

Protect
your brand



WE PROMISE TO
PROTECT YOUR BRAND
AS IF IT WERE OUR OWN

Providing our clients with safe, tested and approved products is a commitment we take seriously. We've put together one of the most extensive product safety initiatives in our marketplace.

Here's how we're protecting your brand:

- We have implemented strict supplier safety standards and work only with "safe suppliers," who have provided us with compliance certification and documentation and extensive indemnification certification.
- Custom imports are sourced only through approved vendors with documented safety procedures and testing practices.
- Complete social compliance - all manufacturing processes are socially, ethically and environmentally responsible.
- Member of our industry's Product Responsibility Action Group; helped establish industry best practices and Code of Product Responsibility.



WHAT IS **PRODUCT COMPLIANCE?** Why Should You Care?

When you make an investment to promote your brand, it's important to make sure you are protecting it too, with compliant products.

Product compliance is the assurance that products you give your target audience meet environmental, social and product safety regulations and standards.

- Compliance with federal and state regulations is NOT optional. It is the law.
- Non-compliance can mean hefty fines, irreparable harm to your brand and lost customers.
- Even worse, non-compliance can hurt people and/or the environment.



Be Responsible. Everyone in the product chain (from manufacturers, to suppliers, to the companies who buy and distribute the product) is responsible for providing safe products that will not cause harm to the product recipient.

Promotional products are safe and effective for promoting your brand.

Just **be aware** of the safety issue,

Ask the right **questions**,

Use the **right** promotional products **partner**.

When you work with a stable, trusted partner, like Vernon Graphics & Promotions, together we can ensure you have safe, compliant products to promote and protect your brand.

HOW DID PRODUCT SAFETY BECOME MY CONCERN?

Consumer Product Safety Improvement Act (CPSIA) - In 2008, Congress passed the CPSIA, which strengthened existing safety standards, especially for children's products. Key components of the act include: lower limits for lead and other toxic chemicals, testing for small parts, and a permanent tracking system for all products intended for children under the age of 12.

However, an item that your organization doesn't intend for children, doesn't exclude it from the CPSIA.

It's not just children's products - all products you select must be compliant with other Federal and state regulations:

Food and Drug Administration (FDA) -

Regulates foods and health-related products.

Prop 65 - California law requiring a warning statement on products containing certain chemicals.

Various State Regulations - Many states have regulations for the presence of certain chemicals in consumer products.

WHAT IS A CHILDREN'S PRODUCT?

- *A consumer product designed or intended primarily for use by children 12 years of age or younger.*
 - *Products intended for this group require compliance to stricter standards, tests, and product labeling.*
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Questions to Ask & Answer

You don't have to be an expert in this area. Your supplier should be.

Ask a few simple questions to determine if you should be working with a supplier or not. You should expect a quick, educated response.

1. *What specific steps are you taking to ensure we receive the safest products possible?*
2. *How do you handle children's products?*
3. *Can you provide a GCC (General Conformity Certificate) for the products we order?*
4. *How much liability insurance do you carry?*

In addition, provide your Vernon account executive with answers to these questions:

1. *Who is the intended audience (product recipient)? Could the items be distributed to children?*
2. *How will the products be distributed?*
3. *What kind of logo will be used?*
4. *Will the products be used at one event, or in different ways over time?*
5. *In what states will the products be distributed?*



Protect your brand™



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