

## Press Release

DEKRA to Advise at the Spielwarenmesse 2018 Toy Fair in Nuremberg

# Safety Warnings Too Often End Up in the Recycling Bin

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**A representative survey carried out by forsa on DEKRA's behalf has revealed that many parents do not read the instructions for toys or recreational products and therefore miss the safety warnings they contain. Only just over half (56%) of those surveyed said that they always read the instructions after buying products such as ride-on cars or trampolines for the yard.**

DEKRA experts recommend that parents study the instructions particularly carefully when it comes to products for their children. The instructions are an important part of the product for safety reasons: They provide guidance on setting up the product safely, proper use, the recommended age group, the materials used and the product lifetime.

The survey showed that parents place importance on quality when buying toys. Nearly all (99%) look out for an impression of high-quality and that the toy is well made. For 82%, a test seal from an independent testing organization is "important" or "very important." Fewer respondents (40%) find the brand or manufacturer to be a crucial factor.

Toy safety is an ever-important topic for parents: Nearly two-thirds (64%) express concerns that toys could contain too many harmful substances. More than half (57%) believe that toy safety laws and regulations are adequate, but a 78% majority wishes manufacturers and retailers were subject to more control.

For the survey commissioned by DEKRA, the forsa institute surveyed 1,010 parents of children aged up to 14 from all over Germany.

The DEKRA product testing and certification laboratories will be providing advice at the Spielwarenmesse 2018 Toy Fair 2018 in Nuremberg from January 31 to February 4, 2018, in the Testing & Inspection Center (hall 11.1., stand D01-E02). DEKRA is an accredited testing center in accordance with the EU toy directive. The laboratories test and certify consumer and durable goods of all kinds for a safe home. DEKRA experts test the products chemically, mechanically and electrically and help manufacturers and retailers with material and supplier management.

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**About DEKRA**

*DEKRA has been active in the field of safety for more than 90 years. Founded in 1925 in Berlin as Deutscher Kraftfahrzeug-Überwachungs-Verein e.V., it is today one of the world's leading expert organizations. DEKRA SE is a subsidiary of DEKRA e.V. and manages the Group's operating business. In 2017, DEKRA estimates to have generated sales totalling approximately 3.1 billion Euros. The company currently employs more than 43,000 people in more than 50 countries on all five continents. With qualified and independent expert services, they work for safety on the road, at work and at home. These services range from vehicle inspection and expert appraisals to claims services, industrial and building inspections, safety consultancy, testing and certification of products and systems, as well as training courses and temporary work. The vision for the company's 100th birthday in 2025 is that DEKRA will be the global partner for a safe world.*