

Buying Promotional Products:

A Guide to Federal Safety Laws



If you are buying promotional products for marketing and advertising your organization, you should understand important federal safety laws, especially if you are designing and decorating your products to appeal primarily to children 12 years old and younger.

Why should you buy products that comply with these federal safety laws?

- To protect the safety of American children.
- To protect your company, your brand, and your customers.
- ***It's the law.*** Failure to follow these laws puts you and your customers at risk.

We're the U.S. Consumer Product Safety Commission (CPSC), an independent federal regulatory agency, protecting the public against unreasonable risks of injuries and deaths associated with consumer products.



Are You Buying Promotional Products for Your Organization?

Have you asked your promotional products salesperson to provide you with products that have been tested and certified to comply with federal safety standards?



- Buying products that comply with federal safety laws is important because compliant and safe products protect American children and families from harm. And by distributing only products certified as compliant, you protect your company's brand, your customers, and your corporate identity.
- The federal government has safety laws for products designed or intended primarily to appeal to children 12 years of age and younger. These laws place restrictions on the use of small parts (for certain ages) and substances, for example, lead, in materials such as inks, metals, paints, and plastics.
- Children's products must be marked with required tracking information, including a permanent mark, such as a website with a tracking code and the manufacturer's name.
- Safety requirements will vary by product, the materials that make up the product, and the age of the consumer for whom the product is intended.

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