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PPAI Signs Petition To CPSC Requesting Pen Point Components Be Excluded From CPSIA Rules

Irving, Texas, (February 18, 2009) Promotional Products Association International (PPAI) has joined the petition filed by the Writing Instrument Manufacturers Association (WIMA), dated February 9, 2009, requesting that pen point components be excluded from compliance with Section 101 of the Consumer Product Safety Improvement Act (CPSIA).

Last August, U.S. Congress signed into law the **Consumer Product Safety Improvement Act of 2008 (CPSIA)**. This law makes significant changes to consumer product safety laws and gives the Consumer Product Safety Commission (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 expressed our support of, and joined the petition filed by the Writing Instrument Manufacturers Association requesting that pen point components be excluded from compliance with Section 101 of the Consumer Product Safety Improvement Act (CPSIA),” said Steve Slagle, CAE, PPAI president and CEO. “Writing instruments are among our most popular promotional products, representing 10 percent (\$1.9 billion) of our sales. Without a well-defined regulatory regime predicated on sound test standards and science-based exclusions that protect children, the threat to this industry is significant.”

In addition to the petition filed jointly with WIMA, last December, PPAI joined with the National Association of Manufacturers (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. The petition states that the absence of guidance on testing methodologies for all products, scope of testing (including component and quality control testing) and exclusions now create confusion and hardships to the industry. That petition has been credited with the one-year stay on third-party testing announced this 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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