

Australia and New Zealand Ban Toys with Unsafe Levels of Lead

The Australian and New Zealand governments announced a ban on children's toys that contain unsafe levels of lead and introduced new penalties for retailers who sell them. The ban is an interim step until a mandatory standard can be developed and formalized. It is effective immediately and will be in effect for 18 months.

The ban comes as a result of recent international recalls related to possible unsafe levels of lead in toys. These recalls have brought the need to clarify safe practices for lead in children's toys to the attention of governments and consumers around the globe.



OVERVIEW AND REQUIREMENTS

Publication of the Notice

Australia: The Parliamentary Secretary of Commonwealth of Australia issued an Unsafe Goods Notice that was published on September 19, 2007 in the Gazette under section 65(C) Product of *The Trade Practices Act 1974*.

New Zealand: The Minister of Consumer Affairs of New Zealand issued an Unsafe Goods (Lead in Children's Toys) Notice 2007 in accordance with section 31 of *The Fair Trading Act 1986* on September 20, 2007.

Lead Requirements

Children's toys having accessible materials with a lead migration level greater than 90 mg/kg of lead, when tested in accordance with the testing procedures and interpretation of results specified in Australian/New Zealand Standard AS/NZS ISO 8124.3: 2003, *Safety of toys, Part 3: Migration of certain elements*, have been banned.

Summary of Reasons

Lead is a toxic substance, and it is accepted by Health Authorities that exposure to lead at significant levels may create unacceptable health risks, particularly to children, because it can impede their physical and intellectual development.

There have been a number of recent reports of lead being found in a significant number of children's toys sold in the Australian market.

Enforcement

The notice is effective immediately and will last for 18 months. It will be enforced by the Customs Service at the border and the Commerce Commission in the marketplace. Companies that supply toys with paints with a lead content of more than 90ppm will be subject to fines of A\$1.1 million for each offense in Australia and NZ\$200,000 in New Zealand. Individuals face fines in Australia of A\$220,000 and NZ\$60,000 in New Zealand.

Bureau Veritas an Industry Leader in Chemical Testing

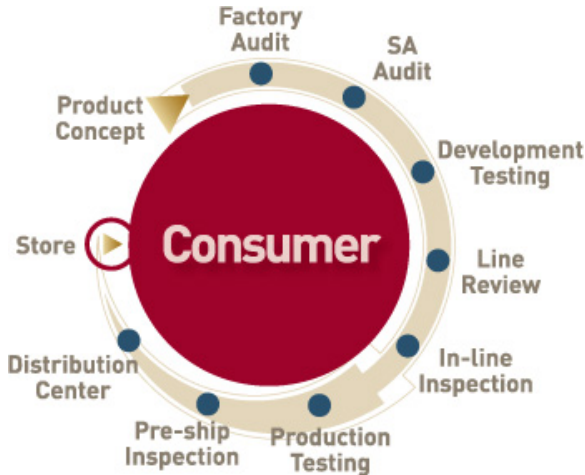
With experienced technical professionals in the area of chemical testing and product quality, we are committed to assisting industry in testing for lead and other heavy metals in toys for compliance to various toy safety standards around the world.

Our testing services are just one method in which we can help you deliver compliant and reliable products to market. By examining the various points in your supply chain, we can further help you assess and maintain product quality throughout the lifecycle of your product.

Taking Proactive and Preventive Steps

Implementing the right services at the right point along the supply chain can dramatically increase the effectiveness of a quality assurance program. As the marketplace continues to evolve and shift, it is important to re-evaluate your current program against the regulatory and industry changes taking place today.

With years of experience, a strong reputation and a full understanding of the retail marketplace, we are ready to help you get through existing and future challenges to protect your company's most important asset – your brand. We offer a variety of solutions and services throughout the supply chain. Please call your program manager or contact our nearest location to discuss how we can help you.



ADDITIONAL RESOURCES

Australia: Consumer Protection Notice
<http://tinyurl.com/322vrX>

Australia Trade Practices Act 1974
<http://tinyurl.com/2qmpf7>

New Zealand: The Unsafe Goods Notice
<http://tinyurl.com/2pqjj6>

New Zealand Fair Trading Act 1986
<http://tinyurl.com/2v9cq>

CONTACT INFORMATION

Please contact your local customer service representative or the Bureau Veritas office in:

Americas: info@us.bureauveritas.com

Europe: info@us.bureauveritas.com

Asia: marketingmail@hk.bureauveritas.com

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