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MEDIA BRIEFING NOTES

Toy Safety Controls Work

News that Mattel/Fisher Price has today recalled around 1m toys from around the world because of a manufacturer's error shows just how fast and effective the control system is through international manufacturers and reputable retailers.

Mattel have made clear that they see their own manufacturing control systems to have failed on this rare occasion and are conducting a full investigation but it is clear that the products were detected within weeks of going on the market and that no-one in the UK is likely to suffer either harm or loss.

Children's Safety is vital to us all said Valerie Stedham, President of the Toy Retailers Association when interviewed on the BBC's Today programme. "The most important person out there is the child, without them we don't have an industry" "We will act fast as Mattel has done and we have the information available today to be able to identify the faulty products." "We all work very hard to police this industry and have an excellent record as do Fisher Price/Mattel and many major importers and stores" "This is sad for Mattel who have such a very good reputation but we must emphasise that it was Mattel themselves that made this known and ensured the product recall is fast and effective."

Val Stedham added "our own Members, who are both large and small agree to the Lion Mark Code, which ensures they will always behave responsibly"

Most particularly the risks to children are very small indeed. To absorb lead from the paint a child would have to chew the paint off, not just suck it and even then they would only add a

minute amount to the lead we all absorb from our environment. The effect of lead is only when significant quantities build up in the body.

Anyone concerned about products related to Dora, Diego or Lazytown ranges bought since May when the problem first occurred can take them back to the shop where they were bought and they will be checked against the batch numbers published on Mattel's web-site. If the product is faulty it will be replaced, exchanged or refund given.

ENDS

Notes for Editors:

1. The TRA has around 400 members accounting for 75% of toy retailers, while the British Toy and Hobby Association represents over 150 members accounting for over 90% of toys sold in the UK market.
2. Relevant codes are based on EN 71-1:1998 Safety of toys

For further information please contact:

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