



JPMA Product Recall Position Statement

Safety is the number one priority of JPMA and its members. The association and its members work tirelessly to ensure all products are manufactured to the highest standards and promote safe use through instructions and related safety materials.

JPMA provides and promotes best practices for the industries which includes but is not limited to in store notification, the use of social media when available, as well as direct notification to the consumer through the use of product registration cards. JPMA and its members are committed to utilizing this effective means of recall notification and regularly promotes its education campaign "It's not hard! Fill out your card" campaign to educate and inform parents and caregivers of the importance of filling out product registration cards to receive direct notification of product recalls.

JPMA informs the public of product recalls through its JPMA and Baby Safety Zone social media channels and works with our members to understand the variety of options and tools available in the unfortunate event of a recall.

For more information on Registration Cards, please visit <http://babysafetyzone.org/campaigns/product-registration-cards>

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