



**FOR IMMEDIATE RELEASE**

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### **ASSOCIATION ENGAGES PRODUCT SAFETY CONSULTANT**

**Irving, Texas, (January 20, 2009) Promotional Products Association International (PPAI)** announced today that it has contracted Susan DeRagon, senior associate director of the toys and premiums group for Specialized Technology Resources (STR), a leading quality assurance firm, to serve as its product safety consultant. She will function as a technical resource for presentations and member inquiries, as well as 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 Consumer Product Safety Improvement Act*, the first edition of which will be released after the PPAI Expo.

DeRagon currently oversees a global team of human factors specialists, risk analysts, manufacturing and quality engineers, technical specialists and project coordinators based in the United States, China and Hong Kong. She works closely with a broad range of clients, reviewing products from concept development to the finished product, managing quality assurance testing and inspections. She also serves as an exclusive laboratory consultant for several major toy and premium companies.

During her tenure with STR, DeRagon has conducted technical seminars on toy safety testing for national and international clients and has supervised focus groups to assess toy safety as well as toy appeal and play patterns. She was also involved in a research study related to risk and toy premiums, and has been interviewed by various media organizations as an expert in toy safety.

“As headlines plead for higher standards in product safety, PPAI has taken a proactive step toward identifying threats, resources, solutions and a course of action for the industry,” said Steve Slagle, CAE, PPAI president and CEO. “In concordance with the sessions, newsletters, websites and webinars we’ve done throughout the year, we have further committed ourselves to a leadership position in this subject by engaging the expertise of someone like Susan who can further provide information and resources to help our members and the industry understand and navigate the ever-evolving product safety issues.”

DeRagon has a bachelor's degree in business administration from Bay Path College in Longmeadow, Massachusetts. She is a member of the Toy Industry Association (TIA), and was appointed to the Technical Committee for TIA's Toy Safety Certification Program. She is also an active member of the American Society for Testing and Materials (ASTM) and the International Consumer Product Health and Safety Organization (ICPHSO).

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](http://www.ppai.org) or contact PPAI at 972-258-3041 or [PR@ppai.org](mailto:PR@ppai.org).

PPAI—the promotional products industry’s only international not-for-profit trade association—offers education, tradeshow, publications, 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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