

August 21, 2009

Important CPSIA information for Malloy Customers:

The Consumer Product Safety Improvement Act (CPSIA) requires that all products that are covered under the CPSIA and manufactured after August 14, 2009 have a tracking label. This requirement applies to all printed matter (including books) that is intended to be used by children 12 years old or younger. The purpose of the tracking label is to give the consumer the name and location of the manufacturer, the date the product was produced (or a range of time), and the batch run.

The policy allows this information to be printed in common English within the book, or to use a code or numbering system provided the necessary information remains ascertainable by the consumer.

We suggest that you place the following information on the copyright page or somewhere in the first or last five pages of new titles that are subject to this requirement:

Printer  
Printer location (city-state-country)  
Date printed (or a range of dates)  
Printing number/print code

If this is not possible, your company will need to develop a code (e.g., 09 10 11 12 mal 4 3 2 1) that can be interpreted by your organization so as to provide the consumer with the required information listed above. It is the responsibility of the publisher to develop the coding system that can be accurately interpreted to provide this information.

For reprints, if a printing code that satisfies these requirements is not already in place, we will work with you to include it when your title reprints.

Please contact us if we can be of any assistance.