

Presenter

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- Meredith Birkhead is the Government Affairs Manager with the Juvenile Products Manufacturers Association (JPMA). In this role, she oversees JPMA's Certification Program, ASTM activities, and advocacy work, representing the association with federal and state legislators and other regulatory bodies such as CPSC, Health Canada, and ISO.
- She also supports the industry foundation, JPMA Cares, in its mission to advance the health and safety of babies and young children as the Director of Operations. Prior to joining JPMA, Meredith worked with Cradles to Crayons, Leadership Greater Washington, and the U.S. Department of State.
- She graduated from The George Washington University with a BA in International Affairs and Political Science and earned her MS in Nonprofit Leadership at The University of Pennsylvania. Meredith also has a graduate certificate in Product Safety Management from the John Cook School of Business at St. Louis University.




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JPMA Certification Program
An Overview



October 2022



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Agenda

- Brief Overview of JPMA
- History of the JPMA Certification Program & CPSIA
- Laboratory Support of Certification Program
- The JPMA Certification Program
- Benefits of the Program
- Guidance Documents & Resources

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A Brief Overview of JPMA



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Who we are




JPMA (The Juvenile Products Manufacturers Association) is the voice of the industry on quality and safety for baby and children's products in North America.

It does so by advancing the interests of manufacturers, parents, children and the industry at large through product performance certification, events, consumer education, and advocacy with the goal of bringing safe, functional products to market.

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What Does JPMA Do?

- Our members represent over 95% of the juvenile products industry
- JPMA's activities on behalf of the industry include:
 - Advocacy at federal and state level (including car seat regulations)
 - JPMA Certification Program
 - Baby Safety Month & other marketing opportunities
 - JPMA Cares
- Associate members can include service providers, start up companies, consultants and more
- JPMA Parents and other outreach to consumers regarding product safety



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History of the Certification Program & CPSIA



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CPSIA

- Congress passed the Children's Product Safety Improvement Act (CPSIA) in 2008 to enhance the CPSA.
- JPMA had an intimate knowledge of ASTM standards to which CPSIA rulemaking defers. The level of knowledge and experience that JPMA had on the issue helped to guide the Certification Program participants into a new era of juvenile product safety
- JPMA updated the Certification Program to properly and proactively incorporate portions of CPSIA and at the same time support our participants in providing safe and reliable products



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JPMA Certification Program

The JPMA Certification Program has over 40 years of experience in product safety.



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Laboratory Support of the Certification Program



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JPMA Certification Partner Labs

- There are currently 3 labs that partner with the JPMA Certification Program:
 - Bureau Veritas (BV)
 - Intertek
 - SGS
- Labs are chosen based on submitted proposals that are reviewed on a regular basis
- All labs test to the requirements of the JPMA Certification Program and provide that testing at a discounted price, which JPMA negotiates




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The JPMA Certification Program



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 **The JPMA Certification Program**

- The JPMA Certification Program tests to all mandatory federal and state requirements, voluntary ASTM standards and some major retailer requirements
- When a company certifies a product category, they certify every model in that category
- All certified products are tested annually to ensure they meet the most recent regulations and there are no material changes to the product
- The Certification Seal can be adhered to the product, its packaging or promotional materials. Please refer to the Style Guide for more information.



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 **Certification Program Product Categories:**

- Full-Size Cribs
- Toddler Beds
- Bassinets/Cradles
- Cabinet Safety Locks & Latches
- High Chairs
- Carriages/Strollers
- Bouncers
- Infant Swings
- Infant Rockers
- Baby Monitors
- Expansion Gates/Expandable Enclosures
- Infant Floor Seats
- Bed Rails
- Stationary Activity Centers
- Hand-held Infant Carriers
- Sling Carriers
- Baby Changing Products
- Play Yards/Non-Full Size Cribs
- Infant Walkers
- Hook-On Chairs
- Soft Infant Carriers
- Frame Carriers
- Children's Chairs
- Bath Tubs
- Bath Seats
- Bedside Sleepers
- Infant Bathtubs
- Crib Mattresses
- Booster Seats



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 **Benefits of the Certification Program:**

- Up to 50% off of third party testing costs
- Compliance with applicable laws
- Use of the nationally recognized JPMA Certification Seal
- A resource to manage emerging requirements
- A support system when issues arise
- Additional exposure through JPMA's Certification marketing efforts

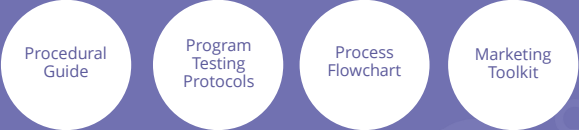
and more...






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Guidance Documents and Resources
www.jpma.org/certification






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Thank you!



Meredith Birkhead, MS
 Government Affairs Manager



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Thank you for listening

- Enter your questions in the Q&A box

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