



Consumer Product Safety Improvement Act

Consumer Product Safety Improvement Act of 2008, USA

What Is This New U.S. Law?

On August 14, 2008, President Bush signed into law the Consumer Product Safety Improvement Act (CPSIA) of 2008. Aimed at protecting children from unsafe products, this legislation requires that all products designed for use by children of ages 12 and younger have additional information on a permanent label, that includes:

- Production location
- Date of production
- Name of manufacturer
- Lot or batch number

More information about the details of this law can be found at: www.cpsc.gov

Who Is Affected?

This new law will impact any retailer, brand owner or manufacturer who supplies children's products including clothing, shoes, bedding or accessories for the U.S. market.

How Can Avery Dennison Be Of Assistance?

Avery Dennison's experience and expertise in label technology and global variable data management mean we are in the best position to establish identification solutions to meet the needs of retailers, brand owners and garment manufacturers. Our extensive global footprint places us closer to the main apparel manufacturing areas, which allows us to communicate and respond at both a local and global level to implement the most appropriate solution and help our customers comply with the new law.

Avery Dennison Solutions

In order to comply with the new legislation, customers have the possibility of adding an additional label or adapting a current label to accommodate the extra information. Avery Dennison's breadth of products means you can choose the identification solution that best fits your business need. Our global reach means we can help you to implement the change swiftly and effectively.

1. Avery Dennison Printed Fabric Labels

Apply an additional Printed Fabric Label or upgrade a current Printed Fabric Label to add the new information. This solution is available from the Avery Dennison global network of Service Bureaus but also as an In-Plant Printing solution. By handling the additional data as variable information through our Global Data Management System, this option presents a highly flexible solution that will effectively manage the additional volume of label variations, despite reduced production quantities per item.





2. Avery Dennison Woven Labels

Add a new Woven Label or update a current Woven Label. This high-quality solution can easily be adapted to comply with the new CPSIA legislation.

3. Avery Dennison Heat Transfers

The new information can also be adapted to a Heat Transfer Label so the information is applied directly to the garment itself. Any of Avery Dennison Heat Transfer qualities might be considered but our unique Digital High-Definition Transfers would allow the most effective management of multiple label variations as well as offering additional multicolor branding opportunities.

4. Avery Dennison Track And Trace

You may also want to consider Avery Dennison's innovative Track and Trace solution. It connects serialized numbering on our Printed Fabric Labels to detailed manufacturing location information. Through our global data management capability, this option allows our customers to log-in to a secure database, enter the reference number printed on the label and confirm the location of manufacture along with other essential details. The Avery Dennison Track and Trace solution can also bring additional benefits as part of a coordinated quality control process.

Additional Information

For additional information and support about how Avery Dennison can help you comply with the new USA CPSIA, please contact your local sales representative.



The materials set forth herein are not legal advice and should not be construed as such. You should seek the advice of an attorney as to the applicability of the referenced statutes to your particular situation.

© 2008 Avery Dennison. All rights reserved.

Information and Brand Management Division

Americas

7 Bishop Street
Framingham, MA 01702-8366
USA
Toll Free USA 800 545 9559
Int. Tel +1 818 735 5000
Fax +1 818 735 6000

Europe, Middle East & Africa

Suite 24, Building 6
Hatters Lane
Croxley Green Business Park
Watford, Hertfordshire WD18 8YH
UK
Tel +44 (0) 1923 691000
Fax +44 (0) 1923 236967

South Asia

Plot No.94, Udyog Vihar Phase-I,
Gurgaon-122 016, Haryana,
India
Tel +91 124 4324 400
Fax +91 124 4324 500

Asia

32/F, Skyline Tower
39 Wang Kwong Road
Kowloon Bay, Kowloon,
Hong Kong
Tel +852 2400 4000
Fax +852 2785 1255