

Mr. Carter Keithley
President
Toy Industry Association
1115 Broadway, Suite 400
New York, NY 10010

Re: Company Oversight of Manufacturing

Dear Mr. Keithley:

As a New York State consumer, I believe that my family's health and safety are at risk. The epidemic of consumer product recalls supports the need for improved oversight, communication and implementation of manufacturing standards in the industry. The most recent recalls, Mattel and Fisher-Price toys, and Thomas the Tank Engine highlight the need for stricter oversight of product manufacturing.

As a consumer, I assume that my children's toys and other goods are produced according to safe manufacturing guidelines. However, unfortunately this is not the case. More needs to be done to ensure the health and safety of my family. In order for confidence to be restored, there should be tighter pre-shipping regulations and oversight as well as better testing of all goods leaving the manufacturing plants.

Product recall notices contain information about consumer remedies. Fair remedies are not always available, and when they are, the process is often onerous. Requiring a consumer to ship the product to the manufacturer with a UPC or other proofs-of-purchase from the package is a burden that we should not have to bear. The financial impact of a recalled product should be borne by the manufacturer, not the consumer. The consumer should not be inconvenienced nor have the expense of having to return the product to the manufacturer. Further, we should not have to wait a long period of time to receive a manufacturer's coupon or voucher.

I am calling on the Association to establish stronger toy production oversight and more consumer-friendly recall product refund schemes. Many associations require its members to adhere to higher industry standards to remain members. The TIA should follow that lead.

Thank you for your efforts to reinforce a positive retail market place and restore consumer confidence.

Sincerely,