

**LOG OF MEETING  
DIRECTORATE FOR ENGINEERING SCIENCES**

SUBJECT: Recreational Off-Highway Vehicles (ROVs) – Meeting requested by the Recreational Off-Highway Vehicle Association (ROHVA) to discuss their progress in developing the ROV tilt table hang tag.

DATE OF MEETING: December 1, 2016

PLACE OF MEETING: Jones Day office, Detroit, MI.

LOG ENTRY SOURCE: Caroleene Paul, ESMC

COMMISSION ATTENDEES: See attached attendance list

NON-COMMISSION ATTENDEES: See attached attendance list

SUMMARY OF MEETING:

ROHVA contracted Applied Safety and Ergonomics (ASE) to develop the tilt table hang tag based on the requirements in ANSI/ROHVA 1-2016.

ASE presented their review of past hang tag focus group efforts conducted by EurekaFacts, LLC (EurekaFacts) and presented in a report titled, "ROV Hangtag Evaluation: Cognitive Interview and Focus Group Testing." Based on EurekaFacts findings and ASE's review of other product labeling, ASE concluded the following:

- Uniform measures/information can be provided to help consumers with purchase decisions. Uniform measures are some information about the product that has been measured that the consumer cannot discern on their own.
- Consumers can be expected to integrate the uniform information as appropriate with other factors pertinent to the consumer to make purchase decisions.
- It is very challenging to contextualize safety and health information when providing the uniform information because every consumer is different in background, experience, etc.
- Design of the hang tag should consider third parties who will use the uniform information (such as Consumers Union or trade magazines).

ASE's goals in designing the ROV tilt table hang tag were to avoid confusion and provide information that is uniform and credible. ASE presented a sample tilt table hang tag that included a prominent display of the ROV's tilt table angle at two-wheel lift, followed by a brief description of the test protocol and other statements required by ANSI/ROHVA 1-2016. The hang tag measured 4 inches by 6 inches, with a green border and other font aspects inspired by the American National Standard ANSI Z535 series for safety communication. The back side of the hang tag presented other ROV safety warnings as required by ANSI/ROHVA 1-2016.

CPSC staff thanked and praised ROHVA and ASE for the obvious effort in developing the hang tag. Staff's preliminary impressions with the hang tag were positive.

MEETING ATTENDANCE RECORD  
ROHVA – December 1, 2016

COMMISSION ATTENDEES:

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