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LOG OF MEETING

DIRECTORATE FOR ENGINEERING SCIENCES

SUBJECT: Introductory meeting to discuss various textile flammability projects

DATE OF MEETING: November 13, 1997

DATE OF LOG ENTRY: December 4, 1997

SOURCE OF LOG ENTRY: Margaret Neily, ESME *mm*

LOCATION: CPSC, Room 715, East West Towers

CPSC ATTENDEES: See attached attendees list.

NON-CPSC ATTENDEES: See attached attendees list.

SUMMARY OF MEETING: Larry Martin introduced Mary Howell of the AAMA staff who has taken over as Director of Product Divisions including children's sleepwear. CPSC staff reviewed the status of various Commission textile flammability projects including sleepwear, detergent/laundry update for Flammable Fabrics Act Standards, update of the standard for clothing textiles (16CFR1610), and a brief mention of the Mattress and Bedding project involving blankets.

David Buse (Salant) and Steve Loftin (William Carter Co.) shared their recent experiences with attempting to market the "tight-fitting" sleepwear garments under the amended regulations. Salant is meeting retailer resistance to their interlock garments and experiencing returns from consumers during trial sales. Returns are because the garments are "too small"; however, there are no details yet available. Upper arm and sweep dimensions appear to be a problem. Some consumers consider prints on ribbed fabrics to be defective because doesn't penetrate uniformly. They have been actively searching for alternative fabrics, but have not found others that meet price constraints, stretch & recovery properties, hand, and printing needs.

Carter has met the same retail resistance, mentioning counter or hangar appeal as a major concern. These garments appear long and skinny compared to other conventional sleepwear made of FR fabrics. Upper arm size (small) is a serious deviation from consumer expectations.

Buse agreed to send a sample garment of which he spoke, retail contacts for their perspectives, and further information about reasons for consumer returns, if available.

The AAMA representatives expressed reluctance to implement the consumer education campaign about "snug-fitting" garments until they are satisfied that there is a marketable garment that can be made.



