



## Magicforest, LTD

*Exclusive Importer of Italian Brands: Sevi, Trudi and Olli*

*300 West Road, Portsmouth, New Hampshire 03301*

*Ph. 888-665-6344, Fax. 603-6773*

The new Consumer Product Safety Improvement Act of 2008 (CPSIA) has regulations and benchmarks to help ensure that children's products in our market are safe. One of the most important new rules is that products intended for children age 12 and under are tested by a scientific laboratory, accredited by the Consumer Product Safety Commission (CPSC).

Magicforest is an importer of children's toys and games from the Italian company, Trudi. Trudi brand products are manufactured with the brand names: Trudi, Sevi and Olli. Because the new law is sweeping, and some misinformation exists in the marketplace, we supply the following information in the form of 'frequently asked questions' FAQ) to help you, as our customer, navigate through the complexities of this new law and summarize the responsibilities that apply to both of us.

**Why is the CPSC involved?** The CPSC is the branch of the US government designated by the new CPSIA to be responsible for implementing, regulating, and enforcing the new mandates.

**Why does the testing laboratory have to be accredited by the CPSC?** Because the lab must demonstrate their ability to properly test in conformity to the American Society of Testing Materials standard **ASTM F963-07**.

**What is the ASTM F963 standard?** This standard (ASTM F963) is specifically aimed at determining the:

- Age appropriateness, especially for 36 months and younger
- Presence of choking or physical hazards in the form of small parts, balloons, marbles, or magnets
- Presence of carcinogens or hazardous chemicals in surface paints and/or components like lead, cadmium, and AZO dyes, for example.

The standard has been around for a long time, but is updated from time to time as new potential hazards come to light.

**What are the new labeling requirements for advertising?** The presence of choking or physical hazards in a children's product has required a label on the front panel of the product for over 20 years. It was mandated by a specific section of the Federal Hazardous Substances Act (FHSA), and was updated recently to include magnets because of intestinal damage that can occur if they are ingested.

As a retailer or consumer, you probably have seen these warning labels. There are clear specifications about the size and content of these labels. The CPSIA now mandates that the warning labels must also be included on advertising that end consumers use to make a purchase. This includes advertising in print as well as on the web.

Magicforest does not currently sell products on its website nor does it produce printed material designed for end consumers. Magicforest is a wholesaler. However, we are happy to supply retailers with a list of products that require these warning labels under the new CPSIA rules.

You can download a list of the items that Magicforest imports that require a warning label from our website: [www.magicforest.com/trudi/sevi\\_warnings.pdf](http://www.magicforest.com/trudi/sevi_warnings.pdf). The products that Magicforest imports that require a warning label are a selection of items marketed under the Sevi brandname.

If you are selling product to retail customers using an on-line web store or a brick and mortar store using printed flyers or catalogs for your customers, you are now required to put these warning labels near the advertisements for each product. Please feel free to contact us if you need help or have questions.

**What does the CPSIA have to do with the ASTM F963 standard?** It changed the standard from a voluntary one to a compulsory one. Most manufacturers followed the ASTM standard but the new law forces every manufacturer or importer of children's products into the United States to abide by it.

All Magicforest products have been tested and passed or exceeded the ASTM F963 standards before Congress made them compulsory. The products we import were also tested and meet all requirements under the toy standards in the European Union (EN-71 parts I, II, and III).

**What are phthalates?** Phthalates (pronounced 'thalates') are chemicals used as plasticizing agents in plastics to make them softer. There are thirteen of them and at least six may be hazardous at high exposures. Scientific research is currently ongoing; the effects of these chemicals on young children is unknown.

None of our products contain phthalates. The CPSIA aims to limit the amount of phthalates in products designed for young children (<36 months) in 2009.

Testing must be done if there is reason to believe that phthalates are in the product. A common misconception is that every product must be tested for phthalates. This is not true. For example, there is no reason to test a wooden toy for phthalates if there are no plastics used in the product.

**What does the CPSIA do about lead in children's products?** The CPSIA seeks to severely restrict the total amount of lead in children's products, and not just on the surface of the product; it limits the *total* lead content. Electronics and those components not easily accessible by a child have been exempted.

Lead and other heavy metals like cadmium are known to cause brain damage. Lead was added to gasoline and paints in the past. Laws were put into place long ago to end this practice in the United States. This has not necessarily been the case in other countries, so we should be vigilant in this global marketplace.

Some of our wooden toys from Sevi use pigments and paints on the outside surface. Sevi uses vegetable-based, non-toxic, and child-safe pigments. On a few Sevi items, a clear varnish layer is used to protect the integrity of the underlying silk-screened image. These finishes are tested individually for toxic chemicals including lead and cadmium.

A simple test you can perform yourself is to rub, as if it were a crayon, one of our painted items on white paper. The pigment will show on the paper if it is vegetable based. None of our products contain lead.

**What is a Certificate of Conformity?** Compliance of the new testing requirements is transmitted to interested parties with a Certificate of Conformity (COC). There are specific pieces of information that are included on the COC's: the item number(s), description(s), age grading, the manufacturer, the lab, etc. The CPSC has (2/1/09) delayed this requirement for one year.

Magicforest imports merchandise manufactured by the Trudi company under the brand names: Trudi, Sevi and Olli. Trudi is an Italian manufacturer with factories located in China. A team of Trudi quality assurance personnel are on-site full-time to assure the integrity of their products. They adhere to the guidelines of the ANSI E1 rules for quality assurance.

Our supplier, Trudi, uses independent laboratories that are either accredited or soon to be accredited by the CPSC. For each product that Magicforest imports, there is a lengthy scientific report generated by the testing laboratory. The results are technical, but we have extensive experience in testing and analyzing materials. Magicforest reviews these tests and only imports products that pass the requisite ASTM tests and are properly age-graded before it certifies them to meet the new CPSIA requirements. If you or your customers desire a more technical explanation, we're prepared and happy to accommodate.

We have a certificate (COC) for every product we import as a wholesale company. The Magicforest certificates are available via email, fax, or email upon request and will soon be available on our website. Please phone or email us if you require them.

The matter of safety is important to us. We want you feel confident that Magicforest products are very safe, age-graded carefully and appropriately, properly labeled and certified.

Please call or email us if need help or have questions on any issues pertaining to the new CPSIA.

**Thank you.**

Dr. Robert Leuchtner, President  
Magicforest, Ltd

888-665-6344

Email for questions: [sales@magicforest.com](mailto:sales@magicforest.com)