



A nonprofit organization
dedicated to protecting children by
improving children's product safety

For Immediate Release
October 10, 2003

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Brand Name No Protection from Children's Product Recalls:
*Kids In Danger highlights recalled juvenile products
by major children's manufacturers*

In 2002 alone, 67,000 children were rushed to emergency rooms due to unsafe children's products. That danger prompted a study of the last decade of children's product recalls by Kids In Danger (KID), a nonprofit organization dedicated to protecting children by improving children's product safety. *A False Sense of Security: Recall Histories of Leading Children's Manufacturers 1993-2003* demonstrates that many leading nursery product manufacturers have disturbing safety records. *A False Sense of Security* finds that 9 of these leading companies have recalled 6 or more products within the last 10 years.

"Leading children's product manufacturers work to gain the trust of the consumer, yet in many cases this trust is misplaced," explained Nancy Cowles, executive director of KID. "These popular manufacturers have products that have caused hundreds of injuries and numerous deaths."

Cowles continued, "it isn't necessarily that these products are more dangerous than others, but that parents are mistaken if they assume brand name products are tested for safety. Until the US has mandatory safety standards for all children's products, parents must take steps to protect their children – no matter what brand name they buy."

Kate Grady, KID Program Director and one of the report's authors cited other findings of the study:

- Cosco and Graco led the industry with the most recalled products. Both of these manufacturers recalled an average of over one product per year.
- Ten products broke, malfunctioned or failed more than 400 times before they were recalled. Both Cosco's Two Ways Tandem Stroller and Kolcraft's car seat each had 3,000 reported failures before they were recalled.

- In the past decade, juvenile products that were later recalled caused over 3,000 known injuries. Recalled products manufactured by Graco, Century and Cosco were linked to hundreds of reported injuries. Graco's recalled products caused 731 injuries, the highest posted by any manufacturer.
- In the last ten years, these recalled products caused 31 deaths before they were recalled, and an additional 8 known deaths after being recalled. Graco's products have been linked to 11 deaths and Kolcraft's products to 7 deaths.

"Many of these product defects came to light only after deaths or injuries," stated Ben Edmonds of the Coalition for Consumer Rights, a center for public interest research and education that first began looking at CPSC recalls five years ago. "Consumers should not be testing products – that should happen in independent testing laboratories to eliminate risks before children are injured."

"Based on the findings of this report, KID recommends that all durable infant and toddler products undergo independent safety testing before they are placed on the market," concluded Cowles. "And when there is a recall, manufacturers need to take real measures, including the use of targeted advertisements and mailings to likely product consumers. In the meantime, parents and caregivers must be diligent in following recall news from the CPSC and reporting any product hazards or failures."

In addition to reviewing recalls at www.cpsc.gov, consumers can sign up to get recall notices by email or fax. Kids In Danger is a nonprofit organization dedicated to protecting children by improving children's product safety. KID's mission is to educate the public about dangerous products, promote the development of safer children's products and advocate for children. Chicagoans Linda Ginzel and Boaz Keysar founded KID in 1998 after their 16-month-old son died in a recalled portable crib. More information about Kids In Danger and juvenile products is available at 312-595-0649 or www.KidsInDanger.org.