

C&P – Connectivity & Products

Independently Checked Mark

Trust delivered

Daniel Yip | Catherine Follin-Arbelet, Juvenile Products Safety Forum 2021, October 15, 2021

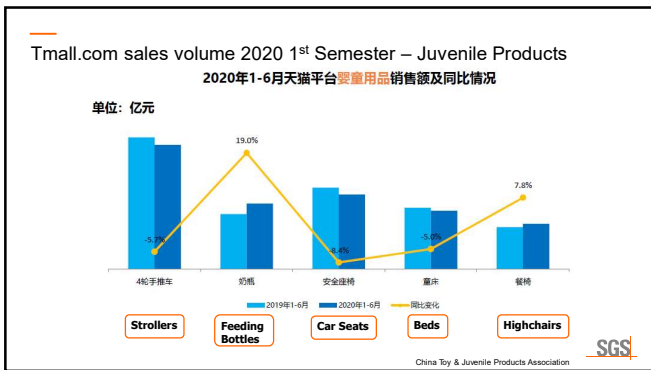
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Speakers

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Tmall.com sales volume January – July 2021 – Juvenile Products

	2020 vs 2019 Jan. to June Ratio	2021 vs 2020 Jan. to July Ratio	Overall rev. ranks
Strollers	-5.7%	-9.2%	1
Feeding Bottles	19%	14.5%	3
Car Seats	-8.4%	7%	2
Beds	-5%	-53.3%	5
Highchairs	7.8%	-14.7%	4

China Toy & Juvenile Products Association

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ICM – Product Advantages & Differentiation in China

Performance

Quantified product functionalities to meet certain criteria, such as: mite removal rate, antibacterial, water absorption capability

Features

Features other than the basic functions of a product, such as low formaldehyde or VOC emission and low sugar content

Efficacy

Valuable effects brought by the product, such as anti-wrinkle, sun protection and skin lightening

Durability

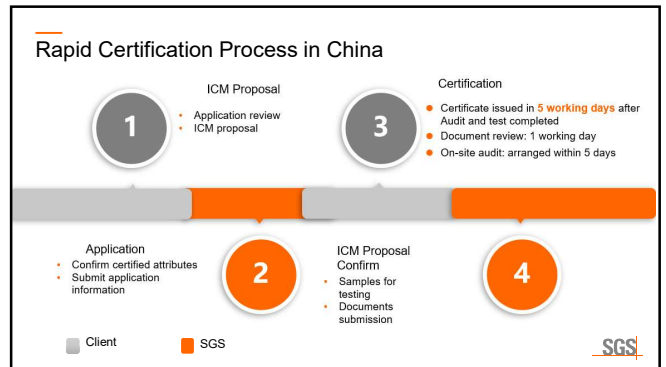
The ability to maintain normal functional use under certain conditions, such as aging, fatigue and impact testing

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扫一扫，了解认证详情

73 ICM have been issued for various products in China

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What's next?

Any development planned for other markets?

Europe for example ...



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Independently Checked Mark in Europe

A **product approval mark** currently available for consumer products (non-food).

It demonstrates that a product has been independently and randomly sampled and tested by a third-party laboratory for up to **7 product criteria**, selected by you:

- ✓ Quality
- ✓ Performance
- ✓ Durability
- ✓ Functionality
- ✓ Usability
- ✓ Workmanship
- ✓ Preferred material






It includes a QR code to access the Independently Checked Mark Directory






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Juvenile Products IC-MARK – Europe






For Juvenile Products, **5 main criteria** are yet defined



 <p>QUALITY Application of the standard Ensure standard level is met throughout production</p> <ul style="list-style-type: none"> Initial test: increase standard values by +10% Running tests: standard level 	 <p>DURABILITY Beyond standard Increase durability of the product</p> <ul style="list-style-type: none"> Anticipate potential secondhand market Introduce durability tests if not in the standard Increase durability tests provided 	 <p>PERFORMANCE Out of standard Adding requirements</p> <ul style="list-style-type: none"> Strength Ergonomy 	 <p>FUNCTIONALITY Out of standard The product features additional accessories or characteristics</p> <p>Additional functions</p>	 <p>USABILITY Out of standard The product is user friendly</p> <ul style="list-style-type: none"> Light Easy to fold, assemble Convenient for use
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Example of application: Strollers



 <p>Quality</p>	Standard level is met throughout production Increase of values given in the standard to remove uncertainties of tests/measures Complete assessment of applicable chemical requirements
 <p>Durability</p>	Increase product durability Significant increase on the durability tests given in the standard (irregular surface, handle strength, etc.)
 <p>Performance</p>	Adding requirements and tests Ergonomy: suitability for bigger, taller children Allow transport of heavier loads, in addition to the child (i.e. stability with shopping bags)
 <p>Functionality</p>	Addition of accessories delivered with the product: additional attachments such as an umbrella, tray, etc. Additional functionality
 <p>Usability</p>	Assessment of whether the product is "user-friendly" taking into account consumer reviews Product weight, ease of folding, etc.

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Example of application: Highchairs

 <p>Quality</p>	Standard level is met throughout production Increase of values given in the standard to remove uncertainties of tests/measures Complete assessment of applicable chemical requirements
 <p>Durability</p>	Increase product durability Significant increase on the durability tests given in the standard (dynamic test, etc.)
 <p>Performance</p>	Adding requirements and tests Ergonomy: suitability for bigger, taller children
 <p>Functionality</p>	Addition of accessories delivered with the product: tray, feeding utensils, toys Additional functionality and relevant requirements
 <p>Usability</p>	Assessment of whether the product is "user-friendly" taking into account consumer reviews and claims Product weight, ease of folding, etc.





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What is the Mark composed of?

- 1 The SGS Eye, identifies the mark as an Approval Mark
- 2 Name of the Mark
- 3 Mark criteria (Minimum 1, Maximum 7)
- 4 Link to the web database where data is published
- 5 Approval Number
- 6 QR Code, taking the user directly to the product page



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Visibility on SGS.com www.sgs.com/icm

Independently Checked Mark Directory

Search Approvals

Approval Number:

Search

The SGS Independently Checked mark is a Product Approval Mark for non-food consumer products that offers clarity that a product has passed independent, third-party testing. This is a voluntary program, meaning a program that the manufacturer or retailer will implement in addition to verifying compliance with the current mandatory regulations for a given market. Please note – in China, food products are also included.

[Learn more about the SGS Independently Checked Mark program >](#)

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Benefits

- **Competitive advantage** – products have to fulfil legal requirements, national and international standards. This mark is highly visible and provides consumers with testing information that is easy to understand
- **Transparency** – product information is easily accessed by scanning the QR code or by visiting the Independently Checked Mark directory
- **Quality** – the SGS Independently Checked Mark is reviewed yearly to ensure that products continue to meet the requirements and regulations against which they have been tested and evaluated
- **Trust** – the product is tested by an independent third party. By increasing consumers' trust in your products, you improve your brand's credibility and reputation

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The program – build consumer confidence

Built around product testing, the approval process has two parts:

1. Initial approval
2. Market surveillance

Tailor made for every product the Independently Checked Mark program tests and verifies a whole range of parameters, selected by you, to demonstrate the item's compliance to one, or more, of the seven testing criteria.

QR Code – when your product achieves the Independently Checked Mark standard, it also receives a QR code, giving consumers fast and easy access to the product data stored on the Independently Checked Mark Online Database.

The program has been reviewed and is compliant with EU and German Federal Regulations.

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How does it work?

APPLICATION

- SGS receives your enquiry and sends out an application form and draft contract
- On receipt of the completed application form, SGS reviews and accepts the application
- The client accepts SGS's offer in writing and signs the contract

INITIAL APPROVAL

Phase 1

- A Test Protocol is prepared by SGS and confirmed by the customer
- Sampling
- Testing
- When successfully completed – The right to use the SGS Independently Checked Mark is granted

MARKET SURVEILLANCE

Phase 2

- Sampling of the product(s) at least annually for verification testing
- SGS can perform mystery shopping/ sampling at a point of sale, or collect a sample from production
- Requires a review of how the mark is being used to ensure compliance with the Mark Usage Guidelines

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The Mark approval process

Once your product has been tested, what is the process for creation of your approval mark?

- 1 – FORMAL APPROVAL**
 - If the results of the initial product testing comply with the requirements of the test protocol, SGS will provide you with a formal approval to use the SGS Independently Checked Mark for that specific product
- 2 – MARK ARTWORK & URL**
 - SGS will then provide the approved Mark artwork and a web link to the product specific web page
- 3 – QR CODE**
 - You create the QR code or SGS may create the QR code for you
 - Important – it is your responsibility to prepare any artwork with the QR code and submit it to SGS for final approval

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Legal compliance

The Independently Checked Mark scheme adds value to a product.


Testing protocols are established with you, based on current applicable national and/or international regulations for the specific product and the market(s) it will be sold into.

IMPORTANT


The Independently Checked Mark scheme does not replace any legislation, the manufacturer and retailer have full responsibility for compliance with all relevant regulations.

Regardless of qualification for the Independently Checked Mark, the legal requirements must always be fulfilled for any country in which a product is marketed and/or sold.

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Questions?



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Thank you for listening

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