




**Presenter**



**Lisa Trofe**  
 Managing Director  
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- In this role, Lisa oversees the trade association's membership and product safety programming, including the certification program, which certifies 2,200+ juvenile products in 29 product categories annually.
- Lisa actively engages with CPSC, ASTM, ANSI and ISO to support the juvenile product industry and is responsible for much of the association's regulatory and legislative agenda. Serving as an industry spokesperson, she has spoken at national conferences including The JPMA Show, ICPHSO and ICE, as well as testifying before Congressional committees and appearing on national and local media outlets.
- Lisa serves on the ICPHSO Program Planning Committee, is a Certified Association Executive and holds a graduate certificate in Product Safety Management and Advanced Product Safety Management from the John Cook School of Business at St. Louis University.



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## JPMA Certification Program



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## Agenda

- Brief Overview of JPMA
- History of the JPMA Certification Program & CPSIA
- Laboratory Support of Certification Program
- ASTM Process
- 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
  - Innovation Awards
  - Baby Safety Month & other marketing opportunities
  - Baby Safety Summit
  - 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.
  - Federal Requirements
  - State Requirements
  - ASTM Standards
  - Retailer Requirements



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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
- BV is the administrator lab, therefore they are responsible for maintaining the database of test records, among other things.
- 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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## JPMA and ASTM




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 **ASTM**


- ASTM is an international standards setting organization.
- All ASTM standards are voluntary and compliance is not required to sell products in the US.
- However, most mandatory federal standards refer to the existing standard for that product category.
- ASTM standard development is consensus-based. Manufacturers, consumers, government agencies, and other stakeholders meet to discuss new test methods or other requirements.
- All members of ASTM can vote on balloted proposals to changes for the standard.



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 **JPMA and ASTM**

- JPMA facilitates all juvenile product subcommittees and task groups at ASTM as a service to the industry.
- JPMA's administrative support is designed to help JPMA and the Certification Program remain updated on standard development for its participants.
- JPMA and ASTM are two separate entities that work together to promote product safety.




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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. A Style Guide is available for guidance.



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 **Certification Program Product Categories:**

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



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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...



Accepted to meet U.S. Federal, ASTM and other safety requirements.



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## Guidance Documents and Resources

Procedural  
Guide

Program  
Testing  
Protocols

Process  
Flowchart

Marketing  
Toolkit



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## What's Next?



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## Expanded Offerings

- **A SKU-level verification program of all juvenile product categories is in development. Benefits include:**
  - Reduced testing and documentation burdens
  - Consumer protection against counterfeit and non-compliant products
  - Eliminates confusion related to product categories
  - Public directory of verified products
- **'Best in Class' Designation for participating member companies.**
  - Code of Conduct
  - Commitments on sustainability, social responsibility, diversity & inclusion, philanthropy and more



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## Questions?



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