

# SCOOP

THE LATEST TRENDS, SERVICES & PROMOTIONS

HARDLINES, SGS HONG KONG

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## ELECTRONIC TOYS SAFETY REGULATIONS FOR MAJOR CONSUMER MARKETS

Electronics are a major factor in new worlds of play and themed experiences for children and young people. This is obvious from the current toy market, with electronics and digital technology gaining a foothold in more and more segments, ranging from traditional spinning tops with digital counters and mini camera drones flown using intuitive smartphone controls through to multi-functional robots and robot construction kits with numerous programming options and interactive playmates with smart voice recognition.

However, if improperly used, used without supervision, or not properly designed and/or constructed, it can become extremely hazardous to the end-user. The possible dangers are many: electric shock, burns, especially if the product has a heating element; and a wide variety of mechanical hazards common to toys in general, such as sharp edges and points and dangerous moving parts.

With the increasing complexity of toys, safety needs to be built into every step of the production process, from the initial concept to the final product available in retail.

In today's market, major markets have issued safety regulations to specify, manufacturing, construction and performance requirements intended to reduce the risk of injury from these products. In Europe, toys fall within the scope of multiple directives as listed below:

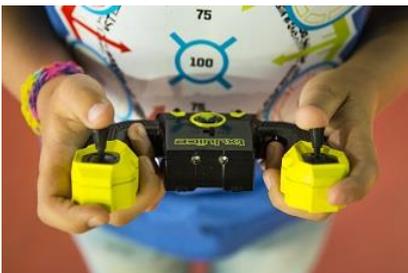
EU DIRECTIVES	
<a href="#">Toy Safety Directive 2009/48/EC</a>	RoHS2 Directive 2011/65/EU
EMC Directive 2014/30/EU	WEEE Directive 2012/19/EU
Radio Equipment Directive 2014/53/EU	Battery Directive 2006/66/EC

For our complete guidebook on EU safety regulations, please see [here](#).

For other international requirements, please see [here](#).

SGS Hong Kong offers various testing and certification services to ensure your products comply with all safety requirements. Our toy safety experts use state-of-the-art facilities and technology to deliver tailor made added value services that help improve your business. We offer efficient solutions to help safeguard quality, safety and sustainability.

For more details, please contact one of our Sales Associates for details.



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