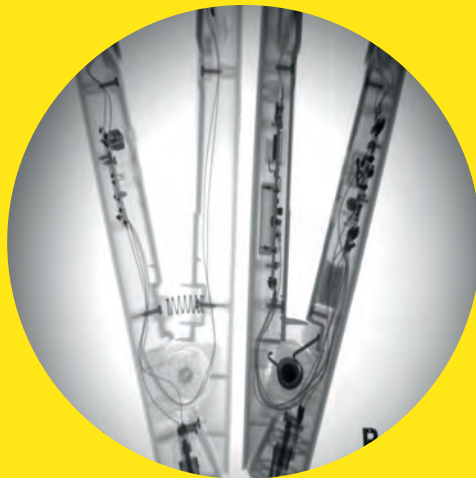


# 'Safer by Design'

*The 5th annual Electrical  
Product Safety Conference 2015*





## Message from the Director General Phil Buckle



Welcome to *Safer by Design*, our fifth product safety conference.

Welcome to Safer by Design, our fifth product safety conference. I am delighted that you have been able to attend what has become one of the industry's leading events by attracting a range of delegates - from manufacturers and retailers, to trade bodies, government departments and consumer protection organisations. This 'broad church' approach is core to its appeal, as it acknowledges the complexity and importance of product safety in a global economy - a fact reflected by our gaining European Parliament sponsorship of the event.

This year, the conference is focusing on the recent Review of the UK's Product Recall System for Unsafe Consumer Products. So we are extremely pleased that Lynn Faulds Wood, who headed the Review, is chairing the Conference and moderating what should be an interesting debate on its recommendations. Today's packed agenda also includes presentations and discussions considering risk assessment and foreseeable use under the 'new' Low Voltage Directive. We will also be considering the availability and use of data sources and intelligence needed for an effective recall - and to enhance product safety throughout the supply chain.

Our findings from a major research initiative – investigating the explosion in fake electrical products sold online - will also be launched today. Ensuring consumers understand the potential dangers of counterfeit electrical products is a crucial element in stemming the tide of fakes hitting these shores but it will take a concerted effort from all stakeholders to raise awareness of the issue.

Finally, I would like to take this opportunity to thank everyone involved with the conference – Electrical Safety First staff, our guest speakers, sponsors and exhibitors – and, of course, you, the delegates, who have taken the time to join us.

We aim to continuously improve, so please do fill in our feedback form and let us know how we can make next year's conference even better.





## *Introduction from* **Lynn Faulds Wood**

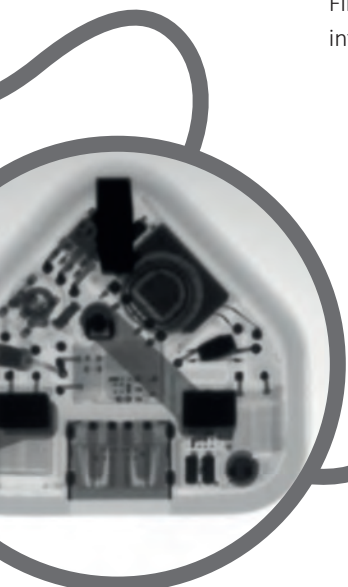
I was delighted when Electrical Safety First invited me to Chair this conference. It follows on from my invitation from the Government to Chair their Independent Review of Consumer Products Recalls. I was asked to lead the Review because of my many years on BBC Watchdog as a “friendly critic” of the recall system.

Back then I was involved with the Department of Trade’s Consumer Safety Unit involving millions of pounds worth of recalls and design modifications, from lethally faulty vehicles to babies dying in drop sided cots. I was pleased that business regarded my work then as ‘fair and reasonable’.

So it was clear a review based on bashing business or creating layers of bureaucracy was not what was needed. Particularly since I believe an effective recall can help a business to improve and create a sustained and trusted relationship with consumers. So I will be interested in hearing your views on what recommendations you would like to see included in the report – and what might need to be done to fulfil them.

But today also offers an agenda covering a number of key product safety issues which affect us all. And events such as this conference highlight the importance of sharing information and ideas. I’m looking forward to discovering yours.

Finally, I would just like to echo Phil’s thanks to everyone involved. I think we have a really interesting day ahead of us – I hope you enjoy it!



# 'Safer by Design' Agenda

## The fifth product safety conference hosted by Electrical Safety First

8:45

### Registration

9:30

### Welcome and introductions

*Chair:* **Lynn Faulds Wood**, journalist, consumer champion and Chair of the Government Review of the system for the Recall of Unsafe Consumer Products.

**Phil Buckle:** Director General, Electrical Safety First:

9:45

### Recall Review Update

Recall Review Update: The Government's Review of recalled consumer products sought a broad range of views to identify recommendations for improving the current system. Representatives from key stakeholders will share their views on the Review and what they consider is needed in the report.

*Moderator:* **Lynn Faulds Wood**

*Speakers:* **Douglas Herbison**, Chief Executive, Association of Manufacturers of Domestic Appliances (AMDEA); **Martyn Allen**, Head of Electro-technical, Electrical Safety First; **Andy Fry**, CFOA Vice-President Elect and Chief Fire Officer of Royal Berkshire Fire and Rescue Service; **Toni Eldridge**, Product Safety Lead, Trading Standards; **David Bolton**, Policy Advisor, British Retail Consortium.

11:00

### Coffee

11:20

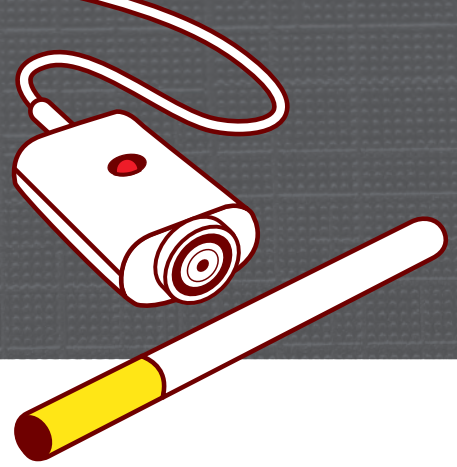
### Safer Products: The Low Voltage Directive (LVD)

The Low Voltage Directive (LVD) requires all products placed on the market to be safe when used for its 'intended purpose' or 'under conditions that can be reasonably foreseen'. The 'new' LVD, which comes into effect April 2016, requires a documented risk assessment showing how the product meets its safety objectives - and taking into account what is 'reasonable foreseeable use' and what is 'misuse'.

Using a case study of an incident linked to what could reasonably be considered foreseeable use, this session will explore the approach taken by test laboratories to ensure that the product was safe prior to being placed in consumers' hands.

*Moderator:* **Anne Ferguson**, Consultant in Consumer Affairs

*Speakers:* **Alan Binks**, Technical Director, TUV Sud; **Abul Kashem**, Project Manager, TUV Rheinland; **Geraldine Cosh**, Senior Safety Engineer Manager; **Rod Freeman**, International Product Safety Lawyer, Hogan Lovells.



12:30

Lunch

13:45

### Gathering and Using Intelligence and Data Sources

Access to relevant, accurate data is essential to make informed decisions, from improving product design and standards, to initiating and evaluating a product recall. This panel discussion will examine a range of data sources - from Rapex and fire investigations, to insurance claims and consumer complaints - to explore how greater open access and sharing of information could deliver tangible benefits to economic operators, regulators, safety organisations, insurance companies and consumers.

*Moderator:* **Philip Buckle**, Director General, Electrical Safety First

*Speakers:* **Chris Blacksell**, Fire Investigation Lead, Chief Fire Officers Association (CFOA);

**Andrew Tilman**, Head of National Trading Standards Intelligence Team, UK Border Control;

**Farzad Henareh**, Managing Director, Stericycle Expert Solutions; **Dr Gordon Hayward**, Product Safety Consultant, Consumer Risk Limited.

14:45

Tea and coffee

15:00

### Proliferation of online fake electrical products

The market for counterfeit goods in the UK is conservatively estimated at more than £3billion per year but with the rapid expansion of online purchasing, this can only increase the number of dangerous counterfeit electrical products available.

This session will open with Electrical Safety First outlining findings from its latest research into fake electrical products in the UK market. Representatives from anti-counterfeiting and business will then explain what practical measures they are taking to address the issue.

*Moderator:* **Steve Curtler**, Product Safety Manager, Electrical Safety First

*Speakers:* **John Morrell**, Technical and Consumer Affairs Director, Conair Group;

**Keith Smith**, Deputy Director, Beama; **Eamon O'Grady**, Director, Global Security and Brand Protection, Underwriters Laboratories.

16:00

### Summary and Q&A

*Chair:* **Lynn Faulds Wood**, will summarise the day, identifying key actions to be taken forward, including opening up to the floor for final comments.

16:15

Close

## Electrical Product Safety Conference 2015

# ‘Safer by Design’

*With goods moving freely across the single market, tracking products across the EU is a key priority in terms of consumer and product safety and business sustainability.*

**The growing complexity of the global supply chain – managing, monitoring and auditing the procurement, design, production, storage, transportation and distribution of products – presents significant traceability issues for businesses and is reflected in the low success rate of product recalls (and increased risk in relation to consumer safety).**

During the passage of the Consumer Rights Act, Electrical Safety First lobbied hard for an

amendment providing greater transparency and improved communications around product recalls. While the amendment wasn't included in the legislation, the Charity was delighted that concerns were recognised by the Government, which established a Review of Recalled Consumer Products in March of this year.

Lynn Faulds Wood, who is leading this investigation, not only Chairs today's conference but also moderates our panel presentation discussing the outcomes of the Review. Representatives from key stakeholders will share their views on what they believe should be included in the Review's Report.

Our product safety conferences make a point of covering critical and emerging issues in the legislative landscape, so today's event will also bring us up-to-date with changes to the Low Voltage Directive (LVD), which comes into effect in the UK via the revised Electrical Equipment Safety Regulations in April 2016. The 'new' LVD explicitly requires a documented risk assessment showing how the product meets its safety objectives, including those of 'reasonable foreseeable use'. Using a real-life case study, the session will explore how test laboratories work with clients to ensure a product is safe before

being placed in consumers' hands.

We are also using this event to launch the outcomes of our latest research project into the huge expansion in fake electrical products becoming available online.

The market for counterfeit goods in the UK is thought to be worth more than £1.3 Billion each year. In addition to the safety risk counterfeits pose to consumers and their financial and reputational impact on legitimate business, an estimated £900 Million of the trade in fakes goes to organised crime gangs. And figures released by Trading Standards earlier this year, show that trading standards officers investigate more than 6,500 items a day to ensure that they are safe and the 'genuine article'. It may surprise some of you to know that almost half (two in every five) products reviewed by Trading Standards Officers at ports and borders, are identified as unsafe or noncompliant. Our report, *A Shocking Rip-Off - The True Cost of Counterfeit Electrical Products* - offers a series of recommendations to help stem this tide of fake products. We hope the report will not only stimulate debate but also lead to greater cooperation in addressing this increasingly critical issue.





# The Speakers

Welcome and introductions:

## Phil Buckle



### Electrical Safety First, Director General

Phil was appointed Director General of the Electrical Safety Council - now known as Electrical Safety First - in 2009. Prior to this, he served as its Director of Charitable Affairs and was formerly the Marketing and Business Development Director for the National Inspection Council for Electrical Installation Contracting (NICEIC). Phil has had a distinguished career in the electrical installation industry, spending over a decade in the engineering departments of the Post Office and then BAA plc. He joined the Electrical Contractors Association (ECA) in 1989, where he was employed for 14 years, ultimately as Head of the Technical Services Department. During his tenure at Electrical Safety First, Phil has increased the Charity's public and political profile, ensuring campaigns and technical guidance are underpinned by research and ethical principles. He holds a Master of Science degree, with Distinction, in Management in the Voluntary Sector and is a Chartered Manager.

## Lynn Faulds Wood



### Award-winning investigative journalist and TV presenter

Lynn presented the BBC's Watchdog programme for 10 years. She became particularly well-known for confronting rogue traders and campaigning on unsafe products and recalls, instigating millions of pounds of design improvements globally - on everything from built in cookers and cots to cars and pen tops. She joined ITV's *World In Action* after her diagnosis with advanced bowel cancer and achieved audiences of over 10 million. She also co-founded and ran the European Cancer Patient Coalition and helped to develop the Cancer Plan for Europe. Lynn continues to work in TV and is currently independent chair of the BIS Review on Consumer Product Recall.

Session 1:

## Recall Review Update

## Douglas Herbison



### Association of Manufacturers of Domestic Electrical Appliances (AMDEA), Chief Executive

Douglas Herbison has been Chief Executive of AMDEA since 2006.

Raised in Italy, though his roots are Scottish, his first job was as a college lecturer – while simultaneously serving as a locally elected councillor. Following a stint as policy advisor to British Government Ministers, Douglas became Manager of European Operations for the British Retail Consortium and the first Secretary General of the European body now known as EuroCommerce. For many years, Douglas ran a European Consultancy based in Brussels but operating throughout Europe. He has worked on projects involving UK government departments, as well as with the EU and the World Bank in Washington. Douglas has also acted as an advisor to the EU and the ASEAN group of countries in the Far East.

## Martyn Allen



### Electrical Safety First, Head of Electrotechnical Division

Martyn is responsible for leading the Charity's technical team as an impartial centre of excellence on all matters relating to the safety of electrical installations and products, including representation of consumer safety interests on British, European and International Committees. Originally trained as an underground electrician with British Coal, Martyn's experience in the industry spans 30 years. He worked in engineering risk-management with Royal and Sun Alliance for 16 years, before joining the Electrical Safety Council (the fore-runner of Electrical Safety First) in 2006. He is a Chartered Electrical Engineer and Corporate Member of the Institution of Engineering and Technology (IET).

## Andy Fry



### Chief Fire Officers Association (CFOA), Vice-President

Andy Fry is the Chief Fire Officer of Royal Berkshire Fire and Rescue Service. He

will also take up the mantle of President of CFOA in September 2017, having joined the Association's Presidential Team in September 2015. Before moving to Berkshire in 2013, Andy spent five years as the Chief Fire Officer in Suffolk, where he was also a Corporate Director within Suffolk County Council and had responsibility for a number of other functions, including Trading Standards. Andy started his fire service career when he joined Essex Fire and Rescue Service as a fire fighter in 1987.

## Toni Eldridge

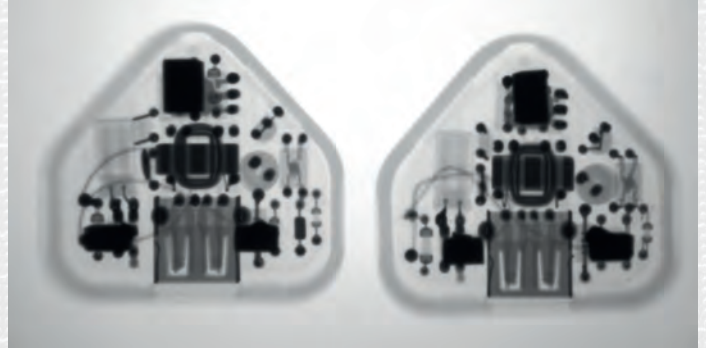


### Northamptonshire Trading Standards Service, Trading Standards Officer

Toni is a specialist Trading Standards officer with over 15

years' experience. Currently employed by Northamptonshire County Council, her area of expertise covers product safety law and practice. She also Chairs the East Midlands Regional Trading Standards Product Safety Group (TSEM) and represents it at the national Product Safety Focus Group, hosted by the Department of Business, Innovation and Skills. Toni worked closely with Lynn Faulds Wood in relation to the Government's product safety review, where she was particularly concerned with product recalls. Toni has had first-hand experience in this area, explaining best practice in inspections and offering business advice to companies, including dealing with recall processes and procedures.





## Session 2: Safer Products

### David Bolton



#### British Retail Consortium (BRC), Retail Products Policy Advisor

David became the BRC's Retail Products Policy Advisor in May 2015, after 32 years with Tesco.

He originally joined the supermarket giant to establish its clothing and non-food laboratories and was later employed by the company as a Technical Manager for babywear, toys, household and corporate purchasing. Over the years, he has developed extensive technical, legislative and commercial awareness working for Tesco in both the UK and around the world. He represented the entire Tesco Group on all aspects of technical and legal issues relating to the safety of non-food products and product risks, as well as being responsible for regulatory and scientific policy and incident management.

### Anne Ferguson



#### Consultant in Consumer Affairs

Anne is a chartered ergonomics and human factors specialist, with many years involvement in consumer affairs. Most

recently employed as the Consumer & Public Interest Manager at BSI, the UK National Standards Body, Anne is a former co-Chair of the Consumer Participation and Training Working Group for the International Standards Organisation (ISO) and ANEC'S – the European Consumer Voice in Standardisation - Services Working Group. She is also a past Chair of Council of The Ergonomics Society and is currently a Trustee of the UK Child Accident Prevention Trust.

### Abul Kashem



#### TUV Rheinland UK, Project Engineer

Abul, who has a degree in Electrical and Electronic Engineering and is a Member of

the IET, began his career with Intertek Testing Services in January 2012. He specialises in the testing of household equipment (IEC 60335), laboratory and measurement equipment (IEC 61010), IT equipment (IEC 60950) and medical equipment (IEC 60601 including ISO 14970 Risk Management). In his current role, Abul is also developing methods and procedures for retailers using the TUV Rheinland retail service, to ensure products reaching the EU market are safe and compliant.

### Alan Binks



#### TUV SUD, Technical Director

Alan is a Member of the The Institution of Engineering and Technology (IET) and a practicing professional electrical engineer

of 46 years standing. He is also a longstanding member of the UK British Standards Institute (BSI) Electrical Safety Committee (EPL108) and the Electromagnetic Compatibility Committee (GEL106), and responsible for writing UK and European safety standards. He is currently Technical Director of TUV-SUD BABT Product Service Ltd. and a member of the Radio Equipment Directive Conformity Association. Previously, Alan has worked on the design of telecommunications and consumer products, as well as various international projects. He has also provided safety training for governments and universities.

### Geraldine Cosh



#### Intertek, Senior Safety Engineer

Geraldine is the Senior Safety Engineer Manager for Product Intelligence's European Office, providing unique support to

the engineering team at Intertek. Geraldine is an experienced and committed safety professional, with extensive experience in the areas of injury prevention, risk management, and project management and offering a depth understanding of the potential risks, injuries and design solutions associated with consumer products. Key clients have included various global consumer product brands and safety promotion and injury prevention organisations at European level.



# The Speakers

## Session 2 (continued): Safer Products

### Rod Freeman



#### Hogden Lovells, International Product Safety Lawyer

Rod has over 20 years' experience in a wide range of product areas. Based in Hogan Lovells' London

office, he advises leading international brands on EU and international product-related issues, including product safety compliance and product recalls. His work also involves risk assessments, product liability claims, liaison with market surveillance authorities worldwide, and commercial disputes arising from product safety and product quality issues.

Rod is one of Europe's leading product liability lawyers and is the founder and general editor of Hogan Lovells' quarterly publication *International Product Liability Review*. He serves on the Board of Directors of the International Consumer Health and Product Safety Organization (ICPHSO) and is one of the few European lawyers to be invited to be a sustaining member of the US-based Product Liability Advisory Council.



## Session 3:

## Gathering and Using Intelligence and Data Sources

### Chris Blacksell



#### Humberside Fire & Rescue Service, Deputy Chief Fire Officer

Chris Blacksell is Deputy Chief Fire Officer of HFRS and is responsible for the Service's

31 fire stations and four Public Safety teams. Chris joined HFRS in 1988 and has served operationally at every level. He has completed a Master's Degree in Fire Investigation and led on a number of high profile investigations, including several fire-related murders. He is now the Chief Fire Officers Association UK Lead for Fire Investigation. Chris is also a Director of HFR Solutions (CIC), a Social Enterprise company that generates funds for HFRS and local charities.

### Andrew Tillman



#### UK Border Control, Head of National Trading Standards Intelligence Team

Andrew is the Head of the National Trading Standards

Intelligence Team based in Ipswich, Suffolk. He is also the technical intelligence advisor to the National Trading Standards Board's National Tasking Group and Intelligence Governance Group and a member of a number of strategic multi-agency forums. As a criminal investigator and qualified digital forensics practitioner by profession, Andrew has extensive experience of undertaking complex investigations at a local, regional and national level. He has also developed and delivered numerous national and international training events, on subjects such as cyber enforcement, intelligence led investigations and emerging technologies. Andrew previously worked for the Office of Fair Trading's Digital Investigations Team, representing the department in Europe, in relation to both consumer protection and competition issues.

### Farzad Henareh



#### Stericycle ExpertSolutions, Managing Director

With a background in Biomedical Sciences and International Business, Farzad is an engaging

thought leader, contributing to strategic industry issues through invitations to comment via television, online and print media. His expertise covers the development of strategic roadmaps for growth, recognition and rollout, of innovations to create new revenue streams and organisational effectiveness. Since joining Stericycle in 2012, he has helped develop the company into a European market leader in brand protection and enhancement, expanding services into global recall management and automotive data driven marketing solutions, establishing the business in new territories and industries.

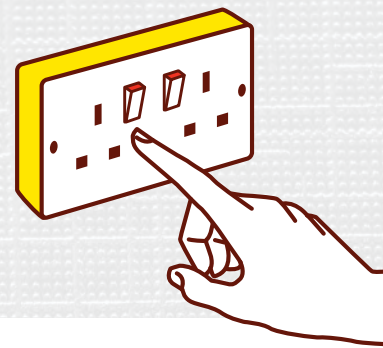
### Dr Gordon Hayward



#### Consumer Risk Limited, Public Safety Consultant

Gordon Hayward is an independent consultant and expert witness on product safety

compliance and liability issues. A Director of Consumer Risk Limited and founder of the service ConsumerSafetyExpert.net, Gordon is a chartered engineer and human factors specialist. He has worked on a wide range of CEN and ISO standards and currently holds a European Commission appointment as a scientific advisor on risk assessment, in addition to working with BSI on consumer behaviour-related risks. Previously, Gordon managed research projects at the UK's Consumer Safety Unit and in 2004; he was contracted by the European Commission to investigate data requirements and methodologies relating to the safety of tourist and leisure services. More recently, he has produced independent annual analyses of trends in product safety complaints and recalls in the UK.



## Session 4:

### Proliferation of Online Fake Electrical Products

#### Steve Curtler



##### Electrical Safety First, Product Safety Manager

Steve is responsible for the product safety activities of the Charity, including liaison with industry, market surveillance bodies, local authorities and EU and UK government. He also represents the interests of UK consumers at European and national Technical Committees and associated working groups. Steve joined Electrical Safety First in 2005, after holding a number of senior positions in NICEIC, where he had been employed since 1997. With a professional background in electrical engineering, Steve has worked in the electrical installation and supply industries for over 25 years.

#### John Morrell



##### Director of Technical & Consumer Affairs, The Conair Group

John has been Director of Technical & Consumer Affairs for The Conair Group Ltd. for the past 20 years, with responsibility for the quality, safety and customer care of brands such as BaByliss and Cuisinart. Conair U.K. have grown to achieve brand leadership in a variety of Electrical Personal Care market sectors and their annual turnover is now around £120 million. Their most successful product to date is 'Curl Secret', an automatic hair curler launched in late 2013, which has been heavily counterfeited. Consequently, the resources of John and his team have been expanded to tackle this problem.

#### Eamon O'Grady



##### Underwriters Laboratories (UL), Director of Global Security and Brand Protection

Eamon is the Director of UL's Global Security and Brand Protection Department, where he leads a world-wide team of investigators and security specialists. While his role is global, Eamon is employed by the UL UK office and has 37 years' experience in investigations and brand protection. Previously a Detective Sergeant in An Garda Síochána (Ireland's Police Force), he also served in the Irish Defence Forces as an aircraft technician for five years and was EMEA Data Centre Security manager for Amazon between 2012-2014. Eamon has a Masters in Business Studies, Strategic Management and Planning and was the first senior police adviser to the board of the International IP Crime Investigators College, which provides accredited education in the investigation of intellectual property crime. Eamon has presented at many international conferences on IP crime and moderated the Interpol IP Crime Conference in 2010 and 2011.

#### Keith J Smith



A qualified Electrical Engineer with over 40 years' experience in Global Sales & Marketing of Electrical Installation products, Keith started working life with

Crabtree Electrical Industries in 1968 as a Technician Apprentice. During his long-standing career, he progressed through various sales and marketing roles to become Marketing Director of Hanson Electrical and oversaw the launch of many, now 'legendary' products. - Keith Joined BEAMA in 2010 as Deputy Director for the Installation Sector, responsible for facilitating BEAMA Installation product group activities, managing the world-renowned Anti-counterfeit working group and leading the industry campaign against sub-standard products. Previously, he had also chaired BEAMA'S Low Voltage Circuit Breaker group and has been involved in many overseas missions for British Industry, in locations including Cyprus, Beirut, Damascus and Kenya.



The **genuine** product ▲



The **counterfeit** product ▲

# 'Safer by Design'

## Sponsor and Exhibitor profiles

### Sponsors



[www.europa.eu](http://www.europa.eu)

#### The European Parliament

The European Parliament (EP) is the directly elected parliamentary institution of the European Union (EU). Together with the Council of the European Union (the Council) and the European Commission, it exercises the legislative function of the EU. The Parliament is composed of 751 members, who represent the second largest democratic electorate in the world and the largest trans-national democratic electorate in the world (375 million eligible voters in 2009)



[www.thermarestor.co.uk](http://www.thermarestor.co.uk)

#### Thermarestor

Thermarestor is a multi-award winning innovation, preventing electrical fires through permanent thermal monitoring technology. It has been designed and manufactured to detect excessive heating of electrical connection points in electrical installations, equipment and appliances. A unique pre-ignition solution providing very early warning of potential problems, coupled with the ability to automatically disconnect the electrical supply in the event of abnormal temperatures, reduces the risk of fire by completely removing the source of ignition. It can easily be installed within consumer units, distribution boards and electrical appliances such as washing machines and dishwashers.



[www.tuv.co.uk](http://www.tuv.co.uk)

#### TÜV Rheinland

TÜV Rheinland is a leading international technical service provider. Our goal is to be the world's best independent provider of technical services for testing, inspection, certification, consultation and training. Following recent strategic developments for the UK market, we have invested in a state-of-the-art laboratory in the West Midlands, to serve the needs of our clients and growth within the industry. Our new laboratory will focus on the testing and compliance of electrical and medical devices accredited to UKAS 17025 and approved for the CB scheme and NRTL marks for worldwide market access.



[www.ul.com](http://www.ul.com)

#### UL

UL is an international company with over a century of expertise in standards development, testing and certification – helping manufacturers obtain the compliance and safety credentials required to access global markets and navigate increasingly complex supply chains. Through our investments and research, we promote the future of safety certification – as well as related fields, such as performance testing and risk mitigation. With a Global Security and Brand Protection Department comprised of investigators and security specialists, we help protect consumers and support manufacturers against counterfeiting practices.

### Exhibitors



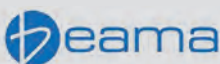
[www.aci.org.uk](http://www.aci.org.uk)

[www.basec.org.uk](http://www.basec.org.uk)

#### ACI and BASEC

The Approved Cables Initiative (ACI) is an independent working group established to help combat the growing issue of unsafe, non-approved and counterfeit cable. While its overarching remit is to protect the UK public and safeguard the country's reputation for safe and trusted cable installations, ACI has also lobbied for legislative change – to bring about proper cable compliance with relevant standards.

British Approvals Service for Cables (BASEC) provides independent testing and certification services for cables and related products.



[www.beama.org.uk](http://www.beama.org.uk)

#### BEAMA

BEAMA is the independent expert knowledge base and forum for the electrotechnical industry for the UK and across Europe. Representing over 300 manufacturing companies in the electrotechnical sector, the organisation has significant influence over UK and international political, standardisation and commercial policy.

## Exhibitors *(continued)*



[www.bsigroup.com](http://www.bsigroup.com)

### BSI Group

BSI is the business standards company helping organisations make excellence a habit all over the world. BSI certification demonstrates to customers, competitors, suppliers, staff and investors, a commitment to being the best you can be. Our Kitemark™ certification - obtained through rigorous tests at a BSI centre of excellence, combined with on-going auditing and Factory Production Control - gives products immediate status. Our services for domestic and commercial electrical appliances start from direct testing, through CE Marking, to Kitemark™ certification.



**East Sussex**  
Fire & Rescue Service

[www.esfrs.org](http://www.esfrs.org)

### East Sussex Fire & Rescue Service

ESFRS is proud to support Electrical Safety First's Product Safety Conference once again. ESFRS has been raising awareness and understanding of the dangers of electrical fires through its online resource, which uses outcomes from real fire investigations to influence behaviour change - to bring about a reduction in the frequency and impact of electrical, and other causes, of fire.



[www.edifgroup.com](http://www.edifgroup.com)

### Edif ERA

Edif ERA is one of the UK's most respected technical consultancies. We build trusted relationships with clients who need high-quality expertise to deliver complex capabilities and solutions in critical environments.

Edif ERA provides independent regulatory compliance advice and training on environmental (REACH, RoHS, conflict minerals, batteries, ecodesign, WEEE), and technical (conformity, CE marking, EMC, LVD, safety, machinery etc.) requirements, electrical, chemical and mechanical testing and safety assessment, and forensic failure analysis services. Edif ERA works for industry and also for regulators and policy makers, and has carried out work for UK Government and the European Commission.



[www.hertsdirect.org](http://www.hertsdirect.org)

### Hertfordshire Trading Standards

Part of the Community Protection Directorate of Hertfordshire County Council, Hertfordshire Trading Standards safeguards the interests of consumers and the county's business community. Hertfordshire is home to over 40,000 businesses, including the national and international headquarters of many companies. Our Primary Authority team works with a range of businesses, from large supermarkets to smaller independent manufacturers and importers, to ensure products are safe and meet legal requirements. As well as providing technical advice on regulatory requirements, the team offers significant experience of working with organisations in relation to corrective actions and product recalls.



[www.scantrust.com](http://www.scantrust.com)

### Scantrust

ScanTrust is a leading provider of secure, cloud-based product authentication and supply chain traceability solutions. By combining industry leading secure 2D barcodes with a comprehensive software suite, ScanTrust helps brand owners protect against counterfeit goods, monitor their supply chain and drive one-on-one customer engagement to enhance trust. ScanTrust has offices in Lausanne, Shanghai and Beijing.



[www.stericycleexpertsolutions.co.uk](http://www.stericycleexpertsolutions.co.uk)

### Stericycle ExpertSOLUTIONS

Stericycle ExpertSOLUTIONS helps protect consumers, protect your brand, protect the environment and reduce corporate risk. Our unique execution experience, regulatory knowledge and field force, allows us to carry out even the most complicated recalls around the world. From individual services to comprehensive single-source solutions, Stericycle helps companies protect their brands on a global scale.

# Electrical Safety First Campaign Success



*Our consumer campaigns have raised awareness amongst the public, manufacturers, Government and wider electrical industry - helping everybody to stay safe from the dangers of electricity.*

## How We Can Help You

As the key authority in electrical product safety, Electrical Safety First is a valuable ally for organisations looking to develop their credibility, expertise and commercial connections.

The Charity works with a number of trade associations, industry bodies, consumer organisations and the local and national government. We believe that everyone has a key role to play in raising awareness to ensure that consumers can use electricity safely.

Please email [neelam.sheemar@electricalsafetyfirst.org.uk](mailto:neelam.sheemar@electricalsafetyfirst.org.uk) or telephone 020 3463 5111 to discuss partnership opportunities that can help your business.

## Keep up to Date

You can also email Neelam to subscribe to our newsletter:

- 'Switched On' Digital – an online publication written by our safety experts that examines electrical safety issues from a technical perspective. Published quarterly.
- And for our Product recall alerts.



## Product Recall

**Aim:** Our Retail Recall campaign was part of a much wider focus for Electrical Safety First on improving the recall system and ensuring that no-one is living with a known, faulty electrical product in their home.

**Strategy:** We sought to achieve this through raising awareness of the importance of responding to recall notices and addressing public concerns around data collection. Consumers were encouraged to use an online product checker to verify the safety of their products and to streamline the recall process by registering their appliance.

### Outcome:

- The campaign was judged a critical success, exceeding media targets in TV, radio, and print.
- Our annual consumer survey, conducted in April 2015, showed a 12% increase in the number of people who would act on an electrical product recall, highlighting the positive effect the campaign had on public perception.
- Our campaign was supported by a specially commissioned study on consumer experience of electrical product recalls which made recommendations for manufacturers and retailers to improve recall response rates.

## Recent Campaign – 'A Killer Lurking'

In the spirit of Halloween, the Charity created an interactive game looking at the 'Killer Lurking' in your home.

As well as being a bit of fun, the game provided a valuable lesson on the unexpected dangers posed by recalled electrical products.

'A Killer Lurking's ultimate message is that both consumers and manufacturers can benefit from the registration of domestic appliances.

The game also links to useful online tools, such as AMDEA's Register my Appliance website and Electrical Safety First's own product recall checker web page.

Play the game yourself at [www.akerlurking.com](http://www.akerlurking.com)





# PROTECTING PEOPLE, PRODUCTS AND PLACES

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Following Electrical Safety First's appearance on BBC *Watchdog* in October 2015, we have seen an increasing demand for plug pin gauges. This product has been developed by the Charity to ensure that consumers can identify counterfeit goods and sub-standard products. It offers a quick and simple test to assess if a plug meets UK safety regulations.



Electrical Safety First would like to give you a FREE plug pin enclosed. We are sure you'll agree that it's a great product for consumers and we are looking to sell this product to retailers and manufactures.



*If you would like to purchase this product or would like more information please email: [enquiries@electricalsafetyfirst.org.uk](mailto:enquiries@electricalsafetyfirst.org.uk)*



## Product Safety Testing

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# THERMARESTOR®

technology transforming fire safety



**Prevent Fire and protect with Thermarestor**

## Programme at a glance

Registration	8.45 - 9.25
<b>Welcome/Introductions</b>	<b>9:30 - 9:45</b>
<b>Recall Review Update</b>	<b>9:45 - 11:00</b>
Coffee	11:00 - 11:20
<b>Safer Products</b>	<b>11:20 - 12:30</b>
Lunch	12:30 - 13:45
<b>Gathering/ Using Intelligence and Data</b>	<b>13:45 - 14:45</b>
Coffee	14:45 - 15:00
<b>Proliferation of Online Fake Products</b>	<b>15:00 - 16:00</b>
<b>Summary and Q&amp;A</b>	<b>16:00 - 16:15</b>
Close	16:15

## About Us

Electrical Safety First is the UK charity dedicated to reducing deaths and injuries caused by electrical accidents. Our aim is to ensure everyone in the UK can use electricity safely.

We campaign on behalf of consumers and electrical trade professionals to improve safety regulation and ensure safety messages are appropriate, up to date and well communicated.

We provide expert information and advice to help people protect themselves from faulty, damaged, sub-standard, and poorly maintained electrical installations and electrical appliances.

We are recognised by government and industry as the leading campaigning charity and technical authority on electrical safety.



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