

To: Hess Print Solutions Customers

Date: July 23, 2009

From: Robert Terry

Subject: CPSIA Labeling Requirements- Section 103

Due to a recent update on CPSIA Labeling requirements, beginning August 14, 2009, any manufactured product that is targeted toward children 12 years of age and younger must meet the labeling requirements of Section 103 under the Consumer Product Safety Improvement Act (CPSIA).

Brief Summary

Section 103(a) of the new law requires manufacturers to have a tracking label or other distinguishing permanent mark on any consumer product primarily intended for children twelve and younger. The tracking label must contain certain basic information, including the source of the product, the date of manufacture and more detailed information on the manufacturing process such as a batch or run number. The scope of this provision is quite broad in that it applies to all children's products, including, but not limited to, items such as clothing or shoes not just toys and other regulated products. Congress modified the requirement for tracking labels with the phrase "to the extent practicable" recognizing that it may not be practical for permanent distinguishing marks to be printed on small toys and other small products that are manufactured and shipped without individual packaging.

The Commission has the authority to issue a rule further defining the detail required in the tracking labels. Moreover, the Commission also has the ability to require in the future that the additional information contained on tracking labels for children's products be expanded to cover all consumer products.

Section 103(c) of the new law also addresses the types of claims a manufacturer can make regarding its compliance with mandatory or voluntary safety rules. After October 12, 2008, no product packaging, advertisements or labels can refer to any safety standard unless the product complies with that standard.

Effective Date: The requirement for tracking labels is effective one year after the date of enactment or August 14, 2009. The requirements prohibiting advertising claims are effective 60 days after enactment or October 13, 2008.

How Hess Print Solutions will work with our customers to meet Section 103 requirements

We have been working with other printers, industry associations, and publishers to determine the best approach to meeting this requirement for printed materials. While there are varying opinions as to whether or not the required information is contained on the copyright page inside of the front cover, not all publishers include copyright information in their printed products. Therefore, an alternative approach must be used to meet Section 103 requirements.

We have determined the least intrusive way of meeting these requirements is to place the Hess Print Solutions unique job number, along with a customer provided manufacturer code that identifies Hess Print Solutions to the publisher. This combination of the unique job number and manufacturer code can be used in the event there was ever a recall on a product we produced. By using the unique job number and the manufacturer code assigned to us by the publisher, we will be able to retrieve the information as to when the product was printed, paper type, inks, etc.

The manufacturer code and job number will be placed above the UPC code on the back cover of the book. By placing the numbers in this area, the customer layout is not substantially altered. The information the unique job number and manufacturer code provides is sufficient to meet the requirements of Section 103. Additionally, the "tracking label" must be permanent (no stickers, etc), and therefore needs to be printed as part of the book copy.

Hess Print Solutions will also place the codes on all carton pack labels, skid tags, etc. The information must be identifiable, and support tracking back to the plant that produced the printed material.

Based on the requirements of Section 103 of the CPSIA, our customers will need to complete the process outlined below in advance of any production work scheduled on or after August 14, 2009:

- A unique number (manufacturer code) that will define Hess Print Solutions to the publisher. Once assigned, this manufacturer code cannot be changed.
- Hess Print Solutions Prepress Department will place the manufacturer code and unique Hess Print Solutions job number above the UPC code on the back page.
- After these numbers are placed on the cover, a soft proof will be sent to the customer for approval **prior to printing.**

NOTE: Please communicate the manufacturer code to your account representative, who will ensure it is distributed to the appropriate Hess Print Solutions departments when received.

Please contact me with any questions you may have.

Thank you,

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