to quickly obtain national certification marks and gain market access to the 40-plus countries that are CB Scheme members. Furthermore, as the CB Scheme enjoys a good reputation around the world, CB test reports give products an added value even in markets that aren't CB Scheme members.

CB test reports can be an invaluable tool for retailers, providing peace of mind about the market qualification abilities of their sourced electronics. A CB test report requirement also sends suppliers a clear message about the level of quality and safety retailers expect.

As a recognized NCB backed by a global network of product safety and performance laboratories, SGS can help retailers and their electronics suppliers fulfill all qualification requirements for markets around the world.

Find out more about [SGS services for retailers](#).

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# HAVE YOU SECURED THE LITHIUM BATTERIES IN YOUR PRODUCT YET?

Intense US media coverage of recent studies showing a rise in battery swallowing injuries in children has led to increased awareness of the safety of battery compartments in electronic products. Manufacturers that use lithium button cells in their products should waste no time in ensuring the batteries are out of children's reach.

## HIGH RISK OF INJURY

In May 2010, a study conducted by the US National Capital Poison Center (NCPC) and researchers from Georgetown University and the University of Virginia revealed a sevenfold increase in cases of lithium button cells ingestion that led to serious injury or even death. Soon enough both conventional media and social media outlets were warning about the danger posed to children by household products that contain lithium button cells.

In recent years, out of roughly 3500 annual button-battery ingestion cases in the US about 3% lead to moderate to severe injuries, up from 0.5% a decade ago. The most frequent victims of button-battery ingestion are children under 4 and in 90% of serious injuries the batteries at fault were CR or BR type lithium button cells marked 2016, 2025 and 2032.

The 3 Volt lithium batteries can be particularly dangerous because their 20mm size (size of a US nickel) makes them more prone to getting stuck in the esophagus if swallowed. When in contact with saliva, these batteries can generate hydroxide and cause perforations of the esophagus in as little as two hours.

## IMPROVE YOUR PRODUCT DESIGN

The NCPC report was intensely covered by US media in an attempt to make the public aware of the risks posed by products from which lithium-button cells can easily be removed. As the report revealed, about two thirds of juvenile battery ingestions occur when the child obtains the battery directly from a household product, the remaining third being loose batteries and batteries in their original packaging.

Most frequently, 20mm lithium coin batteries are removed from remote controls, key fobs, PDAs, watches and hand held games.

As a result, the US National Electrical Manufacturers Association (NEMA), the trade association for the non-rechargeable battery industry, recommended all household device manufacturers that use lithium coin batteries to include warnings on product packaging and instructions directly on products and to also consider redesigning products to ensure battery compartments are secure and only accessible with a tool. These measures are already part of the ASTM F963-07 standard for toy manufacturers.

## WARNING LABELS ARE NOT ENOUGH

Redesigning the product to secure the access to lithium coin batteries is essential. Manufacturers who consider that displaying warnings on their products is enough, might be in for a surprise. While warnings will make parents wary of the risks posed by products that use coin batteries, they might also prompt them to choose a competing product that has already secured the access to these batteries. Furthermore, warnings are inefficient after the product has reached the hands of the preliterate child who is aching with curiosity to see inside the product. As the NCPC report showed, this is how two out of three battery ingestion cases occur.

With many US parents of young children now aware of the risks posed by lithium coin batteries in household products, manufacturers who quickly implement new, child-proof, product designs are likely to see their efforts rewarded by this category of consumers very soon.



SGS can help you incorporate critical construction criteria and compliance requirements in your product design, to ensure the safe use of your products. We have extensive experience and expertise in the performance, consultancy and testing of both appliances and batteries.

For questions about the risk of ingesting coin cells, battery related analysis, testing or certifications services please contact:

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Popular sizes of 3 Volt CR or BR, 20mm Lithium cell batteries include: 2016, 2025, 2032

# ECODESIGN REQUIREMENTS FOR ENERGY-RELATED PRODUCTS (ErPs)

On 31 October 2009, the EU Ecodesign Directive was published in the official journal, thus repealing the 2005/32/EC Directive which has been substantially amended.



## EXTENDING THE PRODUCT SCOPE

Directive 2005/32/EC covers energy-using products (EuPs), i.e., products which use, generate, transfer or measure energy (e.g. electricity, gas, fossil fuel), including consumer goods such as boilers, computers, TVs, washing machines, light bulbs and industrial products such as transformers, industrial fans and industrial furnaces.

However, there are also products which have an influence on energy consumption in their use but do not directly consume energy, such as shower heads and taps, windows, insulation materials, and detergents, etc. The recast extends the product coverage to include energy-related products (ErPs) in the new Directive, and it has been in force since 20 November 2009.

The already published Implementing Measures (IMs) and their amendments remain in force. Products have to meet

applicable IMs in order to comply with the Ecodesign Directive of ErP, together with applicable harmonized standards for CE conformity or otherwise non-compliant products are not allowed to be sold on the EU market. All references to the repealed Directive 2005/32/EC (EuP) shall be construed as references to the Directive 2009/125/EC (ErP), and other provisions basically remain unchanged.

## WHAT NEXT?

According to the Directive, the working plan, which sets out an indicative list of product groups for 2012 – 2014, is expected to come no later than 21 October 2011. By 2012, the effectiveness of the Directive will be reviewed and in particular will consider non-energy-related products, i.e. products which have neither direct nor indirect impact on energy consumption during the usage stage, but have an impact on other environmental

conditions. SGS offers ONE-STOP sustainability solutions for industries to comply with the Ecodesign Directive, including training, testing, product environmental assessment and technical documentation file. Learn more about how [SGS can help](#) you with the Directive compliance.

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# IS IT THE RIGHT TIME TO OVERHAUL BANNED SUBSTANCES LISTS?

Over the past six months there has been a heated debate about the proposed amendments of the EU RoHS Directive. The directive's scope could be expanded to include most Electrical & Electronic Equipment (EEE) with fewer exemptions compared to the previous version. Labeling may be required for the use of nano-materials while manufacturers have to ensure product conformity by affixing the CE mark.

## LEGISLATIVE BACKGROUND

The provisions that attracted the most attention are the possible amendments in Article 4 regarding restricted substances (Annex IV), the review process following the REACH 1907/2006/EC methodology and Article 6a concerning the list of substances (Annex III) that will have priority to be considered as restricted substances in the next revision of the Directive.

In a December 2009 draft report on the proposal for RoHS recast, the EU Parliament Rapporteur suggested including the following items into Annex IV as banned substances:

- Brominated flame retardants
- Chlorinated flame retardants
- Polyvinylchloride (PVC)
- Chlorinated plasticisers
- Bis (2-ethylhexyl) phthalate (DEHP)
- Butylbenzylphthalate (BBP)
- Dibutylphthalate (DBP).

On June 2, 2010, the European Parliament Environmental Committee voted against the inclusion of the above into Annex IV, instead, some of them, for instances PVC and phthalates, were proposed for inclusion in Annex III for further evaluation. Still, the final RoHS recast could include a substantially extended list of priority substances in Annex III, with special attention to REACH candidate list of substances of very high concern (SVHC). The substances below may be considered as priority in Annex III:

- Arsenic compounds
- Beryllium and its compounds
- Antimony trioxide
- Dinickel trioxide

- PVC
- SVHC in REACH candidate list
- Diisobutylphthalate (DIBP)
- Organobromines
- Organochlorines.

## IMPOSE RESTRICTIONS WITHOUT SAFER ALTERNATIVES?

There is an ongoing discussion as to whether this is the right time to impose greater restrictions on the use of dangerous substances. Policy makers and environmental advocates have on one hand emphasized the importance of restricting the use of toxic substances to compel industries to invest in environmentally friendly chemicals as well as green technologies.

On the other hand, stakeholders try to persuade policy makers and support their viewpoint with scientific studies which prove that safe alternatives do not exist or may shift hazards from the environment to another topic.

PVC for example is not a hazardous substance in itself. It is the additives included in the polymer and the end of life treatment that bring it in focus. It is known that cables made of PVC will have a higher chance of containing phthalates as additives that provide flexibility.

As PVC is being included on the list of substances for further evaluation, the industry is now trying to convince authorities that PVC would be a safe material if the problematic additives were replaced. Another argument that stakeholders put forward relates to electrical safety. Any replacement for PVC cables must prove its long term stability and flexibility in order to avoid



material brittleness and subsequent surges from freely accessible current.

The discussion on further substance restrictions is still open, but as most EEE wastes are often shipped to third world countries for "recycling" purposes, it is clear that new hazardous substance restriction requirements would not only benefit European consumers but also people in other parts of the world.

SGS can assist your business with chemical testing and consultancy work for a wide range of consumer products.

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# FOCUS ON SAFETY IN THE GERMAN “MODEL REGIONS FOR ELECTRIC MOBILITY”

As the impact of climate change, rising energy demand and depletion of fossil fuels are becoming increasingly apparent, the fundamental shift to a clean environment can only be achieved by developing and establishing new technological solutions, such as electric mobility.



The “Model Regions for Electric Mobility” program of the German Federal Ministry of Transport, Building and Urban Affairs (BMVBS) is funding the promotion and general development of electric mobility starting from regional clusters, aiming at establishing Germany as a leading market in this field.

## THE ROLE OF E-MOBILITY REGIONS

In the eight selected model regions across Germany, the program sets out to generate empirical value from different technological and operational concepts. The focus in the model regions lies on the integration of manufacturers’ interests, operators of transportation services and users with regards to various transportation modes, business models, utilization patterns, infrastructure for charging and different vehicle technologies.

Rapidly developing technologies related to electric mobility require a redesign of existing safety concepts and requirements, to address the following types of risks:

- high voltages and currents from vehicles’ HV-train and charging stations
- energy content and potential chemical hazards of traction battery systems

- failure of battery management systems and other controls
- accidents and other risks.

Standardisation groups in ISO and IEC are considering safety requirements for electric mobility vehicles like Pedelecs, battery-e-cars and plug-in-hybrids and their subsystems including inverters and e-motors and components like high voltage cabling and battery-cells.

## RISK MANAGEMENT ESSENTIAL

For all participants in the German Electric Mobility Program, proper management of the risks related to new technologies is essential. Accidents and hazards originating from inadequate application of new technologies would be a show-stopper for electric mobility and have to be prevented.

As electric mobility safety standards are not fully developed yet, a SGS expert group took on the challenge of creating a procedure to assure safety for the Model Region Program. This was done in close cooperation with battery R&D specialists from the Centre for Solar Energy and Hydrogen Research Baden-Württemberg and other German institutions.

To identify the weak points, a risk analysis was implemented as an integral part of the Model Regions

Program. The analysis started with the acquisition of the most important safety data from vehicles and their subsystems. The data is evaluated using an innovative checklist and if the safety documentation shows gaps, the missing examination will be performed by a technical service. The checklist covers vehicular safety (e.g. crashes), electrical safety, electromagnetic immunity of sub-systems with a safety function and all battery safety aspects.

## SPECIAL ATTENTION TO BATTERIES

The battery-system is a complex product able to perform various functions. High density battery systems include internal protection measures and safety functions which are executed by integrated electronic modules. Therefore, the battery safety concept must be clear, quality documentation of the cell-production is essential and selected safety tests for accident and abuses including overcharge, short circuit, nail penetration and crush need to be passed.

In addition to Model Regions risk assessments, safety trainings are also offered to all participants in the program and all safety relevant events will be monitored and evaluated to support future projects.

Through consulting, training and risk analysis services, SGS can support operators of e-mobility vehicles, OEMs and Tiers in all safety-related aspects of their e-mobility projects. For more information on e-mobility services, requirements and safety, please contact:

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# THE FUNCTIONAL SAFETY OF ELECTRONICS BECOMES HIGHLY IMPORTANT

The possibility of failures in vehicles might be increased by the growing complexity of electronic components. If safety-related components get affected by failures, people might get injured.

In order to minimize the risk of dangerous failures, safety-related electronic systems have to be developed following the applicable product liability requirements. A disregard or inadequate application of these standards can lead to not only personal injuries, but also to severe legal and economic consequences such as product cancellations.

## SAFETY REQUIREMENTS FOR THE AUTOMOTIVE INDUSTRY

The IEC 61508 standard, generally applicable to electrical/electronic/programmable safety-related products, is only partially adequate for automotive-development requirements. Consequently, for the automotive industry, this standard is replaced by the existing ISO 26262, currently released as a Final Draft International Standard (FDIS). ISO/DIS 26262 describes the entire product life-cycle of safety-related electrical/electronic systems for road vehicles. It will be released as International Standard in its final version by May 2011.

## WHAT WILL THE FUTURE BRING?

The implementation of this new standard will result in modifications and various innovations in the automobile electronics development process, as it covers the complete product life-cycle from the concept phase until its decommissioning.

Safety analysis is a domain prone to major change. In contrast to IEC 61508, analysis must now be actively included in the development process. Safety analysis results will have to be used to improve the analyzed system. Analyses are not just used for validating and verifying, but also to identify potential safety related failures. Analysis results should be applied, for

example, to improve system-designs, if the corresponding requirements or system safety targets cannot be reached. According to the standard, two independent safety analyses have to be performed starting with ASIL C (Automotive Safety Integrity Level).

Existing development processes have to be adapted as well. Concerning software-development, for example, degrees of maturity according to SPICE or CMMI, are not sufficient, because safety aspects are not being considered. The target for enterprises should be to integrate ISO 26262 requirements into their existing development processes.

## CONSIDERATIONS ON E-MOBILITY SAFETY REQUIREMENTS

Frequent technological changes and the risks they bring, create new challenges for automobile manufacturers and system suppliers. The development of innovative propulsion concepts results in additional requirements for safeguarding mechanisms. Some new and important functional safety issues result from the development of electrical power trains. When developing electric vehicles, it is essential to observe all electrical, chemical, and mechanical safety aspects. The development of safe, high voltage batteries is regarded as a major

challenge. There is still no appendage that addresses safety-related aspects of electric propulsion and storage systems. As a result, it is quite a challenge to navigate through the inconsistencies and gaps in the technical standards and legal requirements and still implement them without leaving room for safety deficiencies.

## SUPPORT WITH FUNCTIONAL SAFETY ACTIVITIES

The global network of SGS supports Automotive, Automation, Process Industry, Software and Semiconductors branches in the field of Functional Safety, coordinated by the Competence Center Functional Safety, SGS-TÜV GmbH, in Germany. The Competence Center is also responsible for managing the area of "Safety for E-Mobility" at SGS. Apart from consulting, the services includes safety analysis, testing, certification and an extensive range of advanced training courses.

Find more info at [www.sgstuev.de](http://www.sgstuev.de)

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# GULF OF MEXICO OIL SPILL - THE IMPACT ON THE SEAFOOD INDUSTRY

It is estimated that 207 million gallons of oil spilled into the Gulf of Mexico as a result of the gulf oil rig accident which occurred on April 20 2010. The oil leak was eventually sealed on July 15, however the US seafood industry has been dealt a heavy blow as the Gulf of Mexico is a major source of shrimp, fin fish and mollusks.



After the National Oceanic and Atmospheric Administration (NOAA), in conjunction with the Gulf States (Alabama, Florida, Louisiana, Mississippi and Texas) closed about one third of the Gulf of Mexico to harvesting of seafood, the seafood catch in June 2010 declined by over 50%. The situation seems to be improving, in August only about 23% of the Gulf of Mexico waters were closed for fishing and with the shrimp harvesting season currently in progress, the industry is hoping to rebound.<sup>1</sup>

## SEAFOOD SAFETY CONCERNS

The main area of concern to consumers, retailers and the food service industry purchasing seafood from the gulf is the toxic effects of oil on seafood items

which stems from the environmental chemical contaminants known as polycyclic aromatic hydrocarbons (PAHs). PAHs may accumulate in seafood products at high levels resulting in illness among the seafood consuming population. Additionally there are concerns that petroleum based contaminants may cause cancer and neurological damage.<sup>2</sup>

The degree of oil exposure to seafood depends on the species of seafood and the manner in which exposure occurs. Mollusks such as oysters and clams are filter feeders whereby the mollusks can absorb oil when exposed to it. Additionally as oil disperses or naturally breaks down these filter feeders will absorb oil droplets they are exposed to.

Shrimp and other crustaceans can be exposed directly to oil or can absorb oil contaminants through contaminated plants and animal material that they may consume. Crustaceans that are found in shallow areas are exposed to a higher risk than those found in deeper waters. Finfish, predators in nature, can be exposed to oil and PAHs while passing through oil patches by absorbing contaminants through the gills or the gut. Additionally, fin fish can absorb oil contaminants through the consumption of other species that have been exposed to and have absorbed oil contaminants.

The Environmental Protection Agency (EPA) considers the oil dispersants being utilized by BP in cleaning up the oil spill to be less toxic to marine life than the oil that was spilled. Oil dispersants generally dissipate within a few days. However, the long term effects of the dispersants on aquatic life are unknown.

## SAFETY MEASURES BEING TAKEN

NOAA has vessels collecting seafood product samples for testing in their laboratories. NOAA employs fish sniffers that perform sensory evaluations to determine if the fish have been tainted by oil. NOAA scientists also perform Liquid Chromatograph and Mass Spectrometer (LC/MS) testing on the seafood meat to identify potential PAHs contaminations. Testing has been heightened in order to make sure no contaminated products are sold.

Additionally, the US Food and Drug Administration (FDA) has notified the seafood industry that regulation 21 Code of Federal Regulations (CFR) 123 requires environmental chemical contaminants such as PAHs to be incorporated into Hazard Analysis Critical Control Point (HACCP) plans in order for the industry to prevent the sale and consumption of potentially contaminated fish and fishery products.<sup>3</sup> FDA has also notified shellfish (mollusk) suppliers that they are prohibited from harvesting shellfish from closed areas under 21 CFR 128.28 and all shellfish (mollusk) are to be tagged to identify the harvester's license, date and location of harvesting.<sup>4</sup>

Water and seafood products can both be tested for oil and oil contaminants such as PAHs. The typical instrumentation used for testing is a Gas Chromatograph coupled with a Mass Spectrometer (GC/MS) or a Liquid Chromatograph coupled with a Mass Spectrometer (LC/MS).

SGS Food Safety Services has capabilities to performing both water and seafood product analysis.

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<sup>1</sup> Talks on Shrimp Season Signals Comeback for Gulf Fishers

<sup>2</sup> Centers for Disease Control "Toxicological Profile for Petroleum Hydrocarbons"

<sup>3</sup> Gulf of Mexico Oil Spill Update

<sup>4</sup> FDA Letter to the Fish and Fishery Product Industry Regarding the Gulf of Mexico Spill

# REDUCING CARBON FOOTPRINT OF MEAT SECTOR - AN URGENT GLOBAL SITUATION?

With increasing scientific and media awareness of the impacts of global consumption of food, and particularly meat, on global carbon emissions, there is in turn increasing pressure on the food industry to provide more sustainable products.

Suppliers and manufacturers need to adapt to the fast-increasing market for lower carbon footprint goods requested from retailers and food service companies, who have to cater for increasingly discerning customers and help meet government targets and commitments. Food businesses can be ahead of their peers and communicate their environmental credentials to business customers by acting now.

## CLIMATE CHANGE AND FOOD

Food, the essential consumer product, is increasingly under the spotlight as we debate the impacts of global supply chains including agriculture, food miles, processing of food and food waste. One EU study found that food accounts for over 30% of the EU's Greenhouse Gas (GHG) emissions, but this includes not only impacts of all food produced, but also food imported for EU consumption. Taking the UK as an example, approximately 19% of all consumption-related emissions relate to food consumption; and out of this nearly

8% is from agriculture, the stage that usually has the highest contribution to emissions.

## AGRICULTURAL EMISSIONS – WHAT ARE THE SOURCES?

Agriculture's impacts are largely caused by direct emissions of methane ( $\text{CH}_4$ ) and nitrous oxide ( $\text{N}_2\text{O}$ ) from farms. Both gases, while present in the atmosphere at lower concentrations than  $\text{CO}_2$ , have a more potent global warming impact. Livestock rearing generates most of the agricultural  $\text{CH}_4$  emissions, due to release of gases during digestion by cattle and sheep.  $\text{N}_2\text{O}$  emissions are caused primarily by soil chemical processes and from manure. Agriculture also contributes to GHG emissions through its role in land-use change – the release of carbon into the atmosphere resulting from deforestation or conversion of savannah land to arable land. Inclusion of these carbon losses puts the contribution of agriculture at 17–32% of all human-induced GHG emissions, although there

are large uncertainties. For the poultry sector, the impact of feed production is the highest, as discovered in a recent SGS study on the carbon footprint of a chicken processor. Feed production, depending on the source, can contribute significantly to global emissions through land conversion.

## TECHNOLOGICAL SOLUTIONS IN MEAT AND DAIRY SECTORS

Food brands, retail and hospitality sectors can drive improvements in the carbon footprint of the food sector through working with suppliers. A life cycle or supply chain carbon footprint study can provide useful data which will help the business to identify critical areas for improvement and provides a focus. Such studies also demonstrate a company's commitment to reducing carbon footprint now ahead of other competitors as well as preparing companies for potential regulation. In addition to increased market advantage and differentiation eco-efficiency can also help to reduce costs where alternative energy systems are implemented.

As energy security is increasingly uncertain, energy efficiency is an urgent issue in itself for all businesses. There are a number of other technological environmental improvements or sustainable production techniques being utilized in the meat industry as shown in this diagram.

SGS sustainability experts can provide assistance to food businesses at every step of the supply chain. To learn more about how SGS can help you with **carbon footprinting** contact our **ecodesign team**.

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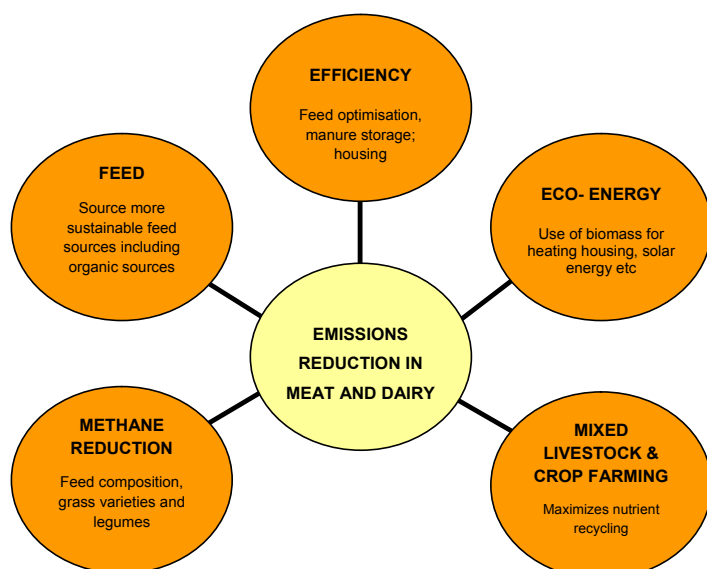


Figure 1 - Technological environmental solutions in the meat and dairy industry.



# FOOD FOR THOUGHT - STUDY ON CONSUMER TRUST AND QUALITY AWARENESS OF FOOD

A recent SGS INSTITUT FRESENIUS study on quality awareness of foodstuff and consumer trust in Germany issued poor marks to food manufacturers. The latest food scandals and discussions about additives and genetically modified food have had an unnerving effect on German consumers. Every second consumer is afraid of false labelling and deceptive packaging of products sold in supermarkets.

The SGS INSTITUT FRESENIUS population-representative study is an annual barometer for the food purchase satisfaction of German consumers. This year's study focused on quality awareness and perception of foodstuff, especially orientation during shopping and the reliability of product information. For this 2010 study, SGS INSTITUT FRESENIUS called on the prestigious Institut für Demoskopie Allensbach to carry out 1,827 face-to-face interviews with German consumers aged 16 and up.

## FEARS OVER FOOD LABELLING

When buying food, the biggest fear of German consumers is that the actual product is not what the package says. Every other consumer fears that, for example, a strawberry jam doesn't contain any strawberries. Consumers are equally worried they will buy products that contain genetically modified ingredients. The root of such worries seems to lie in the fact that 50% of consumers don't believe that food products are as healthy as

manufacturers claim. Similarly, 48% suspect that the important aspects about ingredients is hidden on packages or is not presented at all. The same percentage thinks that food additives such as taste amplifiers and colorings are harmful. The study further revealed that every other consumer has difficulties or is completely unable to understand the information presented on food packaging. This seems to be a problem especially for consumers aged 45 and over and for those without post-secondary education.





### PROBLEMS IDENTIFYING HEALTHY FOOD

Based on the information presented on packaging, three quarters of all Germans are unable to judge if a food item is healthy or not. For instance two thirds are unable to tell if a product is adequate for those with allergies or diabetes and more than half of consumers cannot judge whether and which additives are present.

More alarmingly, over 70% of those participating in the study admitted they cannot recognize from the packaging if a product is suitable for children. The study also shows that women are more quality-conscious food shoppers than men. Food quality is the most important factor behind the buying decision for most women (63%), while for men a convenient price seems to be slightly more important than the quality of food products.

Compared to previous studies and in spite of the abundant food choice on the German market, one in four consumers finds it more difficult to keep a healthy diet. As the SGS Institut Fresenius study reveals, food packaging plays a central role in the consumer's inability to buy healthy.

### TRUSTING QUALITY SEALS AND FAMILY - MISTRUST IN THE INDUSTRY

Another important reason for the fear of misleading packaging lies in the consumers' mistrust in statements from the food industry and policy makers. The study revealed that only one in ten consumers see the information presented by food manufacturers and supermarket advertising prospects as reliable. The situation is even worse when it comes to trust in information presented by consumer protection or health policy makers.

So who do German consumers trust then? Well it seems they overwhelmingly place their trust in independent test institutions (73%) and independent consumer's advice centers (67%). Independent test quality seals seem to be recognized and trusted by at least one third of consumers. Furthermore, the personal sphere seems to be an important source of information



when it comes to food products, as 55% of the study respondents admitted that appraisals from family and friends influence their food buying decisions.

The solution to increasing trust in the German food industry and food policy could lie in reinforced controls of the food sector. As the SGS INSTITUT FRESENIUS study points out, 38% of consumers consider that current food quality controls are not sufficient in Germany.

### REGIONAL FOODS BEAT THE BIO TREND

When it comes to food selection criteria the needs of German consumers vary significantly. The study shows that most Germans want fresh food (86%) consisting of high quality ingredients (60%) at a convenient price (57%). In addition, it seems a new trend is emerging: regional foods. As consumers gradually realize the importance of living sustainably they are now more interested in buying regional products (47%). In fact, more German consumers are interested in buying regional products (47%) than bio or ecological products (23%). The trust in the governmental "Bio Siegel" (organic seal) seems to be gradually fading, as it has become apparent that more than half the products that are labelled with this seal are not organic at all. Healthy foods

are still a major factor, with almost half of German consumers interested in low fat foods and non-genetically modified foods.

It's vital that food manufacturers and policy decision makers work to regain consumers trust. As this study demonstrates, manufacturers need to make the quality of their products more visible and easier to understand, while food industry regulators can increase their credibility through stricter market surveillance.

Find out how [SGS Food Safety Services](#) can help your food quality and packaging processes.

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# TOY SAFETY REQUIREMENTS - USE IMPLEMENTATION STAYS AND TRANSITION PERIODS WISELY

With the 'stay of enforcement' of the US Consumer Product Safety Improvement Act (CPSIA)<sup>1</sup> and the transitional period of the new European Toy Safety Directive 2009/48/EC<sup>2</sup> rapidly approaching expiration in 2011, it is essential that toy manufacturers, importers and retailers use the remaining time wisely.

In the long run the CPSIA and the EU Toy Safety Directive are bound to bring significant benefits to both consumers and those involved in the industry but, for now, their implementation puts the toy industry to a genuine survival test. The new US and European market entry regulations require the toy industry to spend, at least in the first years, more money and time on all life-cycle stages of toys.

Knowing how to invest the right amount of resources and use the remaining time efficiently to ensure full compliance to these regulations, can make the difference between those who will fail and those who will succeed in the toy industry.

## CURRENT LEGISLATIONS STATUS

In the case of CPSIA most milestones in the implementation timeline have passed, which means most parts of the legislation are already applicable. The only major remaining milestone is the third-party testing requirement for lead content in substrates which, after two stays of enforcement, is due to come into effect on February 10, 2011.

In the EU the transition period to the new Toy Safety Directive ends for almost all aspects of the Directive (i.e. mechanical, warning and packaging requirements) on July 20, 2011. Due to a substantial increase in the number of restricted elements, the chemical requirements of the Directive have a transitional period of 4 years, until July 20, 2013.

## TIME IS OF THE ESSENCE

As the toys market has a seasonal character, a suggested best approach to complying with CPSIA and 2009/48/EC requirements may be to implement as many of the requirements as economically viable in the shortest amount of time possible, regardless of how far ahead implementation and/or transitional deadlines are set.

As it will be eventually necessary to comply with all the requirements, success may be achieved more efficiently and effectively through early activity, while there is enough time to monitor progress, gain experience and be ready to meet the compliance requirements before they become mandatory.

Moving quickly to comply with the new toy safety regulations can also provide a competitive advantage. Trail-blazers and those who can now boast quality and safety compliance above and beyond applicable regulations may be able to gain more positive brand positioning in this highly sensitive market.

## WHAT TO DO

The measures and requirements prescribed by both CPSIA and the EU Toy Safety Directive are quite complex and could require a significant overhaul of product development processes already in place. A good place to start is with a product concept feasibility review before investing any resources in the design and development of a new product. The goal here is to identify potential hazards and inconsistencies with known standards, safety rules and regulations. In-depth product risk



assessments can identify potential hazards that could result in serious injury or death and lead to a product recall.

A complete documentation review and the implementation of a quality and/or process control system are also proven tools to help ensure a smooth market entry. Third-party product testing is required in accordance with CPSIA and, when used in conjunction with an effective quality control system and supply chain management program, could reduce the risk of contamination from restricted chemicals.

Though these measures might seem complex and sometimes never-ending, there is help available every step of the way. The SGS services for the toy industry can help ensure your products meet applicable toy safety and regulatory compliance requirements throughout their entire life-cycle.

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<sup>1</sup> Main provisions of the US CPSIA of 2008

<sup>2</sup> The European Toy Safety Directive 2009/48/EC

# SGS SERVICES COVER UPDATED BRAZILIAN INMETRO CERTIFICATION FOR WHITE GOODS

The Brazilian Government has updated the requirements for its product safety regulations.

The change will require all household appliances to be included on the list of products which require mandatory certification by Brazilian Government-accredited bodies, as set out by Decree 371, issued December 29, 2009. To give manufactures and importers time to adapt, the decree is divided into three

stages that will gradually come into force from 1 July, 2011. All appliances need to be tested against the technical standards set out by Decree 371. All products tested under the mandatory approval scheme are required to show the compulsory INMETRO mark and companies are required to comply with maintenance conditions by having a Customer Complaint Service in operation. Manufacturers will be assessed on a regular basis to ensure they are meeting the set requirements.



SGS is the largest INMETRO-accredited certification body in Brazil, able to certify your products ensuring standards compliance and market access for your product. For more info contact:

[thiago.doretto@sgs.com](mailto:thiago.doretto@sgs.com)

# SGS HONG KONG & SGS SHENZHEN RECEIVE INMETRO TOY TESTING ACCREDITATION

Brazil's new Administrative Rule 321/2009 allows foreign labs accredited by the International Laboratory Accreditation Cooperation (ILAC) to test toy shipments for conformity with system 5 and system 7 for certification to the Brazilian MERCOSUR Technical Regulations on Toy Safety.

Foreign conformity assessment bodies undertaking the certification and issuing the applicable certificate of conformity are required to be accredited by INMETRO.

Effective August 2010, SGS Hong Kong and Shenzhen laboratories have gained INMETRO accreditation for both system 5 and system 7 and can be appointed by clients to pick up samples at the factory and conduct testing at the Hong

Kong and Shenzhen facilities. The local accredited certification assessment body (e.g. INNAC) would then review SGS testing reports and issue the certificate of compliance, allowing the importer to apply the INMETRO mark on products to be imported to the Brazilian market.

See further details about [the certification procedure in Brazil](#). For more info contact: [jonathan.au@sgs.com](mailto:jonathan.au@sgs.com) (SGS HK), [alexandre.moreira@sgs.com](mailto:alexandre.moreira@sgs.com) (SGS Brazil)

# SGS TURKEY HAS LAUNCHED A NEW FOOD LAB

SGS CTS Turkey has announced the opening of its food laboratory in June 2010 in Istanbul, which will be able to perform microbiological, physical and chemical analysis according to ISO 17025 standards.

National and international standard methods like ISO, AOAC, FDA, HPA, NMKL and TSE are used in testing

procedures. MICROBIOLOGICAL ANALYSIS may be applied to all food product groups. PHYSICAL ANALYSIS may be conducted on food products such as animal and vegetable fats and oils, coffee, maize, olive, brine, meat and meat products, fruit and vegetable products, cereals and cereal products etc. Finally CHEMICAL ANALYSIS may be carried out on food products such as animal and vegetable fats and oils,

coffee, maize, olive, brine, meat and meat products, fruit and vegetable products, dairy products, cereals and cereal products etc. The new lab is a further indication of SGS's commitment to become a strong partner with the Turkish Authorized Bodies, importers and exporters in local and global markets.

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## SGS PRESENTED AT THE FIRST SAFSA GLOBAL FORUM JUNE 2010



Between June 3-4, 2010 at the Source ASEAN Full Service Alliance (SAFSA) Global Forum 2010 in Singapore, eight leading fashion brands from Europe and the United States signed 23 Memorandum of Understanding (MOUs) with Southeast Asian textile and apparel suppliers.

During the inaugural SAFSA Global Forum, the global brands agreed to work with "virtual vertical factories" (VVF). The MOUs are expected to develop into lucrative commercial partnerships.

More than 80 people attended the inaugural SAFSA Global Forum. The event was organized by the ASEAN Federation of Textile Industries (AFTEX), the Textile and Fashion Federation of Singapore (TaFf) and USAID's ASEAN

Competitiveness Enhancement (ACE) Project.

Mr. Spencer Yeung, Vice President of Global Softlines and Managing Director, SGS Hong Kong, gave an opening speech at the Global Forum, and explained the partnership and role of SGS in SAFSA.

AFTEX has appointed SGS as the sole and exclusive provider of all SAFSA audits in all 10 ASEAN member countries. SGS has developed an audit protocol based on the new SAFSA service standards to evaluate textile mills and garment factories. The alliances formed by these factories will result in speedy full services to customers from design to shipment.

Find out more about [SAFSA](#). For more info on SGS audits for SAFSA contact: [karen.kyllo@sgs.com](mailto:karen.kyllo@sgs.com)

## SGS INSTITUT FRESENIUS - EVENT ON CO2 FOOTPRINT FOR THE FOOD INDUSTRY

On 16 June, the SGS Institut Fresenius GmbH organized a customer event in Germany titled 'CO2 Footprint. A curse or blessing for the sustainable future of the agriculture and food industries?'.

SGS gathered a panel of industry experts to discuss the advantages and disadvantages of determining the CO2 footprint of products in the food industry. Participants included top management from the biggest food retailers in Germany.

In the opening presentation, Prof. Dr. Hans-Wilhelm Windhorst of the ISPA College in Vechta, explained the four

main trends in the food industry: the quality and security, the regionalization of food, ensuring protection of animals and the minimization of environmental impacts. The CO2-Footprint subject is an important sub domain of environmental protection.

All speakers agreed that one must analyze the production process as a whole to determine the CO2 impact of a product. Most speakers also agreed that, because consumers' buying decisions are in most cases irrational, an objective CO2 information panel on product packaging would not have a major impact. A different point of view was presented by Dr. Giesen from the Westfleisch eG. meat retailer, who regards CO2 Footprint product labelling



as a competitive advantage. Westfleisch is the first German meat producer to determine the CO2-Footprint of its entire production processes and declare it on their products. SGS, as a third party auditor, is responsible for verifying their sustainability reports. Find out more about [SGS INSTITUT FRESENIUS](#) or contact [dorit.boeckmann@sgs.com](mailto:dorit.boeckmann@sgs.com).



## SGS ATTENDS LONDON CONFERENCE ON SUSTAINABLE LEATHER

SGS attended a seminar in London called 'Leather – from Beast to Beauty' on 13 June 2010. .

Speakers included an eco-footwear company, leather industry trade associations, tanneries and leather technologists, and attendees ranged from leather producers, eco-fashion designers, retailers and environmental NGOs.

The discussion focused on case studies of where leather is becoming more sustainable through improvements in the production processes, analysis of life

cycle impacts of leather, ecological footwear design and marketing leather as a sustainable by-product of the meat industry.

With its global expertise in footwear testing on performance and restricted substances, SGS has added sustainability services to its technical solutions for the footwear sector, and can provide training, ecological assessment of footwear products and ecodesign solutions.

Find out more about the [Conference on Sustainable Leather](#). To learn how SGS can support sustainable leather projects contact: [bethany.murray@sgs.com](mailto:bethany.murray@sgs.com)



## SGS ATTENDS GOOD FARM ANIMAL WELFARE AWARDS

SGS attended an annual event in the UK run by Compassion in World Farming on 14 July 2010, which rewards businesses and public sector organizations who have made efforts to source more meat and egg products from farming operations with higher welfare standards.

Winners included Waitrose as the Most Compassionate Supermarket, with Compass Group client Coca Cola among the winners of Good Egg Awards. The Cooperative Food, Marks & Spencer and Sainsbury's were among the Good Chicken Award winners.

SGS has an interest in animal welfare issues both from a sustainability point of view and also food safety – we audit against the GLOBALGAP food standards

which are designed to reassure consumers about how food is produced on the farm by minimizing detrimental environmental impacts of farming, and ensuring a responsible approach to worker health and safety as well as animal welfare.

Find out more about the [Good Farm Animal Welfare Awards](#) or contact: [bethany.murray@sgs.com](mailto:bethany.murray@sgs.com)

## PRODUCT RECALLS

SGS compiles recall cases notified in the EU, US and Australia for consumer goods. They can help you minimize costly recalls by increasing your awareness of recall cases related to your business. SGS Product Recalls is now offered for no charge, and is included twice per month in the SGS SafeGuards publication.

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