PRODUCT RECALLS - IDENTIFICATION, ANALYSIS AND RECOMMENDATIONS

LEARNING FROM FOOD SAFETY RECALLS
TIPS FOR MASTERING PRODUCT COMPLIANCE IN THE CHINESE MARKET
STRICHER EU AND US TOYS SAFETY REGULATIONS AND REQUIREMENTS LEAD TO INCREASED SURVEILLANCE
DEAR READER,

There is no such thing as bad publicity, is an often repeated marketing mantra. That is not entirely true. Having one of your products recalled from the market due to a specific safety concern will generate nothing but bad publicity for your brand. Depending on the severity of the safety breach, a product recall instance can create significant damage to your brand’s reputation, your profits, as well as to your ability to attract new partners and clients. Here’s how you can avoid becoming that company.

The latest Consumer Compact issue offers you a look at various steps and measures that can help reduce the probability of a market recall happening to one of your products. Furthermore, we show you how to manage a product recall situation and how to quickly act to regain the trust of consumers, authorities and business partners.

The new Consumer Compact also brings you details about the strict market surveillance for toys, both in the US and EU, and the do’s and don’ts of product recalls in the food sector. Find new tips on how to navigate the Chinese regulatory landscape for the textile and footwear industries and see why we bring into focus the SGS testing laboratory in Taunusstein, Germany.

For the complete range of SGS services and support visit: www.sgs.com/cgnr.

The SGS Consumer Goods and Retail Marketing Team

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STRICTER EU AND US TOY SAFETY REGULATIONS AND REQUIREMENTS LEAD TO INCREASED SURVEILLANCE

Robust regulations and requirements for toys and toy safety in the European Union and USA are impacting product recall notifications and leading to an increase in market surveillance.

In the USA, a tough testing regime has seen notifications drop, as non-compliant products do not reach the marketplace. In the EU though, toys must comply with the requirements of the EU Toy Safety Directive (2009/48/EC). This comprehensive set of requirements includes the safety assessment, which highlights any issues, thereby helping to reduce recalls in the EU by preventing non-compliant products from reaching the market.

Toys are essential tools for children and fundamental to their development. Manufactured using modern processes, new materials and techniques are constantly being introduced. To meet the production challenges and minimise the risk of recalls, it is vital that manufacturers, importers, notified bodies and competent national authorities ensure that only compliant toys are placed on the market.

Requirements in the US and EU are different, but their objective is the same, to deliver safe toys to the market.

EU TOY RECALLS UP 58%

Over the years, toys have been one of the most frequent products being notified under the EU RAPEX system. Since 2012, toy notifications have increased from 366 to 580, an increase of 58%.

According to RAPEX, toys were recalled for failure to meet the Toy Safety Directive 2009/48/EC and chemical requirements, including:
- Choking hazards (EN 71-1)
- Strangulations (EN 71-1)
- Sharp edges (EN 71-1)
- Suffocation (EN 71-1)
- Accessible filling fibrous materials (EN 71-1)
- Insufficient warnings (EN 71-1)
- High flammability (EN 71-2)
- Chemicals such as soluble elements (EN 71-3) and phthalates
- Overheating rechargeable batteries (EN 62115)

Recalls as a result of excessive levels of short chain chlorinated paraffins (SCCPs), have increased steadily since the restriction/prohibition of SCCPs in articles, including toys, under Regulation 519/2012 on Persistent Organic Pollutants (POPs Regulation).

Toys entering the EU must undergo a safety assessment, as required by Article 18 of the Toy Safety Directive. The objective is to identify any potential hazards (physical, chemical, electrical, flammability, etc.) that a toy may present, to improve design and minimise risk.

In addition to meeting harmonised toy safety standards1, toys destined for the EU market must meet all applicable standards and legislation at EU and national levels (summarised in Table 1). Continued on page 4.

1 SGS Technical Bulletin - European Toy Legislation
US TOY RECALLS

In the 2013 fiscal year, the US Consumer Product Safety Commission (CPSC) issued only 31 toy recalls (against 172 in fiscal year 2008), none of which involved a lead violation. The majority of toy recalls announced last year involved ingestion hazards, including chemical and magnetic dangers.

In the last few years, the range of hazards identified by CPSC includes:
- Aspiration and choking (small parts)
- Entrapment (storage and toy chests)
- Fall
- Fire and burn
- High powered magnets
- Impact
- Ingestion
- Lead (paint and substrate)
- Laceration (sharp edges)
- Projectile
- Strangulation

Toys and children’s products entering the US must undergo mandatory third party testing and certification to all applicable consumer product safety rules, any other rule, regulation, standard or ban under the Consumer Product Safety Act (CPSA), or any other statutes enforced by the CPSC. Toys destined for specific states are also required to conform to toy safety legislation/standards at the state level. These are summarised in Table 2.

During the last five years, CPSC and the US Customs and Border Protection (CBP) have stopped more than 9.8 million units of about 3,000 different toys that violated applicable standards.

EUROPE’S RAPID ALERT SYSTEM

RAPEX is the European rapid alert system for dangerous products with the exception of food, pharmaceutical and medical devices, as these are regulated by other mechanisms. It facilitates the rapid exchange of information between Member States and the Commission on measures taken, prevention or restriction on the sale of consumer products posing a serious risk to consumer health and safety. Since 2013, the Commission has also published notifications on products posing less serious risks, including on products posing a risk to the public interests protected by relevant EU legislation, e.g. persistent organic pollutants (POPs).

The RAPEX2 system currently includes 31 countries, 28 Member States from the EU, including three countries from the European Free Trade Agreement/ European Economic Area (EFTA/EEA): Iceland, Liechtenstein and Norway.

US CPSC TOY SAFETY SYSTEM

In recent years, the CPSC3 has created a robust toy safety system, by requiring testing by independent, third party testing laboratories around the world; enforcing stringent lead and phthalates limits for toys; imposing some of the most stringent toy standards in the world; and stopping non-compliant and dangerous toys at ports and in the marketplace before they reach children’s hands. These combined efforts continue to foster the confidence of American families.

STRATEGIES TO AVOID TOY RECALLS

Testing, at every stage of development and manufacture, can identify problems before toys reach the marketplace, minimising the risk of product recall. Key testing categories include:
- Mechanical/physical
- Flammability
- Chemical
- Electrical safety

Inspection before, during and at the end of the production:
- Reduce the risk that production is jeopardised by insufficient or sub-standard supply of material and components
- Ensure consistency of production, samples are randomly picked up from production lines to check the general quality of components, materials and finished products
- Pre-Shipment Testing enables to check that no deviation in production happened
- Loading Supervision (LS) to ensure that the consignment previously inspected is actually shipped

ABOUT SGS

SGS’ global network of laboratories, test facilities and offices deliver a consistent and coherent programme of testing, certification and verification services to speed your products’ route to market. We have an international team of professional experts with a comprehensive knowledge of toy safety for the European and US markets.

For further details, please see SGS Product Recalls and contact your local sales representative or the global team consumer.products@sgs.com.

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2 European Commission - RAPEX - Latest Notifications
3 US Consumer Product Safety Commission - Recent Recalls
### Table 1. Applicable Legislation or Standard for EU Toy Compliance

<table>
<thead>
<tr>
<th>ITEM</th>
<th>TOY PRODUCTS</th>
<th>LEGISLATION / STANDARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Toy</td>
<td>Toy Safety Directive 2009/48/EC</td>
</tr>
</tbody>
</table>
| 2    | Toy          | Member State legislation e.g.  
- Danish Order 855 of 5 September 2009: Phthalates in products for children aged 0-3 years old  
- French Decree of 1 August 2013: Formamide content in puzzle mats |
| 3    | Toy          | POPs Regulation (EC) 850/2004 |
| 4    | Toy          | REACH Regulation (EC) 1907/2006 |
| 5    | Toy          | Toxicological Risk Assessment (TRA) |
| 6    | Cosmetic Toys | Cosmetics Regulation (EC) 1223/2009 |
| 7    | Electrical Toys |  
- Batteries Directive 2006/66/EC  
- Low Voltage Directive 2006/95/EC (LVD)  
- RoHS Recast Directive 2011/65/EU  
- Radio-Controlled Toys, Directive 1999/5/EC (R&TTE)  
- WEEE and WEEE Recast Directives 2002/96/EC and 2012/19/EU |
| 8    | Food Contact e.g. kitchen set |  
- Plastics Regulation (EU) 10/2011 |
| 9    | Packaging (not integral part of toy nor has play value) | Directive 94/62/EC |
| 10   | Substances and Mixtures |  
- CLP Regulation (EC) 1272/2008 ‘Classification, Labelling and Packaging of Substances and Mixtures’  
- Microbiological Examination of Non-Sterile Products (European Pharmacopeia) |

### Table 2. Legislation or Standard for Toy Safety for US

<table>
<thead>
<tr>
<th>ITEM</th>
<th>TOY PRODUCTS</th>
<th>LEGISLATION / STANDARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Toy</td>
<td>CPSIA including: ASTM F 963, Lead (paint and substrate), Phthalates, Tracking label</td>
</tr>
<tr>
<td>2</td>
<td>Toy</td>
<td>16 CFR 1500.3 (toxicity / irritancy)</td>
</tr>
<tr>
<td>3</td>
<td>Toy</td>
<td>California AB 1108 (Chapter 762, Statutes of 2007, phthalates)</td>
</tr>
<tr>
<td>4</td>
<td>Toy</td>
<td></td>
</tr>
</tbody>
</table>
- 19 CFR 134.11 (country of origin label)  
- 15 CFR 1159 (toy gun label)  
- Label or tag (stuffing toys, state laws)  
- USP 51 and 61 (mixtures) |
| 5    | Toy          |  
- Chemicals of High Concern to Children (CHCCs, Vermont and Washington)  
- Priority Chemicals (PCs, Maine) |
| 6    | Toy          | Flame retardants (state laws)  
Penta-BDE, Octa-BDE, Deca-BDE, TCEP (TRIS) and TDCPP |
| 7    | Toy          | Toxicological Risk Assessment (TRA) |
| 8    | Art Materials | 16 CFR 1500.14 / ASTM D 4236 (LHAMA) |
| 9    | Dive Stick   | 16 CFR 1500 |
| 10   | Substances and Mixtures |  
- Battery Management Act (mercury in button cells, Federal)  
- Mercury in button cells (state laws) |
| 11   | Electrical and radio controlled | Federal Communications Commission (FCC) |
| 12   | Food Contact | 21 CFR 175-189 |
| 13   | Rattle       | 16 CFR 1510 |
DISPOSABLE HYGIENE PRODUCT TESTING ENSURES CUSTOMER SATISFACTION

Safety, efficacy and confidence are crucial to consumers in the disposable hygiene sector. Quality assurance and performance testing ensures that products in everyday use are strong, flexible and reliable.

MARKET REQUIREMENTS

From facial tissues and napkins, to nappies and sanitary products, disposable hygiene products are ubiquitous. These everyday items rely on their quality, safety and reputation to win and perhaps most importantly, to retain consumer loyalty. Disposable hygiene products impact everyday life, some are more intimate than others and a bad experience with a product will lose you a customer.

Most tissue and hygiene products are single use and/or disposable, but this does not mean they should be any less reliable, functional, safe or environmentally sensitive than any other consumer product.

Consumer expectations are high. Shoppers are looking for special properties, such as strength, effectiveness, reliability and absorbency, amongst many others. In everyday use they expect:

- Children’s nappies to keep them dry (their skin and their clothes) through the night
- Incontinence and feminine hygiene products to be absorbent, comfortable and not ruin clothing
- Bandages and plasters to stick to skin effectively
- Makeup removal pads to not lose fibres or fall apart during use
- Kitchen roll to be absorbent and strong

With a wide variety of products and applications in the tissue and hygiene sector, the industry is heavily reliant on self-regulation to ensure that products meet all relevant safety and quality regulations. Directly or indirectly, all tissue and hygiene products are subject to national and international standards, institutional guidelines and/or industry standards.

DEMONSTRATING THE SAFETY AND QUALITY OF TISSUE & HYGIENE PRODUCTS

In a crowded and competitive sector, raw materials suppliers and product manufacturers of disposable hygiene products, as well as retailers, have to constantly innovate.

Partnering and working with an independent laboratory that has expertise and services to confirm the testing and validate marketing/advertising claims (e.g. absorbency, comfort, security), ensures your products meet the guidelines for your chosen destination market(s) and enhances your customers’ satisfaction.

ACQUISITION EXPANDS EXPERTISE AND TESTING CAPABILITIES

Building on our existing tissue and hygiene business, in July 2014 SGS acquired Courtray Consulting SARL, a leading provider of performance testing, validation and consultancy services in the global disposable personal hygiene market. Founded in 1988, and privately owned, Courtray Consulting is based in Douai (North of France) and employs 10 people.

This acquisition brings with it an ISO 17025 (COFRAC) approved laboratory and the capabilities to conduct up to date performance tests on several product categories including baby care, adult incontinence, feminine hygiene, paper hygiene and other products such as bandages, plasters.
Tests done at SGS Courtray can show clearly how effectively your products or raw material will perform in use and where improvements can be made.

**Performance Testing on Baby Diapers/Pants or Incontinence Products:**
- **ABL (Absorption Before Leakage)** - to measure the capacity of products to absorb the requested quantity of fluid before leaking
- **ASH (Skin Hydratation)** – to measure the capacity of products to keep moisture away from the skin
- **Breathability** - to allow a sufficient air flow between the inside/outside of a product to avoid liquid confinement
- **Pad integrity**
- **Etc.**

**Performance Testing on Feminine Hygiene Products:**
- **Multiple Acquisition Time** - Leakage – run-off tests on napkins with synthetic menstrual fluid – to measure the capacity of the products to absorb and retain body fluids without any risk of leakage
- **Adhesivity on napkins or panty shields** – to assure a product will stay in place without damaging fragile new textiles
- **Absorbency tests/tampons - syngina test**
- **Mechanical resistance of materials, adhesive or tampon cord**
- **Fibre loss**
- **Etc.**

**Expertise Tests:**
Multiple Acquisition Time and Rewet under Controlled pressure and with adjusted Water Column Level (Courtray Patent). These tests allow understanding of the potential deviations in performance of baby diapers/pants or incontinence products.

**Substitution Tests:**
Analysis of the influence on a new/modified raw material on the final performance of a finish product.

**Advantages:**
These lab results can help you to place your products in terms of performances level (classes A, B, C ...) and/or to confirm your product claims with scientific evidence.

Specifically, highly skilled experts at SGS Courtray can partner with clients to develop test methods and associated testing devices such as static / moving dummies (adult, baby, feminine) with fluid diffusion monitored with a computer, defibrillation efficiency tester, etc.

**ONE-STOP SOLUTION**
In addition to performance testing, we can perform physical, chemical (heavy metals, formaldehyde, allergens, preservatives, etc), microbiological and ecotoxicological/biodegradability testing to ensure the delivery of safe products.

Depending on the product categories (baby/incontinence/feminine/paper hygiene/others), we can also offer mini panels, consumer panels or expert panels. This service offers you insight into consumer opinion, product positioning against and comparison with competitors, as well as consumer reaction to a product’s organoleptic claims (touch, smell, visual, etc.).

For further details contact your local sales representative or the global team at consumer.products@sgs.com and visit our website: www.sgs.com/tissuehygiene.

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**OUTLOOK 2014**
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LEARNING FROM FOOD SAFETY RECALLS

Product recalls, the management practice of last resort, fluctuate from year to year. Related notifications increased again in 2013 in the US, but bucking the recent global trend, notifications in the EU fell by 8.8%.

High profile food scares have no doubt contributed to caution across the food supply chain, but the impact of recalls on business performance can be very detrimental. Food safety notifications in the US are supposed to be logged in the Food and Drug Administration’s (FDA) Reportable Food Registry (RFR), United States Department of Agriculture Food Safety Inspection Service and FDA are found at foodsafety.gov, and in the EU via the Rapid Alert System for Food and Feed (RASFF) giving visibility to individual issues, improving traceability and identification of wider issues/trends.

Based on analysis of USA, UK and Republic of Ireland notifications1 from 2004 to 2010, based on the RASFF hazard categories, it is apparent that operational product recalls are the biggest category, by some distance. 55% of total recalls result from issues including incorrect labelling, packaging defects, production contamination (metal, glass, plastic, pests), production defects, unauthorised ingredients, incorrect ingredient levels and food fraud. Biological hazard based product recalls, relating to pathogens, biotoxins, viruses and hygiene indicators, are the second most frequent type of food hazard (36%), and chemical hazard based product recalls representing the smallest proportion of total recalls (9%).

NOTIFICATIONS IN THE US

The US FDA’s fourth Annual RFR Report summarises the Registry’s fourth year of operation (8 September, 2012 – 7 September, 2013) and finds that it logged 1,269 reports, including 202 primary reports – initial reports about a safety concern with a food or animal feed (including food ingredients); 849 subsequent reports from suppliers or

REFERENCE

1 Potter, A., et al., Trends in Product recalls within the agri-food industry: Empirical evidence form the USA, UK and the Republic of Ireland, Trends in Food Science and Technology (2012)
recipients of a food or feed for which a primary report had been submitted; and 218 amended reports to correct or add information to previously submitted reports.

In the qualifying period 48% of recalls were a result of operational product recalls, 48% for biological hazards. Of the 1,269 reports three generated substantial subsequent entries, the presence of Salmonella Bredeney (Salmonella enterica serotype Bredeney) in a widely distributed peanut butter, Listeria monocytogenes in imported smoked salmon and Escherichia coli O121 in various frozen foods resulted in 207, 80 and 69 entries respectively.

NOTIFICATIONS IN THE EU
RASFF notifications dropped by 8.8% in 2013, to 3,205 original notifications, of which 596 were classified as alerts, 442 as information for follow up, 706 as information for attention and 1,462 as border rejection notifications. Notifications for biological hazards (pathogenic microorganisms) in food reached an all-time high in 2013, 642 represents an increase of 40% compared to 2012. In this category, notifications for Salmonella spp on chicken tripled, while reports on bivalve molluscs increased due to marine biotoxins, Norovirus, Salmonella spp and E.coli.

DETRIMENTAL EFFECT
Brand reputation takes years to build, but as little as one product recall to destroy. Customer and consumer trust plays a vital role in the food industry, once broken its impacts can be felt in many ways. Research has found that product recalls impact not only customer sales and consumer demand but also, operational performance, share price, food prices and market movements. From the customer and consumer perspective, increased food product recalls beg the question – is food quality, safety and integrity getting worse? Or is the food industry getting better at regulating itself?

Established markets are becoming more accountable and transparent. RFR in the US and RASFF in the EU, both enable indeed, compel the industry to report incidents, thereby giving transparency and an efficient method for highlighting and reviewing issues, individually or in a wider context. For example, the horse meat substitution scandal at first appeared to be a UK-specific issue, but through recalls and investigations it soon spread across Europe. Not long after the horse meat fraud issue broke out, RASFF was chosen as a crucial tool to trace back and withdraw products in which horse meat was discovered.

SAFETY FIRST
Food safety management systems, testing and traceability all facilitate prompt action when problems arise in the food supply chain. Product recalls are generally a management practice of last resort, taken only when a firm needs to prevent sub-standard products reaching consumers, usually to prevent the risk of adverse impact on consumer health. Across the industry, process, policies and system fail-safes are put in place to try to ensure a recall is not required. Market withdrawal notifications are issued before a product reaches the end-consumer, and are voluntary. They focus on the recall of products from the supply chain that do not contravene regulations and have yet to be distributed/sold to end-consumers.

ASSESS, MITIGATE AND REDUCE RISK
Operational, biological and chemical hazards can all be addressed, and the risks to the food supply chain and its end-consumers can be assessed, mitigated and reduced through implementation of effective food safety management systems, including strict implementation and ongoing training for staff at all levels. With SQF, BRC, IFS, FSSC 22000 and HACCP, there are plenty of industry specific schemes to help drive continuous improvement and aid the identification of issues and substandard products before they reach the distribution network.

For further information on SGS Food Services please visit our website: www.foodsafety.sgs.com.
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COMMON PROBLEMS WITH FOOD RECALLS, POTENTIAL IMPACTS AND RECOMMENDED SOLUTIONS

Most food exporters, importers, manufacturers, packers, distributors, food service operators and retailers have recall programmes to remove from the marketplace products that have some form of hazard. Additionally, most firms test these programmes at least once a year, but this is a traceability test and not a demonstration of how effective the recall programme is from the perspective of companies, government and consumers.

The Canadian Food Inspection Agency (CFIA) has published the common problems, potential impacts and the recommended solutions for food recalls, to help the industry become more effective.1

There are seven areas in recall programmes that CFIA states are the most common:

- Notice of the recall
- Identification of the product(s)
- Product distribution list
- Informing the government agency
- Public notifications
- Controlling the product
- Verifying the effectiveness

Common problems for recall notifications include the hazard not being described clearly, the urgency or recall level not being stated, key facts hidden by promotional information and instructions on how to handle the recall programme are not provided or are vague.

These errors can result in a product not being recalled, its continued use by consumers and product not being removed in a timely manner, requiring additional notifications to be sent by the company recalling the product, or a government agency. Notifications must clearly state the hazard, for example, ‘there is an undeclared peanut allergen in the product’. The recall notification must also state the urgency of the recall and if urgent, it must indicate this in the title in bold capitals.

PRODUCT IDENTIFICATION

Failure to identify all the products that are being recalled is another issue. Recall notifications must include all affected lots, sizes, brands and products affected. If this doesn’t happen, products remain in the distribution chain or consumers’ hands. This means hazardous products are consumed and additional notifications are required. Before a notification is issued, a mock recall needs to be performed to determine which product is involved, from the point of origin of the problem to its resolution. The list of products identified in the recall must be complete, detailed and only include the recalled materials. For consumer products, the Universal Product Code (UPC) should be included along with the product description. A picture of the product helps too.

Retailers, distributors and consumers frequently see recall notifications, so the word ‘recall’ is less important to them but ‘urgent’ still carries significant weight. Notifications should be brief and to the point and not include a sales pitch. Inform the people receiving the notification what to do with the product.

DISTRIBUTION LIST

The CFIA requires firms to provide a product distribution list within 24 hours of the recall being classified. Typically, distribution lists are missing essential information, such as contact names, addresses and phone numbers. They are often unreadable and include companies not involved in the recall. Poor distribution lists cause products to remain in consumers’ hands as well as delays in product removal and in determining the recall’s effectiveness. Companies must develop systems to provide timely and accurate information.

1 CFIA - RAPEX - Recall Plans - Importer’s Guide
INFORMING THE AUTHORITIES

Failure to inform, or promptly inform, the government agency of the recall is another problem. This can result in products being left in the distribution system or on the shelf and will create situations where some consumers will not be aware of the recall.

Most government agencies have experienced personnel to help facilitate the removal of a recalled product and instigate programmes to notify the public. Additional resources in a time of crisis helps and notifying the government agency demonstrates that the company is taking responsibility for their mistake and being proactive to protect the public.

PUBLIC NOTIFICATIONS

Some firms try to remove recall products in secret. Others don’t prepare their message to consumers ahead of time and others try to announce the recall in a manner that avoids publicity. Failure to notify consumers in a timely, public manner, causes recall products to remain in consumers’ hands and in the distribution system. This negates the purpose of the recall, which is to protect people.

Speed and accuracy of removal of the recalled product is essential in mitigating the hazard to the public.

CONTROLLING THE RECALLED PRODUCT

Problems occur during or after a recall where the product recalled is accidently shipped to customers or sold to consumers. Hence, the product may be placed on the shelves and consumed, thereby requiring another recall. Unfortunately this happens frequently, as recall products are not clearly identified and not held in a secure manner. Recall products at all levels of the distribution chain and in manufacture must be clearly identified and kept separately and securely to prevent this from happening.

VERIFICATION

After a recall has taken place, most firms do not verify its effectiveness. This can result in product remaining on the shelf, or with consumers. Following up the effectiveness of a recall notification enables a firm to judge whether any elements of it were handled poorly. If so, non-conformances can be noted, with root cause analysis and corrective actions taken. Preventative actions must also be made to improve the programme in the event of a further recall.

Naturally, the best way to handle a recall is to structure a system to prevent it from happening in the first place but in the real world, mistakes happen and it is best to learn from the mistakes of others rather than making them ourselves.

For more information, please visit: www.sgs.com/foodsafety.

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TIPS FOR MASTERING PRODUCT COMPLIANCE IN THE CHINESE MARKET

Statistical data in recent years has shown a slowdown in the China textile and apparel export growth and a gradual blossom of the domestic market. These changes have resulted in more enterprises focusing on the domestic consumption market. However, some production enterprises, brand owners and dealers do not fully understand the domestic product quality standards. The lack of full understanding of the domestic product quality standards has led to an increase in the frequency of products that do not pass product quality spot checks. Failed spot checks can seriously affect the enterprise image and brand value.

CURRENT SITUATION AND ANALYSIS
According to the results of spot checks done in all provinces and cities by the Administration for Industry and Commerce, Quality and Technology Supervision and Consumer Council in the first half of 2014, there were 1801 failed test items spot checked from apparel, home textiles and footwear sectors. The summary of failed test items are shown in the following charts.1

These charts show that most failures occur in the apparel category. Fiber content was the item with the highest failure rate of 34.5%.

The current commonly used standards in the Chinese market related to apparel and footwear are presented in Table 1.

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1 Data Source - China Quality Network (in Chinese)
GB COMPULSORY STANDARDS

- GB 18401-2010 < National general safety technical code for textile products>
- GB 5296.4-2012 < Instructions for use of products of consumer interest -- Instructions for use of textiles and apparel>
- GB 25038-2010 < Rubber shoes healthy and safe specification>
- GB 20400-2006 < Leather and fur Limit of harmful matter>

Table 1. Apparel and Footwear Standards in China

<table>
<thead>
<tr>
<th>GB COMPULSORY STANDARDS</th>
<th>GB PRODUCT STANDARDS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Apparel</strong></td>
<td><strong>Home Textiles</strong></td>
</tr>
<tr>
<td>GB/T 2660-2008 &lt;Shirts and blouses&gt;</td>
<td>GB/T 22796-2009 &lt;Quilts, Quilt cover&gt;</td>
</tr>
<tr>
<td>GB/T 2662-2008 &lt;Cotton wadded clothes&gt;</td>
<td>GB/T 22797-2009 &lt;Sheet&gt;</td>
</tr>
<tr>
<td>GB/T 2664-2009 &lt;Men’s suits and coats&gt;</td>
<td>GB/T 22843-2009 &lt;Cushion and pillow&gt;</td>
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<tr>
<td>GB/T 2665-2009 &lt;Women’s suits and coats &gt;</td>
<td>GB/T 22844-2009 &lt;Matched bedding&gt;</td>
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<td>GB/T 2666-2009 &lt;Trousers&gt;</td>
<td>FZ/T 01053-2007 &lt;Textiles-Identification of fiber content&gt;</td>
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<td>GB/T 22849-2009 &lt;Knitted T-shirt&gt;</td>
<td>FZ/T 62017-2009 &lt;Towelling gown&gt;</td>
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<td>FZ/T 73020-2004 &lt;Knitted sportswear&gt;</td>
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<tr>
<td>FZ/T 81004-2003 &lt;Skirts and skirted suit&gt;</td>
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<td>FZ/T 81006-2007 &lt;Jeanswear&gt;</td>
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<tr>
<td>FZ/T 81007-2003 &lt;Casual wear&gt;</td>
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<td>FZ/T 81008-2011 &lt;Jackets&gt;</td>
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| **Footwear**              |                       |
| GB 28011-2011 <Shanks for footwear> |                       |
| GB 25036-2010 <Children’s canvas rubber footwear (shoes)> |                       |
| GB/T 15107-2005 <Athletic footwear> |                       |
| GB/T 22756-2008 <Leather sandals> |                       |
| QB/T 1002-2005 <Leather shoes> |                       |
| GB/T 2880-2007 <Children’s leather shoes> |                       |
| QB/T 2955-2008 <Casual shoes> |                       |
HOW TO AVOID FAILURE IN SPOT CHECKS

Below are some of the categories most often cited in failed spot checks. Suggestions on how to avoid failures or improve products are given below.

CLOTHING

1. Fiber Content
   - Fiber content is important information to guide consumers to buy products and one of the important factors that determine the value of the product. The labelled fiber content not matching the actual fiber content or the absence of a fiber content label will harm the legitimate rights and interests of consumers.
   - It is important to double check that the actual fiber content listed on the garment matches the fiber content determined before bulk production stage.

2. Colorfastness (Washing, Perspiration, Rubbing, Light)
   - Failed colorfastness properties may result in the dye loss or transfer from the fabric and affect the appearance of the garment. Certain dye molecules or heavy metal ions removed from fabric may be absorbed into the human body through the skin and might result in health hazards.
   - Complete and sufficient washing to remove all un-attached dyestuffs from the fabric surface should be used during production. Appropriate fixation treatment to increase the binding force between dyestuffs and fabrics should be used. Colorfastness qualities should be qualified through testing before garment bulk production.

3. Formaldehyde
   - Exposure to residual or released formaldehyde from apparel may be associated with irritation of the respiratory tract and skin and mucous membranes which may cause respiratory system injury. Formaldehyde can trigger various kinds of inflammation and its contact with skin may cause allergic dermatitis, cracking, blistering and even necrosis.
   - Additional washing with warm water and drying in circulating air may remove small amounts of residual formaldehyde. If a formaldehyde treatment is needed on fabric, the smallest amount of formaldehyde possible should be used.

4. pH Value
   - If the pH value of the fabric is too high or too low, it may affect the pH balance of the human skin and may result in skin irritation. Sufficient neutralization processes should be used during production.
   - Treatment with a weak acid or weak alkali may be used to neutralize fabric that is slightly out of tolerance.

5. Banned azo dyes
   - The products containing the banned azo dyes may be potential carcinogens to the human body when they come into direct and prolonged contact with the human skin.
   - Once the textile fabrics contain banned Azo dyes, it is difficult to eliminate by further processing. Only prevention from the source can avoid such kind of problems. During the dyeing of textile fabrics only qualified dyes without the banned azo dyes should be chosen. In order to avoid unnecessary loss, testing should be used to determine if banned azo dyes are present when choosing or buying the fabrics.
FOOTWEAR

1. Hardness of shanks
   - Use of shanks which fail the hardness tests may result in the overall deformation of the shank and may result in unstable footwear. In severe cases the wearer may suffer a fall or injury to themselves.

2. Flexing resistance
   - Soles which fail the flexing resistance requirements may result in soles being broken during wear. There also may be danger of an accidental fall.
   - The bulk production should be tested to be sure that the choice of material with good flexing resistance performance as sole was made.

3. Appearance quality of footwear
   - Footwear failing the quality requirements may affect the purchasing choice and wearing of consumers.
   - The footwear should meet the requirements of shoe size, labelling and appearance quality in product standards.

In the face of increasingly frequent quality supervision and spot checks in the domestic market, the product quality of items must be increased in order to reduce the number of failures and to maintain the corporate/brand identity among consumers.

SGS is the world’s leading Inspection, Verification, Testing and Certification Company, willing to provide guidance on how to comply with the requirements of consumer products being sold in the China domestic market and to help manufacturers, brands and dealers to improve their product quality.

Find more information on SGS Services for the Textile & Footwear Industry.

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CHICKEN FILLETS TO CHICKEN TOYS – THE UNCERTAINTY IN REGULATING AGAINST PERSISTENT ORGANIC POLLUTANTS (POPs)

Persistent organic pollutants (POPs) were responsible for the recall of nearly 160,000kg of Chilean chicken entering the US, and the banning of the plastic toy named ‘Shrilling Chicken’ by two European countries. What is striking, and similar, in both these cases is the fact that while one country may recall or ban consumer goods for POPs contamination, it does not necessarily mean the same goods will automatically be banned or eliminated from all markets.

The real danger from POPs is the uncertainty in what constitutes ‘safe’ levels, if that can even be established, and the inability to create a homogenous regulatory platform to control POPs on a global scale. In the instance of the Chilean chicken, the USDA’s Food Safety and Inspection Service (FSIS) instigated no recall of their own as they deemed the chicken of ‘negligible risk to consumers’ and had already allowed over 80,000kg to be distributed in the US, leaving it to the government of Chile to notify US officials\(^1\) that the chicken tested positive for dioxins. While in the case of the ‘Shrilling Chicken’, the toy was included in the Rapid Alert System for Non-Food Dangerous Products (RAPEX) Report 2013-33 notified by Sweden\(^2\) due to the presence of up to 10 percent short chain chlorinated paraffins (SCCPs); it was also in a subsequent notification and ban for other reasons than POPs in the Czech Republic in 2014 (RAPEX 2014-29)\(^3\), but its first appearance in RAPEX dates back to 2008 (RAPEX 2008-10)\(^4\).

WHAT ARE POPs?

As a result of the chemical revolution at the turn of the 20th century, agriculture and industry by the post-war 1940s were sold on the promise of increased efficiency methods in pest and disease control, crop production and industrial applications from the widespread proliferation of thousands of new

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\(^1\) USDA - FSIS - Chilean Chicken Recall Expands  
\(^2\) RAPEX Notifications - Week 33 - 2013  
\(^3\) RAPEX Notifications - Week 29 - 2014  
\(^4\) RAPEX Weekly Overview Report 10 - 2008
chemical compounds. What no one realised however was that once released into the world these chemical substances were here to stay – hence the name persistent organic pollutants (POPs). POPs are resistant to photolytic, biological and chemical degradation, and their properties allow them to travel thousands of kilometres in the atmosphere and hydrosphere, despite their lipophilicity, before deposition and eventual transfer into the global food chain.

The dangers of even low concentrations of POPs making their way into the food chain have been well researched, with toxicity to humans and wildlife (especially marine) suspected to cause among others: carcinogenesis, immune dysfunction, neurobiological disorders and reproductive and endocrine disruption. It is because of these dangers, heightened during the many high profile cases in the 1960s and 1970s, that regulation and control of POPs is now a worldwide concern.

The major paths of POPs exposure to humans are:
- Food: via POPs deposition on land and in waterways then invertebrate-to-animal-to-human food chains; plus residues in foodstuffs
- Soil: via global distillation of POPs followed by human ingestion or absorption through skin; persistent residues of banned POPs
- Indoor: via air and dust contamination from materials in buildings, furnishings, packing materials, and electronic and electrical appliances containing PCBs, PBDEs, SCCPs
- Toys and other products: via chemical ingestion from placing object in mouth (i.e. SCCP)
- Air: via fumes produced from burning of items containing PCBs, PBDEs; heating of transformers or burning of various waste materials
- Wearing: via wearing, human absorbs POPs (i.e. PFOS)

GLOBAL AGREEMENTS AND EU/US REGULATIONS RELATED TO POPS

Several international agreements exist related to POPs control, including but not limited to:
- The Stockholm Convention (in effect since 2004)
- OSPAR Convention for the Protection of the Marine Environment of the North-East Atlantic (in effect since 1998)

In the EU specifically, POPs control falls under the Regulation (EC) No 850/2004 (including amendments) which implements the requirements of the Stockholm Convention and the UNECE POPs Protocol: while in the US, at least six different governmental agencies combine to combat the threat of POPs to the environment and consumers. Yet understanding the complexities of how to keep consumer goods and food or foodstuff within the myriad levels of acceptance within the various EU/US regulatory bodies is a complex and demanding task.

FURTHER INFORMATION

Further information on POPs, how to ensure compliance to regulations controlling their use in consumer goods, the contamination of feed and foodstuff, and best practice recommendations for any manufacture involved in goods which may be subject to POPs can be found in a soon to be released SGS white paper. To pre-register for a copy please click here.

5 EU Commission - Persistent Organic Pollutants
6 Stockholm Convention
7 UNECE - Protocol on Persistent Organic Pollutants
SGS TAUNUSSTEIN, GERMANY
THE ONE-STOP-SHOP LABORATORY

INTRODUCING SGS TAUNUSSTEIN LAB

- Established: 1848
- Employees: 600

The testing services offered cover the following types of consumer products:
- Food & Beverages
- Textiles, Garments & Footwear
- Toys & Children’s Products
- Housewares & Consumer Goods
- Furniture
- Sport and Leisure Equipment
- Electrical & Electronic Products
- Lamps & Luminaires
- Cosmetics, Personal Care & Household
- Pharmaceutical Products
- Agriculture Products

KEY TYPES OF SERVICES

- Testing & Certification
- Audits, Inspection & Sampling
- Technical Assistance

SGS TAUNUSSTEIN FEATURES

The SGS Taunusstein facility incorporates 8 distinct laboratories, that perform the following types of testing:
- Chemical Testing
- Microbiological Testing
- Sensorial Testing
- Safety FFU Testing
- Skin and Hair Application Testing
- Cleaning Performance Testing
- Pharmaceutical Testing
- Agrochemical Testing

The SGS Taunusstein laboratories have received, among others, the following types of accreditations:
- GLP and GMP accreditation
- DIN EN ISO/IEC 17025
- EU Notified Body for Toys

SGS Taunusstein has also become a Competence Centre for Chemical Testing (Restricted Substances). Furthermore, the SGS Taunustein facility employs a wide range of experts as well as customer service staff, sales managers and key account managers.

CONTACT SGS TAUNUSSTEIN

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Hair Application Testing Lab
Chemical Lab
Microbiology Lab
SGS IN THE NEWS

TOYS & JUVENILE PRODUCTS
- SGS exhibits at Kind und Jugend 2014 - read article

COSMETICS, PERSONAL CARE & HOUSEHOLD
- SGS acquires Courtray Consulting (France) - read article
- Understanding the EU Cosmetic Product Safety Report (CPSR) - read article

ELECTRICAL & ELECTRONICS
- SGS is the first worldwide laboratory to obtain a CB Certificate for PV inverters - read article
- SGS Shenzhen Electrical & Electronics Laboratory Centre Opening - read article
- SGS Will Exhibit at MEDICA 2014 - read article

SOFTLINES
- SGS Opens New Consumer Testing Laboratory in Phnom Penh, Cambodia - read article
- Walking Together to Tackle Challenges in the Footwear and Leather Industry - read article

SUSTAINABILITY
- SGS leads workshop at the Sustainable Cosmetics Summit 2014, Hong Kong - read article
# SGS EVENTS SEPTEMBER - NOVEMBER 2014

For more events, please check the online events calendar.

<table>
<thead>
<tr>
<th>EVENT</th>
<th>COUNTRY</th>
<th>LOCATION</th>
<th>DATES</th>
<th>INDUSTRY</th>
<th>TRADE SHOW / CONFERENCE</th>
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<tr>
<td>ABC Kids Expo</td>
<td>USA</td>
<td>Las Vegas, NV</td>
<td>Sep 7 - Sep 10</td>
<td>Toys &amp; Juvenile Products</td>
<td>Tradeshow</td>
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<td>USA</td>
<td>New York, NY</td>
<td>Sep 9</td>
<td>Textile &amp; Footwear</td>
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<td>Germany</td>
<td>Cologne</td>
<td>Sep 11 - Sep 14</td>
<td>Toys &amp; Juvenile Products</td>
<td>Tradeshow</td>
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<td>FDRA - Responsible Footwear Forum</td>
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<td>Dongguan</td>
<td>Nov 5</td>
<td>Textile &amp; Footwear</td>
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<td>Sustainable Cosmetics Summit</td>
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<td>Nov 10 - Nov 11</td>
<td>Cosmetics and Personal Care</td>
<td>Seminar</td>
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<td>MEDICA 2014</td>
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<td>Medical Devices</td>
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<td>Cosmetics and Personal Care</td>
<td>Tradeshow</td>
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<td>AFIRM - Restricted Substances List</td>
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## 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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● US Congress Proposes to Ban BPA in Food and Beverage Containers - read the bulletin

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● EU – Review of the List of Priority Restricted Substances under ROHS 2 - read the bulletin
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FOOD
● Codex Alimentarius Sets New Maximum Levels for Some Heavy Metals - read the bulletin
● Introduction of the US Pathogen Reduction and Testing Reform Act - read the bulletin
● EU Regulation on Methods for Sampling and Analysis of Dioxins - read the bulletin

HARDGOODS
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● US CPSC Issues Letter Concerning Dangers of Holiday Lighting - read the bulletin
● EU – New Safety Standard for Compliance Testing of Stationary Training Equipment - read the bulletin

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● US FTC Approves Final Changes to the Wool Products Labelling Rules - read the bulletin
● US FTC Amends Regulations for Fur Product Labeling Act - read the bulletin

TOYS & JUVENILE PRODUCTS
● U.S. Chronic Hazard Advisory Panel Releases Report on Phthalates - read the bulletin
● U.S. CPSC Publishes Notice of Proposed Rulemaking for Sling Carriers - read the bulletin
● EU Expands Permitted Use of Nickel Under Toy Safety Directive - read the bulletin
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Food Recalls Increase 5% in 2013
Energy Drinks - Restrictions, Issues and Benefits

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ROHS II: MORE THAN MEETS THE EYE
Why complying with the European Union’s new Directive on restricted substances may be more challenging than it appears. SGS’s new white paper examines all of these changes in detail, while providing expert advice about the changes brought by RoHS II.

Request a copy of the RoHS II White Paper.

UNDERSTANDING THE US FOOD SAFETY MODERNIZATION ACT (FSMA)
This document introduces the Food and Drug Administration (FDA) Food Safety Modernization Act (FSMA) and how its proposals are likely to impact the food industry. The key provisions are detailed and compared against current industry standard GFSI-recognized schemes.

Request a copy of the US Food Safety Modernization Act White Paper.
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Here’s a look at some of the new content for the COSMETICS and PERSONAL CARE industries:
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- Cosmetic Product Safety Report - visit web page
- Cosmetics Testing - visit web page
- Performance and Claim Support - visit web page
- Toxicological Risk Assessment (TRA) - visit web page

EDITORIAL TEAM
- Jennifer Buckley - FOOD; AUTOMOTIVE; HARDGOODS
- Silke Hilmer - ELECTRICAL & ELECTRONICS
- Kris Wan - SOFTLINES
- Emilie Viengchaleune - SUSTAINABILITY
- Stéphanie Pionchon - TOYS & JUVENILE PRODUCTS; COSMETICS, PERSONAL CARE & HOUSEHOLD
- Mary Lau - EDITORIAL TEAM ASSISTANT

FOR ENQUIRIES
Please contact: consumer.products@sgs.com

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