

Why Spend More on Products For Kids?

Don't skimp on apparel and toys for youngsters. The extra investment is worth it.

Promotional products made for children almost always cost more than those made for adults. How can this be? After all, kids' clothing is smaller and made with less fabric. Most toys are simply made and don't feature complex mechanisms or expensive materials. So why do they have a heftier price tag?

Fact: When it comes to children's products, the extra costs are due to important safety measures.

Every product made for children 12 and under has to comply with federal safety standards. This means that they're tested in certified laboratories and stamped with a Children's Product Certificate. Every product made specifically for children must also have a permanent tracking label attached that includes vital information such as the manufacturer, manufacturer's location, batch number, and the date of production. Any product that isn't stamped with a CPS certificate...Well, most parents wouldn't want their children wearing it or playing with it.

When you're looking for products made for children, it's critical to partner with a trusted supplier that complies with federal safety laws. Staples Promotional Products offers unparalleled commitment to safety, going above and beyond to ensure that your brand is represented with excellent products for kids.

It's the law!

Our society takes children's safety seriously. Brands that cut costs by purchasing untested or uncertified products may face serious problems down the road—bad PR, legal issues, and other negative repercussions. It only takes one bad incident with an unsafe product to seriously damage a company's reputation.

When the Children's Products Safety Commission (CPSC) evaluates and approves apparel and toys for children, they're looking for these three things:

Cleanliness

Any parent can tell you that kids explore the world with their mouth first. All products specifically created for kids have to be completely free of any contaminants, such as: lead, cadmium, nickel, phthalates, pesticides, flame retardants, formaldehyde, and certain harmful dyes. Lead paint can appear in a variety of the inks used to decorate toys and screen print apparel. Kids are more susceptible to health problems from exposure to contaminants—that's why you often see recalls of toys that contain lead.

Safety

Products for kids—especially those for toddlers and infants—must be free of small parts or cords that could pose a choking hazard. Products should be free of sharp pieces and small openings that can hurt little fingers. When it comes to apparel, drawstrings are a major safety concern, as are buttons, zippers, and other small items that can come off and pose a danger.

Durability

Kids often play with things in ways they were never intended for. Youth apparel and toys have to be able to withstand serious abuse without breaking in such a way that could pose a danger. When children's products are lab tested, they're put through special machines that push, pull, and attempt to yank apart apparel and toys to ensure that each one is durable enough to be safe for kids.

North End™ Youth Fleece Hoodie



1. No drawstrings at the neck.

2. Snaps, buttons, and decorations must be securely fastened.

3. Zippers and buttons contain fewer than 100 ppm (parts per million) lead or other contaminants.

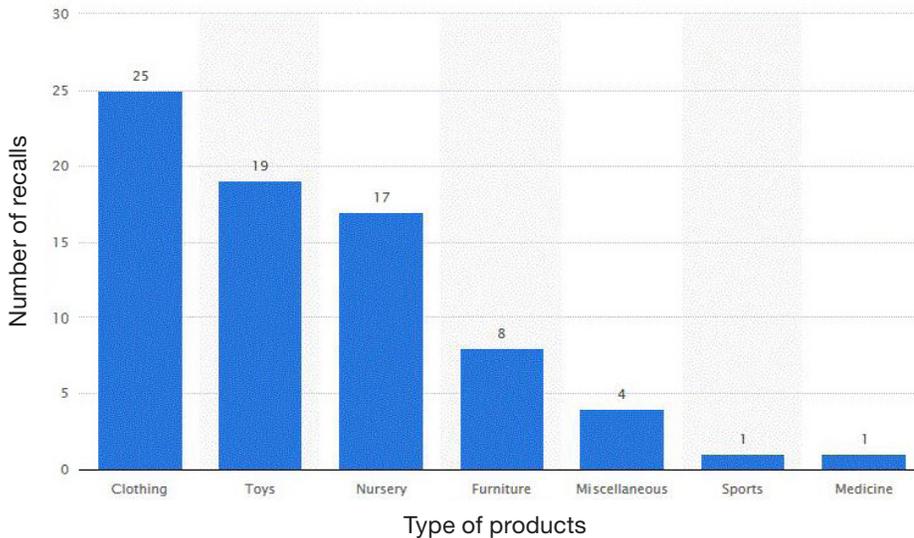
4. Screen prints and designs contain fewer than 100 ppm lead or other contaminants.

5. Non-flammable material.

6. Drawstrings at the waist must be 75 mm or shorter and securely fastened.

Children's product* recalls by product type in U.S. in 2014

The statistic depicts the number of children's products that were recalled in the U.S. in 2014, by product type. In that year, 17 of the 75 recalled children's products were nursery products.



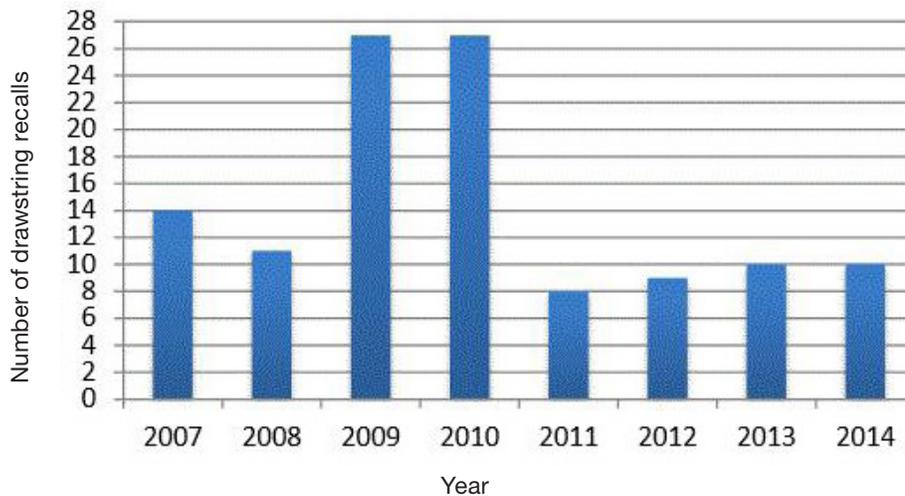
Source: <http://www.statista.com/statistics/241271/recalled-childrens-products-in-the-us-by-product-type/>

You've worked hard to build your brand, and it deserves to be represented with safe, high-quality products. When you're purchasing kids' apparel and toys, you need a trusted partner that's 100% compliant with CPSC regulations. Staples Promotional Products is among the top fifteen industry leaders specializing in child safety and ethical sourcing. As members of the Product Responsibility Action Group, we don't just follow the regulations—we help shape them by outlining best practices for child safety in the Promotional Products industry.

We bring your brand to life with fun, safe products that delight customers of all ages.

Drawstring Violations by Year

Since 2007, over 41 companies have been fined over \$3.35M for including drawstrings in youth apparel.



Source: http://www.kidsindanger.org/docs/research/2015_KID_Recall_Report.pdf

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