**Product Safety: Ask & Answer**
Best Practices For The Promotional Products Sales Force

**Ask The Buyer**
- Who is the intended audience? *Will this item be distributed to children?*
- How will the products be distributed?
- What’s the desired outcome?
- What kind of logo do you intend to use?
- Do you typically keep items in stock for future use, or do you distribute all items?
  - Do the customer’s preferred products have child-like appeal or playful elements? Or, do those products have “diminishing appeal” to the 12 and under crowd?

**Tell The Supplier**
- The intended audiences
- If the item will be given to children
- The distribution method. Certain events or delivery could encourage unintended distribution to children.
- The product you want

**Ask The Supplier**
- Is the item considered a children’s product?
- What regulations apply?
- Does the product comply with all applicable regulatory requirements?
- How has compliance been determined?
- Request copy of all related test reports
- Request copy of General Conformity Certificate (GCC)/Certificate of Compliance (COC)
- Was all product made at the same factory?
- Was all product made from the same lot of materials?
- If a children’s product, what does the tracking label information mean?
- Will the modifications you plan to make to the product affect the product’s compliance?

For more help determining the regulations for your product, visit [www.ppai.org/productsafety](http://www.ppai.org/productsafety)