



Lisa Trofe

Managing Director
Juvenile Product Manufacturers Association (JPMA)

- 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, (CPHSO 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 certificates 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 jpma

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- **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 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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- 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





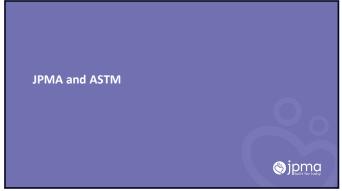
Laboratory Support of the Certification Program jpma

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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
- All labs test to the requirements of the JPMA Certification Program and provide that testing at a discounted price, which JPMA negotiates.





ASTM

- ASTM is an international standards setting organization
- All ASTM standards are voluntary and compliance is not required to sell
- 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

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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
- JPMA and ASTM are two separate entities that work together to promote product safety.



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The JPMA Certification Program jpma

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 Toddler Beds Bassinets/Cradles
- Infant Sleep Products 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 Bathers 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...



