



**Product Safety**  
**Guidance notes for Shared Earth Wholesale customers**  
June 2011

I. What are Shared Earth's obligations as an importer?

**A. TOYS**

A product is a toy if:

1. It is for children under 14 years of age
2. It could be used in play. 'Play' means physical interaction
3. The product is designed/intended as a toy, whether or not exclusively

Children's products that are not classed as toys are decorative accessories and fashion accessories. This includes hangings, hooks, and purses, bags, hairgrips, etc. This represents the majority of Shared Earth's products.

If a product is a toy, it is Shared Earth's responsibility as the importer of these goods to make sure the product has been tested to European Union standards. In the case of toys Shared Earth works in accordance with EU directive 2009/48/EC for toys, the new toy directive taking effect from 20 July 2011.

If a product has been tested, Shared Earth and its suppliers must apply the CE mark as well as any warnings which might be deemed necessary by the testing – for example if it has small parts. A product with small parts must be marked with a warning that it is suitable only for children over the age of three years.

**Shared Earth's current actions on toys (June 2011)**

Shared Earth is currently CE testing all its finger puppets from CIAP in Peru. Any other finger puppets have been discontinued as of June 2011.

Shared Earth's children's cushions and soft toys from Sasha (SASH1008 to 1014) on page 196 of the January 2011 catalogue have been tested to EN71 parts 2 and 3, and carry the CE mark as such.

The labelling on current CE marked products is being amended to include the manufacturer's and importer's details as to comply with 2009/48/EC.

Shared Earth is looking into any other products on which it may be beneficial to carry out CE testing.

## B. JEWELLERY

It is an EU requirement that metal jewellery products that come into regular and prolonged contact with the skin must be free of Nickel, Lead and, a new requirement, Cadmium.

Shared Earth has to show due diligence on this matter. This means that a programme of testing metal jewellery components periodically is necessary, to continually ensure that the metal components used in our jewellery are safe.

Shared Earth currently tests products from each of our overseas jewellery suppliers, as part of our work supplying products to Oxfam. From June 2011 we will also be selecting products from our new catalogue ranges for testing, in order to make our strategy of due diligence as up to date as possible for the Wholesale customers purchasing from our catalogue. We will test pieces from all the suppliers whose jewellery is available to our customers to purchase, so that we can ensure the conformity of the metal used in all our supply chains.

### 2. What are my obligations as a distributor?

It is the obligation of any distributor of Shared Earth products to ensure that Shared Earth has applied the CE mark where appropriate and gained the necessary relevant documents.

Please note: If any distributor (wholesale customer) were to put the toy on the market under their own name or trademark – this would apply, for example, should a customer take off the Shared Earth branded labels and apply their own – they would then become subject to the same obligations as the importer (Shared Earth). It would therefore be the obligation of the distributor to test and CE mark the products for sale.

### 3. Where can I go for further information?

Test certificates and supporting documentation are available from Shared Earth upon request.

#### **Resources for toy safety:**

EU Website – Guidance documents can be found here which elaborate on all aspects of the law on toy safety.

[http://ec.europa.eu/enterprise/sectors/toys/documents/directives/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/toys/documents/directives/index_en.htm)

[http://ec.europa.eu/enterprise/sectors/toys/documents/index\\_en.htm#h2-2](http://ec.europa.eu/enterprise/sectors/toys/documents/index_en.htm#h2-2)

OJEU – Official Journal of the European Union

British Toy and Hobby Association

CEN CR 14379 Classification of toys – Guidelines

CPSC Age Determination Guidelines (2002)

**Other resources:**

Intertek:

<http://www.intertek.com/consumer/>

Birmingham Assay Office:

<http://www.thelaboratory.co.uk/>