

# **INDUSTRY-WIDE TOY PREMIUM CONFERENCE**

January 9, 2001  
Bethesda, MD



## **CONDUCTING AN EFFECTIVE RECALL**

Marc J. Schoem  
Director

Recalls and Compliance Division  
Office of Compliance

U.S. Consumer Product Safety Commission

# What Is A Recall?

“Recall” is generic term

- Repair product
- Replace product
- Refund purchase price of product

# Implementing A Product Safety Recall

- Production
  - Redesign/Repair/Disposal
- Distribution
  - Replace/Repair/Disposal
- Retail sales
  - Replace/Repair/Disposal
- Consumer notification
  - Replace/Repair/Refund  
Incentives/Disposal

# Production

- Stop
  - Isolate inventory
  - Repair/Dispose
- Redesign
  - Timing
  - Costs
  - Test
  - CPSC Evaluation

# Distribution

- Notify distributors
  - Short, concise, clear
    - Email/Phone/Letter
  - Isolate Stock
  - Repair
  - Replace
  - Disposal
- Notify customers

# Retail Sales

- Notify all retailers
  - Short, concise, clear
    - Email/Phone/Letter
  - Stop sale
  - Isolate product
  - Repair
  - Replace
  - Dispose
- Notify purchasers

# Consumer Notification

- Notification
- Recall
- Remedy
- Incentives
- CPSC review of all

# Retailer Action

- Coordinate with retailers
  - Early notification
  - Lock out sales
  - Isolate stock
  - Repair/Replace/Dispose
- Consumer notification
  - Point of purchase signs
  - Mailings identifying owners
  - Newspaper supplements
  - Other



# Consumer Notification

***GOAL: To reach as many of the owners of the recalled products as possible and provide incentive for them to stop using defective products***

# Consumer Notification

- Notification target to owners
  - Examples of notice
    - Joint press release
      - Clear/Concise/Informative
    - Negotiated language
    - Clear explanation of defect/hazard/remedy

## NEWS from CPSC

### U.S. Consumer Product Safety Commission

Office of Information and Public Affairs

Washington, DC 20207

FOR IMMEDIATE RELEASE

**CONTACT: Plush Toy Recall Hotline: (800) 485-7211**

November 21, 2000

CPSC Contact: Nychelle Fleming

Release # 01-039

(301) 504-0580 Ext. 1192

### CPSC, Small Small World Announce Recall of Plush Rabbit Toys

WASHINGTON, D.C. - In cooperation with the U.S. Consumer Product Safety Commission (CPSC), Small Small World, of Englewood, N.J., is voluntarily recalling about 60,000 plush rabbit toys sold under The Boyds Collection label. The eyes on these toys could detach, posing a choking hazard to young children.

Small Small World has not received any reports of injuries associated with these toys. This recall is being conducted to prevent the possibility of injuries.

The recall involves two styles of plush rabbit toys: Natalie Nibblenose and Nickie Nibblenose. They are both about 6 inches tall with movable joints, and have bows around their necks. Sewn-on tags on these toys read, "THE BOYDS COLLECTION" and "MADE IN CHINA." Natalie Nibblenose is a white chenille hare. A cardboard tag attached to her with string reads, "NATALIE NIBBLENOSE" and "STYLE # 573300-01." Nickie Nibblenose is a French vanilla and white hare. A cardboard tag attached to him with string reads, "NICKIE NIBBLENOSE" and "STYLE #573303-03." Specialty stores sold these toys nationwide from December 1999 through September 2000 for about \$6.

Consumers should take these toys away from young children immediately, and return them to the store where purchased for a free replacement toy. For more information, call Small Small World at (800) 485-7211 between 9 a.m. and 5 p.m. ET Monday through Friday.



The U.S. Consumer Product Safety Commission protects the public from unreasonable risks of injury or death from 15,000 types of consumer products under the agency's jurisdiction. To report a dangerous product or a product-related injury, call CPSC's hotline at (800) 638-2772 or CPSC's teletypewriter at (800) 638-8270, or visit CPSC's web site at <http://www.cpsc.gov/talk.html>. For information on CPSC's fax-on-demand service, call the above numbers or visit the web site at <http://www.cpsc.gov/cpscpub/pubs/103.html>. To order a press release through fax-on-demand, call (301) 504-0051 from the handset of your fax machine and enter the release number. Consumers can obtain this release and recall information at CPSC's web site at <http://www.cpsc.gov>.

# Consumer Notification

- Video news release
  - Broadcast version of written release
  - Over 50% of population receive news through broadcast media
  - Content controlled

# Consumer Notification Recall Poster

- Displayed in several visible locations for 120 days minimum
  - Large enough to be seen
  - Contrasting colors
  - Post until date



# SAFETY RECALL



## Music & Lights Electronic Kidaround Spinner™



Center pole can break and cause  
face and head injuries.

STOP USING AND CALL  
FOR **NEW** SPINNER AT:

**(800)916-TOYS**

or

**[www.todayskids.com](http://www.todayskids.com)**

*(Post until September 30, 2000)*

Attachment: image/jpeg

# IMPORTANT SAFETY RECALL

## POTENTIAL SUFFOCATION HAZARD

Fazoli's Pasta Pals Toy



*The blue plastic container bottom can fit over a child's nose and mouth, which could pose a suffocation hazard to children under 3.*

*Destroy and discard the container, or bring it to any Fazoli's Restaurant and receive a coupon for a FREE Lemon Italian Ice.*

*Parents or guests with questions may call the Fazoli's Toy Recall Hotline:*

**1-800-xxx-xxxx** at any time.

*For more information, visit the Fazoli's web site at [www.fazolis.com](http://www.fazolis.com)*

Post until November 30, 2001

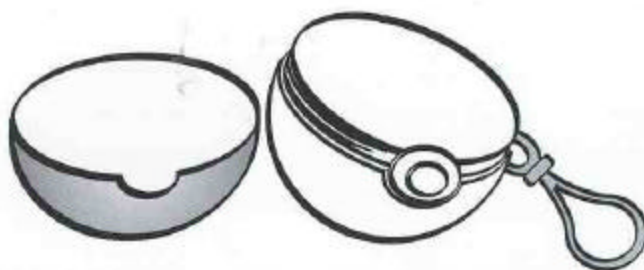
In cooperation with the  
U.S. Consumer Product Safety Commission



# **URGENT**

## **Voluntary Poké Ball Recall**

# **! WARNING !**



### **Suffocation Hazard to Children Under Three (3) Years.**

Each half of the ball shaped plastic Poké Ball container may pose a suffocation hazard to infants and toddlers if it becomes stuck over the nose and mouth of a child under three years of age.

Destroy and discard the container, or bring either or both halves of the ball back to the restaurant for a free small order of french fries. Customers may keep the Pokémon toy that came inside the ball.

Customers may call Burger King Corporation at **(800) 775-0625**, or visit our web site at **[www.burgerking.com](http://www.burgerking.com)**.

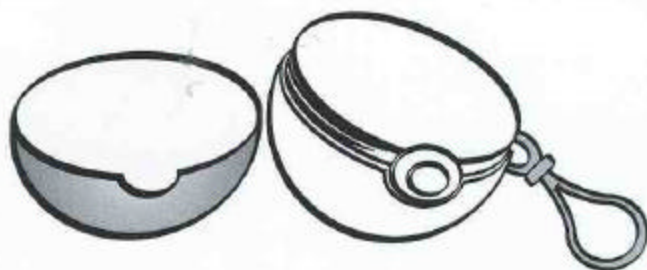
Consumers may also contact the U.S. Consumer Product Safety Commission at **(800) 638-2772**.

(Post until March 15, 2000)

# **URGENTE**

## **Reclamo voluntario de Poké Ball**

# **¡ADVERTENCIA!**



### **Peligro de asfixia para niños menores de tres (3) años.**

Cada mitad de los envases Poké Ball, en forma de pelota, pueden representar un peligro de asfixia para bebés y niños pequeños si queda atrapada sobre la nariz y la boca de un niño menor de tres años de edad.

Destruya y deseche el envase, o traiga ambas mitades de la pelota al restaurante, para recibir una orden pequeña de papitas fritas. Los clientes se pueden quedar con el juguete Pokémon que vino dentro de la pelota.

Los clientes pueden llamar a Burger King Corporation al **(800) 775-0625**, o visite nuestro sitio de web, en el **[www.burgerking.com](http://www.burgerking.com)**.

Los clientes también pueden ponerse en contacto con la U.S. Consumer Product Safety Commission, llamando al **(800) 638-2772**.

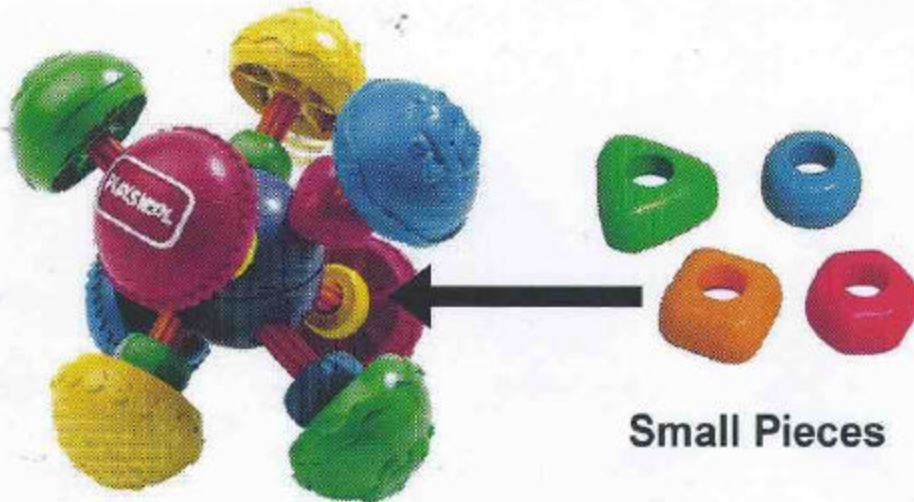
(Exhibir hasta el 15 de marzo del 2000)



# SAFETY RECALL

SMALL PART CHOKING HAZARD

PLAYSKOOL KLACKEROO



The toy's brightly colored knobs can detach and allow small geometric pieces to come loose, posing a choking hazard to young children.

Take these toys away from children immediately,  
and call Playskool toll-free at:

**(888) 671-9764**

or contact their web site at: [www.hasbro.com](http://www.hasbro.com)  
to arrange for a free, redesigned replacement toy.

Post until January 14, 2001

In cooperation with the U.S. Consumer Product Safety Commission

# IMPORTANT SAFETY RECALL

## Power Wheels® Harley-Davidson®

Children may be injured if the foot pedal sticks in the "ON" position and the vehicle won't stop.



**Stop using and call for a foot pedal  
repair kit at:**

**1-888-289-9292**

or

**[www.fisher-price.com](http://www.fisher-price.com)**

In Cooperation with the U.S. Consumer Product Safety Commission

To be posted through December 31, 2000

**Fisher-Price®**

# Consumer Notification

- Specialty posters
  - Pediatricians
  - Health care professionals
  - Repair centers
- Web site
  - Clear concise recall information icon
  - Home page/First entry to web site
  - Interactive registration



# URGENT DIVE STICK RECALL IMPALEMENT HAZARD!

Millions of dive sticks – sold from 1979 through 1999 under multiple brand names – are being recalled in cooperation with the U.S. Consumer Product Safety Commission. CPSC is aware of six children (ages 6 to 9 years) who suffered traumatic rectal or vaginal injuries after falling or landing on dive sticks in shallow water.



If you own any of the pictured dive sticks, please throw them away. Or, depending on the sticks owned, consumers can receive a refund, replacement or repair.

Quantity Recalled	How to ID	Throw out or...
9 million recalled by Florida Pool	Sold primarily at Wal-Mart	Get repair kit at Wal-Mart.
2 million recalled by Poolmaster	"Poolmaster" imprinted on stick	Call (800) 854-1492 for a replacement.
897,000 recalled by J&M Industries	"Made in USA" imprinted on stick	Get a replacement stick at the store where purchased.
All others	All others	Return to store where purchased for a refund or repair.

Post through September 30, 1999



[HOME](#) [CORPORATE PROFILE](#) [INVESTOR INFORMATION](#) [CONTACT US](#) [NEWS](#) [SITE MAP](#)

**Select the York  
International operating unit  
that best suits your needs.**

**ENGINEERED SYSTEMS  
PRODUCTS**

This group custom engineers heating and cooling systems for manufacturing facilities, shopping malls, schools, supermarkets, airports, hospitals, office buildings and marine vessels.



**UNITARY  
PRODUCTS**

This group manufactures and distributes a full line of cooling and heating systems which can be found in private homes, apartments, and small commercial

**SAFETY NOTICES**  
facilities.

**REFRIGERATION  
PRODUCTS**

This group custom designs refrigeration systems for textile, electronic, pharmaceutical, food and beverage, and many other process cooling operations.




SCHOOL FUN TEACHER


**ENESCO**  
**DAILY NEWS** [Click here for Daily News!](#)  
Thursday, Sept. 16, 1999


**ENESCO**  
Touching Lives with  
Beauty and Emotion


DOG TAGS B.D.S.


**Back To School**


*Clubs*  Exclusive Members' Only site featuring inside scoops and exciting announcements! Join here now!


*Product Guide*  Discover the most sought-after gifts, collectibles and home décor product featuring photos and descriptions.

*Product Spotlight*  It's an exciting, new partnership... The Steiff Collection By Enesco!


*Care-A-Van*  Catch up on the Care-A-Van as we celebrate the 20th Anniversary of the **Precious Moments®** collection by Enesco!


*Dealer Locator*  Search for and locate Enesco retailers near you.

*Events*  Looking for information about exciting events...find the facts here!

*Explore Enesco*  With just one click you can read the latest Press Releases, pursue a career, learn more about Enesco and [Investor Relations](#) as we celebrate our 40th year as a leader in the gift and collectible industry.

**Important Safety Notice**

**Cherished Textiles**  


**Precious Moments**  


COPYRIGHTS CONTACT CONSUMER AFFAIRS





Stack-On Products, Inc.

---

<a href="#">Stack-On Gun Cabinet Recall Notice</a>
--

<a href="#">Sentinel Gun Cabinet Recall Notice</a>
--

[About](#)

[About Stack-On Products, Inc.](#)

[Brochure](#)

[Most Recent Sales Brochure](#)

[Hints](#)

[Tool Tips](#)

[Other Sites](#)

[Other related WWW sites](#)

 **Making The World Smile!** [Home](#) [Where to Buy](#) [Investors & Media](#) [Customer Care](#)

International [Hasbro Spain](#) [Hasbro Germany](#) [Hasbro UK](#) Fun Places to Go:

[Click 'n Play Games](#)

[Where to Buy](#)

[Investors & Media](#)

[Customer Care](#)

[Fun Maps](#)

[Click here for Recall Information](#)

[Careers At Hasbro](#)

[Legal Stuff](#)



You Could Win a Collection of New Tonka Products!



Visit Tonka.com today!

[Click here to go and see](#)



STRATEGY GAMES

CLASSICS AND FRESH NEW ADDITIONS!

[Click here to go and see](#)

**Surf H**

- Events
- Promot
- Game
- Hasbr
- Tiger I
- Hasbr
- Furby
- Poo-d
- Transl
- Beast
- Action
- Froggi
- Scrabl
- Get Tc
- Monop
- Super
- Poken
- G.I. Jc
- Wizard of th
- Nerf
- Tonka
- eSpec
- Barney
- NASC



ADVERTISEMENT

© 1998 Hasbro, Inc. All rights reserved. All names, characters, images and logos on this site are protected by trademark, copyright and other rights. Click here for details.

Use of this site signifies your agreement to the Terms and Conditions of Use.

Hasbro's Year 2000 Internet Website

# Consumer Notification

- Paid advertisements
  - Targeted to likely owners
  - Advertising supplements
  - Co-op ads
  - Specialty publications

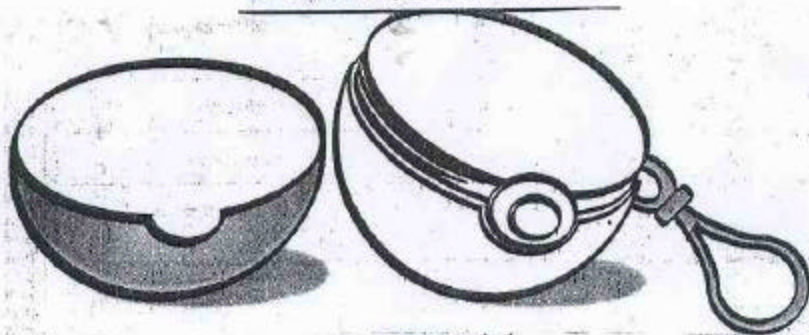


www.usatoday.com

USA  
TODAY

Life

WEDNESDAY, DECEMBER 29, 1999



## URGENT VOLUNTARY RECALL NOTICE

Ball-shaped Plastic Poké Ball  
May Pose Suffocation Hazard for Children Under the Age of Three

Burger King Corporation, in cooperation with the U.S. Consumer Product Safety Commission, is voluntarily recalling the ball-shaped plastic Poké Ball that holds the Pokémon toy included with BURGER KING® kids meals. The container has been distributed at BURGER KING® restaurants since November 1999. **The ball-shaped plastic container is not suitable for infants and toddlers under three years of age.**

Either half of the ball-shaped plastic container may pose a suffocation hazard to infants and toddlers because it may become stuck over the child's nose and mouth. A 13-month-old girl reportedly suffocated when one half of a Poké Ball covered her nose and mouth. An 18-month-old girl reportedly also had a ball-half stuck over her face, causing her distress; however, the girl's father pulled the ball-half from her face and no injury resulted.

Consumers should immediately take the balls away from children under the age of three. They should discard the ball or return both halves of the ball to a BURGER KING® restaurant for a free small order of french fries. Consumers may continue to use the Pokémon toy that came inside the ball.

Customers can also call

Burger King Corporation Consumer Relations at 305-378-3535  
or the U.S. Consumer Product Safety Commission at 1-800-638-2772  
with any questions.



# Children's Sleepwear Notice

Your safety and satisfaction are our top priority. Because of this, Nordstrom would like to advise our customers that we have been notified by Consumer Product Safety Commission that laundering 'N Kids' and 'Baby N' sleepwear with some detergents may cause a deterioration of the flame-retardant characteristics of the sleepwear. The garments were labeled '100% Cotton—FLAME RETARDANT' and sold between 1993 and 1997 at all Nordstrom stores.

Although there have been no reports of injuries associated with the use of this sleepwear, if you have further questions, contact the store nearest you and we'll gladly address your concerns.



**NORDSTROM**

Tysons Corner Center, (703) 761-1121; Pentagon City, (703) 415-1121; Montgomery Mall, (301) 365-4111;  
Towson Town Center, (410) 296-2111; Annapolis Mall, (410) 573-1121.

MONDAY, JUNE 15, 1998 A17



# GE APPLIANCES

## Supplemental Dishwasher Recall

Over a year ago, GE in cooperation with the U.S. Consumer Product Safety Commission recalled certain GE & Hotpoint Dishwashers manufactured between April 1983 and January 1989. The slide-type switch used to select either energy saver drying or heated drying can melt or ignite, presenting a fire hazard.

Through the supplement to the program, GE is offering free rewiring, or a cash rebate certificate of \$25-\$125 toward the purchase of any new dishwasher, which was part of the original recall. Although the rewire will not extend the life of the dishwasher, both options eliminate the hazard. The choice is yours.

If you own one of these units and have not taken action, please do so immediately.

The dates the units were manufactured are between April 1983 and January 1989. The models serial numbers are:

Model No.	Serial Number
GSD500D	Serial numbers containing A, M, R, S,
GSD540	T, V, Z as the second GSD500G character
HDA467	(for example, BM12345)
HDA477	
FM234567	Note: The second character of the
HDA487	dishwasher must contain one of the
	listed letters.
	Here is an example: <u>FM</u> 234567

**If you own one of these dishwashers immediately  
discontinue use and contact GE at**

**1-800-599-2929**

# Consumer Notification

- Product registration cards
- Email contact
- Replacement parts
- Calls to 800 number
- Accessory product purchases
- Extended warranty purchasers

If you still own this product, please fill in the information below and return this pre-paid card to Fisher-Price®.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

PRODUCT NAME AND NUMBER \_\_\_\_\_

Your replacement part will be sent to you within 4-6 weeks.  
This reply card will not be used for any marketing purposes.





Fisher-Price, Inc.  
636 Girard Avenue  
East Aurora, NY 14052  
Consumer Affairs



\*\*\*75970\*\*\*

CPSC CPSC  
CAPITOL HILL  
WASHINGTON, DC 20207

**IMPORTANT RECALL  
NOTICE**

FPE-38





## IMPORTANT SAFETY RECALL NOTICE

August 23, 2000

Dear Consumer:

Fisher-Price, in cooperation with U.S. Consumer Product Safety Commission, has voluntarily recalled all models of Lift & Lock Swings manufactured since 1991 (sold under model numbers 2092, 75960, 75970, 75973, and 75980). Our records indicate that you purchased the swing and we are contacting you in advance as a courtesy.

### The Problem

Fisher-Price has received reports of children being able to maneuver out of the seat of the Lift & Lock Swing. When this happens, children can fall out of the swing and suffer serious injury.

### The Solution

Fisher-Price will provide a free, supplemental restraint system that keeps children more securely strapped into the seat.

Do not use the Lift & Lock Swing until the restraint system has been installed. Please fill out the enclosed postage-paid postcard to order your free restraint system. The restraint will be sent to you within four to six weeks of receiving your reply, and can be easily installed in less than 10 minutes.

If you have further questions about this recall and repair program, please contact our Consumer Affairs hotline, toll-free, at **1-800-343-1502**. We will help you determine if your model is recalled. You can also visit our web site at [www.fisher-price.com](http://www.fisher-price.com) for more information.

We apologize for any inconvenience caused by this recall and repair program. Please be assured that the safety of children is our most important consideration.

Very truly yours,

**FISHER-PRICE, INC.**

Beth Thomas-Kim  
Manager of Consumer Relations  
LLS1  
Enc.

# Consumer Notification

- Press conference
- Morning/Evening news shows
- Other television appearances
- Morning newspapers

# Consumer Notification

- Bounty/Reward
  - Cash/Gift/Certificate
- Pre-stamped shipping package
- Free or substantial contribution towards accessory products

# Consumer Notification Other Notice

- Product inserts
  - Vacuum cleaner bags
- Tray liners/Food bags
- Notice with bills
- Television ads

**Voluntary  
Pokémon Ball  
Safety Recall**



Ball may pose suffocation hazard to children under 3 yrs old.

Discard or return for a free small order of fries.

For more information, contact  
1-800-775-0625  
or visit our web site at  
[www.burgetking.com](http://www.burgetking.com)

TM & ©2000 Burger King Brands, Inc. (USA).  
TM & ©2000 Burger King Corporation (outside USA). All rights reserved. V





TRY A  
**NEW**  
**XX**

**X-TREME™**  
DOUBLE CHEESEBURGER  
**EXPLOSIVE TASTE!**

- 1/2 lb of Flame-Broiled Beef
- 2 Slices of Tasty Monterey Jack\*
- 2 Slices of Savory Cheddar Cheese\*
- Zesty Cheese Sauce

**LIMITED TIME ONLY.**

\* Pasteurized Processed  
Monterey Jack &  
Cheddar Cheese

**Voluntary  
Pokémon Ball  
Safety Recall**

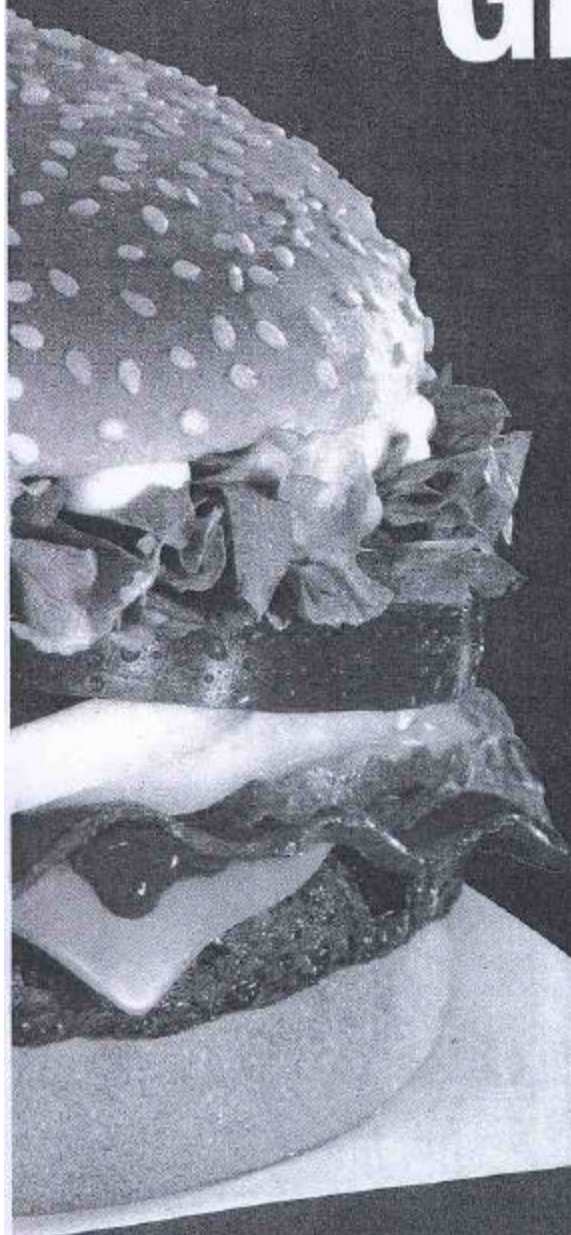


**Ball may pose suffocation  
hazard to children under 3 yrs old.**

For more information, contact 1-800-776-0625  
or visit our web site at [www.burgerking.com](http://www.burgerking.com).



# Great Taste Just Got Better.



NEW  
BACON CHEDDAR  
**WHOPPER**<sup>®</sup>  
Value Meal



Starting  
February 28, 2000  
**LIMITED TIME ONLY.**

Visit Us At [www.burgerking.com](http://www.burgerking.com)

**Voluntary  
Pokémon Ball  
Safety Recall**



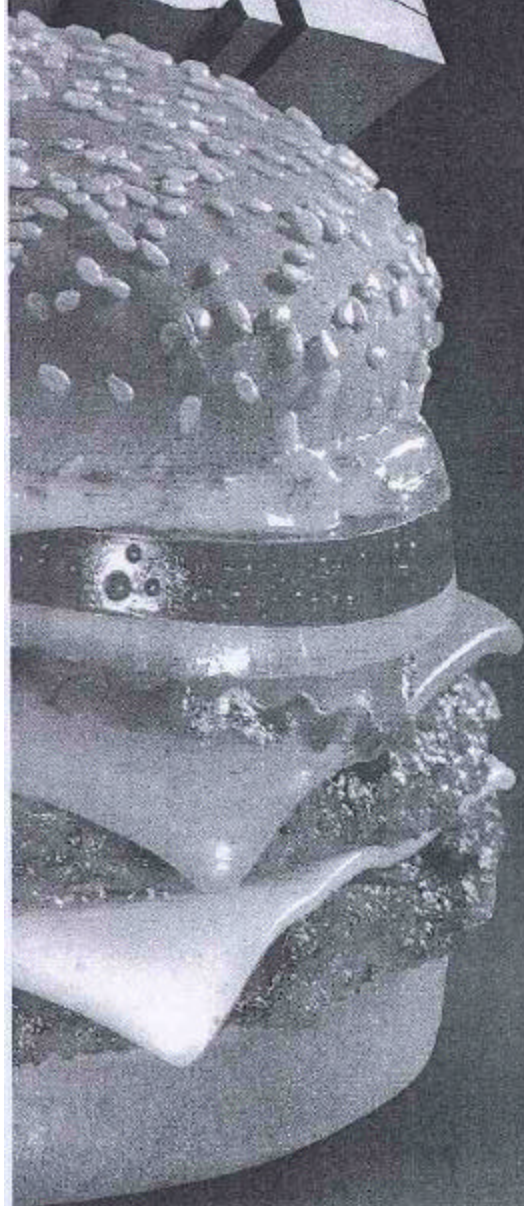
Ball may pose suffocation  
hazard to children under 3 yrs old.  
Discard or return for a free small order of fries.  
For more information, contact 1-800-775-0825  
or visit our web site at [www.burgerking.com](http://www.burgerking.com).

CHEDDAR CHEESE.

ONLY.  
OF USA. ALL RIGHTS RESERVED.



# BOA



**NEW**



# X-TREME

**DOUBLE CHEESEBURGER**

**EXPLOSIVE TASTE!**

- 1/2 lb of Flame-Broiled Beef
- 2 Slices of Tasty Monterey Jack\*
- 2 Slices of Savory Cheddar Cheese\*
- Zesty Cheese Sauce

**Voluntary  
Pokéball  
Safety Recall**



**Ball may pose suffocation  
hazard to children under 3 yrs old.**  
Discard or return for a free small order of fries.  
For more information, contact 1-800-775-6625  
or visit our web site at [www.burgerking.com](http://www.burgerking.com).

Visit Us At [www.burgerking.com](http://www.burgerking.com)

**LIMITED TIME ONLY.**

\*PASTEURIZED PROCESSED MONTEREY JACK & CHEDDAR CHEESE.

™ AND © 2004 BURGER KING BRANDS, INC. U.S.A. ONLY. ™ AND © 2004 BURGER KING CORPORATION/OUTSIDE U.S.A. ALL RIGHTS RESERVED.

# Consumer Notification Toll Free Number

- Script review
- Sufficient incoming lines
- Recorded/Automated
- Live operator access
- Hours of operation
- Operational

# Consumer Remedy

- Repair
  - In home
  - At store
  - By consumer
  - By servicers
  - Timing
- CPSC review
- HF review

# Consumer Remedy

- Replacement
  - By manufacturer
  - By retailer
  - How to receive
  - Return of old product



# Consumer Remedy

- Refund
  - Direct from manufacturer
  - Retailer
  - Return of product
  - Full value

# Consumer Remedy

- Special consideration
- Throw away or options

# Implementation of Recall

- Coordinate release date with CPSC/Retailers/Sales Reps/Other
- Coordinate with call center
- Prepare for media inquiries
- Prepare for monitoring

# Monitoring Recall

- Monthly progress reports
- Retailer/Consumer checks
  - By CPSC
- Monitor media reporting
- Monitor reports of non implementation
- Request close



# Reporting To The U.S. CPSC

- By telephone: 301-504-0608,  
ext. 15
- By email: [www.cpsc.gov](http://www.cpsc.gov)  
(section 15)
- By fax: 301-504-0359

# After Hours Reporting

- Marc Schoem – Voice Mail  
Pager  
– 1-800-800-7759

# Q & A