This booklet gives you examples of toys that are sold throughout Europe, and not labelled with sufficient or correct information for consumers.

You might be shocked.
Toys: Find (and understand) the warnings!

BEUC, the European Consumers’ Organisation, ANEC, the European Consumer Voice in Standardisation, and their members across Europe, are worried about the increasing use of warnings and labels as substitutes for requiring a manufacturer to put safe products on the market.

In our view, warnings and labels should be only complementary to strict safety measures: manufacturers should be obliged to ensure that a toy does not present any avoidable risks to children.

There are however situations where a warning would be needed. For example, a toy which is safe for a child of ten years might not be safe for a child younger than three years. In this case it should be labelled with a warning.

Warnings should catch the buyer’s attention, and be present on both the toy itself and the packaging whenever possible. They must always be preceded by the word “Warning!”.

Warnings should always provide information on both the inherent hazard of the toy and the risks related to its use as well as the ways of avoiding them. For instance, a warning must inform consumers about the fact that the toy contains small parts and that it may pose a risk of choking. Information about how to use the toy safely is also necessary ("Not suitable for children under 3", "Do not put in the mouth").

In addition, some warnings ("Not suitable for children under three", "Not for children with a body weight of more than 20kg," ) should be visible before purchase in order to allow consumers to assess whether the toy is safe for the child in question. Other warnings which consumers need to be aware of during the whole life of a toy ("Do not use in deep water", "Only for domestic use") need to be permanently displayed on the toy.

In the following pages, you will find examples of warnings that can be found on toys or their packaging currently sold on the European market. Some of the warnings are barely visible, difficult to read and/or difficult to understand.
IMCO vote on 6 November

The revision of the Toy Safety Directive presents a unique opportunity to clarify the issue of warnings. This can be achieved through supporting a series of amendments:

Warnings should be clear, accurate, in a language that consumers understand and prominently (conspicuously) displayed:
- **Support IMCO amendments 13, 86, 88, 146, 182, 183, 184, 189 and 201.**
- **Reject IMCO amendment 87.**

Warnings should be preceded by the word "Warning!" in order to catch the buyer's attention:
- **Support IMCO amendments 364, 365 and 366.**

Warnings which are necessary for a safe choice of toys should be visible before purchase, on the toy packaging, at the point of sale and on web pages:
- **Support IMCO amendments 182, 186, 188, 190, 191 and 194.**

Warnings that are necessary for a safe use of the toy, and need to be remembered during the whole life of a toy should be permanently marked on it:
- **Support IMCO amendments 182, 192, 193, 195 and 196.**

Warnings should provide consumers with information on both the inherent hazard of the toy and the risks related to its use:
- **Support IMCO amendment 181.**

Warnings should be self-explanatory in order to ensure that consumers understand them and take the necessary protective measures:
- **Support IMCO amendment 276, 284, 369, 371, 372 and 373.**
- **Reject IMCO amendment 370.**

A warning stating that the toy is not suitable for a particular age group shall not be applied on a toy which is clearly intended for children of that age group. Currently, manufacturers often put such warnings on toys in order to avoid having to comply with the stricter requirements foreseen for such toys:
- **Support IMCO amendment 85, 146, 367 and 368.**

The presentation of warnings on toys should be improved and harmonized:
- **Support IMCO amendment 185, 187 and 197.**
Examples of bad warnings

1 The examples in this book are only shown in order to illustrate our demands on warnings in the context of the revision of the Toys Directive. The inclusion of these examples does not automatically imply that the toys do not comply with the legislation, nor that they pose risks for children.
These warnings are not prominently displayed. In addition, the use instructions on the top right of the packaging are not explicit.
The warning is not horizontally displayed and in very small print. It is therefore almost invisible and barely readable.

«Attention ! Ne convient pas aux enfants de moins de 3 ans : contient de petits éléments. »
The warning is not explicit. There are also no use instructions even though water balloons are known to present high risks. The 0-3 years symbol is rather well displayed but the other symbol labelled beside it is barely understandable.
The text accompanying the 0-3 years symbol is barely legible. There is no information about the fact that the toy contains sweets.
The warning is not legible.
The warning does not draw the consumer’s attention and is barely legible.
There is no warning telling that this toy contains small parts. The only warning is the 0-3 years symbol but it is labelled at the bottom of the pack.
The only warning is the 0-3 years symbol. It does not provide any information about the risks of small parts. Moreover, the batteries are not incorporated in the toy and could easily be swallowed.
No warning is present on the front of pack. Also, the claim “safety tested for children” is highly misleading for consumers as it suggests that the chemical content of the toy has been specifically tested (which is not confirmed on the back of the pack).

“Safety tested formulated for children. See back of package for additional information.”
The toy does not bear a warning sign, nor the familiar 0-3 symbol.
The words “Don’t swallow it” on the lid do not draw the buyer’s attention as readily as if they were preceded by the word “Warning”.
The warning, although attached to the toy itself, is not displayed on the packaging.
It is indicated on the back of the pack that the carton piece of the packaging is a “notice d’information”. Unfortunately, there is no other information...
The most important warnings are not labelled on the front of the pack. In addition, the indication that it is for ages 3 and up is confusing for consumers as another warning states that “children under 8 years old can choke.”
The 0-3 years symbol is barely visible. There is no clear warning about the choking risk as it is a lollipop which lights and contains a battery.
The warning with an age limit of 8 is not labelled on the packaging thereby not allowing consumers to make a safe purchase choice. In addition, the age limit “Not for children under 5” is not as visible and easy to read as the specific risk “choking hazard”.
The design and name of this toy which is not intended for children under three is highly confusing for consumers.
The text is neither visible nor legible. The 0-3 years warning is only labelled on the back of pack.
The warning is not visible to the buyer. More importantly, the text (“take off all stickers before giving the stuffed toy to the child”) is totally irrelevant for the actual content of the package and thereby does not provide the correct information.
The only warning is the 0-3 years symbol. There is no warning which indicates that it contains a blinking light with a battery.
This teddy bear was offered as a gift in a pack of laundry detergent. It bears no visible warnings or any other kind of information.
And finally, an example of a good warning...
This warning is visible and prominently displayed. It relates to the inherent hazard and the related risks of the toy and provides for use instructions in order to avoid the risks.