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PPAI Signs Petition To CPSC Requesting Emergency Stay Of Enforcement On Tracking Labels

Irving, Texas, (March 30, 2009) Promotional Products Association International (PPAI) has joined the petition filed by the National Association of Manufacturers (NAM) CPSC Coalition, dated March 25, 2009, asking the Consumer Product Safety Commission (CPSC) for a one-year emergency stay of enforcement on the tracking label provision of the Consumer Product Safety Improvement Act (CPSIA), until August 14, 2010.

Enacted in August 2008, the CPSIA makes significant changes to consumer product safety laws and gives the CPSC significant new responsibilities for ensuring the safety of consumer products. Since that time, PPAI has worked to deliver the most timely, accurate information possible to its members. PPAI representatives in Washington, D.C., have been meeting with CPSC representatives as well as lawmakers to address the industry's most serious concerns regarding this law and submitting statements of record for Congressional hearings as well as letters directly to specific representatives.

“On behalf of PPAI, I joined the petition filed by the NAM CPSC Coalition in requesting a one-year emergency stay in the tracking label provision of the CPSIA. We are gravely concerned that there remains insufficient time prior to the current August 14, 2009, implementation date to finalize, publish and adopt new tracking systems and marks,” said Steve Slagle, CAE, PPAI president and CEO. “Additionally, we specifically call on the CPSC to identify those situations where it is not ‘practicable’ to affix tracking labels, particularly on very small products such as lapel pins, key chains and pens.

“By adopting a stay of enforcement, the CPSC will allow businesses to adhere to the tracking label requirements, revamp packaging during normal production runs and develop electronic databases without a disruption of business practices,” Slagle concluded.

In addition to this petition filed jointly with NAM, in February, PPAI signed a petition with the Writing Instrument Manufacturers Association (WIMA) requesting that pen point components be excluded from compliance with Section 101 of the CPSIA, and last December, PPAI joined with the NAM CPSC Coalition to file a petition with the CPSC asking the group to provide comprehensive guidance to the business community and testing laboratories on testing and exemptions. That petition has been credited with the one-year stay on third-party testing announced last month.

To help its members understand the CPSIA testing requirements, PPAI has contracted with Susan

DeRagon, senior associate director of the toys and premiums group for Specialized Technology Resources (STR), to serve as its product safety consultant. STR is a leading quality assurance firm. DeRagon will function as a technical resource for presentations and member inquiries, as well as for ongoing interpretation of CPSIA requirements and other related product safety issues affecting the industry. She will also help to further improve and expand PPAI's *Guide To Navigating The CPSIA*.

The material related to the CPSIA, including a sample letter, the [guide to the CPSIA](#) and links to archived webinars addressing this law are available on the [Product Safety page](#) of the PPAI website.

Promotional products are an essential element in the marketing mix. Adding your message to a tangible product turns an ordinary message into a marketing experience your audience can see, touch, hear, smell and even taste. Promotional products are the only way to make a sensible—and memorable—impression. For more information about Promotional Products Association International (PPAI) or to learn more about the proven power of promotional products (including research and case studies), visit the PPAI website at www.ppai.org or contact PPAI at 972-258-3041 or PR@ppai.org.

PPAI—the promotional products industry's only international not-for-profit trade association—offers education, publications, tradeshow, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are more than a \$19.4 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company's name, logo or message. PPAI created and maintains the UPIC (Universal Promotional Identification Code), the industry's only free identification system and universal company database.

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