



## SAFE AND FUN PLAY IS OUR #1 PRIORITY

Parents know that play helps shape the social, emotional, intellectual and physical growth of children. Toys are a vital element of play.

Recognizing the role of toys and play in children's lives, the U.S. toy industry has long been at the forefront of global efforts to provide children's products that are safe and fun.



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## TOY SAFETY MILESTONES: 24/7 PRIORITY FOR THE INDUSTRY

Our toy safety assurance program focuses on developing standards, educating the industry, to ensure compliance and guiding caregivers on safe play.



1930s	TIA institutes its Safety Standards Committee and begins partnership with the National Safety Council (NSC).
1940s	TIA and NSC collaboration leads to establishment of a National Accident Reporting Service.
1950s	TIA and NSC efforts continue with development of the National Clearinghouse for Toy Injuries.
1970s	TIA joins with American National Standards Institute (ANSI) to develop a standard for the coating finishes on toys and other children's articles.
1970s	TIA leadership results in publication of first comprehensive national toy safety standard (known today as ASTM F963).
1970s	TIA launches a Toy Safety Education Program.
1990s	TIA institutes an annual Toy Safety Conference for Chinese manufacturers in conjunction with the U.S. Consumer Product Safety Commission and the Chinese government.
2000s	TIA advocates for mandatory toy safety testing; works with legislators to develop enhanced, uniform toy safety laws; and develops safety compliance best practices.
2000s	Congress passes Consumer Product Safety Reform legislation.
2010-	TIA develops <a href="http://www.toyinfo.org">www.toyinfo.org</a> website as a resource for parents and other caregivers on safe and fun toys and the importance of play.

## WORKING HARD TO PROTECT AMERICA'S YOUNGEST CONSUMERS

### SAFETY FIRST

As a leader in the development of sustainable toy safety initiatives, the Toy Industry Association and its 500+ members are dedicated to keeping young consumers safe.

The three key pillars of our toy safety assurance initiatives focus on:

- establishing, implementing and maintaining risk-based uniform national safety standards;
- educating the industry and other stakeholders about these standards and ways to verify that—from design to delivery—toys entering the U.S. marketplace comply with stringent safety requirements;
- guiding parents, grandparents and other caregivers on how to choose appropriate toys, encourage positive play experiences and, above all, ensure safe play.

**These efforts keep toys ranked among the safest of 15 consumer product categories commonly found in the home.**

For more than 30 years, the toy industry has worked in an ongoing partnership with parents, government officials, health and safety professionals, and technical experts to ensure that our safety assurance programs incorporate the latest child development research, product and manufacturing innovations, science and risk assessment techniques.

U.S. toy safety standards and regulations are among the most stringent in the world and provide the model for many of the rules in other countries.

### SOCIALLY RESPONSIBLE

As producers of children's products, the toy industry holds itself to a standard that extends well beyond safe and fun play.

Our efforts to protect young consumers take a holistic approach and include:

- working with States, Congress and the U.S. Consumer Product Safety Commission to advance the implementation of appropriate laws and safety requirements;
- promoting toy safety compliance practices to help verify that toys entering the U.S. market comply with all relevant safety standards and regulations;
- working with standards organizations and governments around the world to harmonize standards and testing requirements that will enhance global toy safety;
- providing [www.toyinfo.org](http://www.toyinfo.org) as a 24/7 resource for parents and other caregivers who are looking for facts, tips and other information about toys, toy safety and play;
- promoting safe and fair working conditions in toy factories worldwide through the ICTI CARE ethical manufacturing process;
- advancing environmental sustainability practices and exploring ways to reduce the environmental impact of toy products, production and packaging;
- encourage responsible marketing and communications to children.

## AN ONGOING COMMITMENT

### GIVING BACK

In addition to the efforts of individual toy companies, the Toy Industry Foundation (TIF) works year-round to help ensure that the joy, comfort and learning that comes from toys and play is experienced by children who are living in poverty, recovering from abuse or crisis, suffering from chronic illness, or living with the stress of having a parent in the military. Partnerships with organizations such as Ronald McDonald House Charities, Boys and Girls Clubs of America and the My Stuff Bags Foundation are vital components of efforts to get the "tools of play" into the hands of deserving kids. Since the Foundation began tracking donations in 2003, hundreds of children's charities have received more than 7 million new toys ... valued at more than \$50 million.

### SUPPORTING ECONOMIC GROWTH

TIA's toy manufacturer and importer members account for approximately 85 percent of the annual \$21.5 billion U.S. domestic toy market. The efforts of these businesses foster economic growth across the United States through the local employment of designers, manufacturers, distributors, marketers and retailers of safe, entertaining toys to kids across the nation.

"This industry realizes that maintaining consumer confidence is critical ... They held themselves to a higher standard. I am really pleased."

**Senator Richard J. Durbin (D-III.)**

in response to industry efforts to strengthen the toy safety assurance system