

Children's Product Manufacturers Reveal Their Top Product Safety Priorities

Manufacturers have a responsibility to provide products that are safe for consumers and their families, and they take this responsibility very seriously. Consumers expect a lot from manufacturers and retailers with regard to consumer product safety as well as obtaining high value for the money they spend on products – especially during challenging economic times. Consumers actively seek out manufacturers and retailers who have good reputations for quality, safety, value and service.

In April 2009, ShowUhow surveyed manufacturers on their consumer product safety priorities. The survey results are listed below. As you can see, manufacturers place a high priority on consumer product safety and are focused on continuous improvement in this area. This survey was conducted through the Juvenile Product Manufacturers Association (JPMA) and Kid's Today, the news magazine for the Infant and Juvenile industry.

What do you see as the 3 biggest "pains" you will be addressing this year with regards to product safety compliance?

Increasing product testing	64%
Complying with new tracking label requirements for children's products	54%
Discontinuing products that no longer meet consumer product safety requirements	36%
Complying with new lead paint and lead content regulations	36%
Updating product user manuals and related collateral to improve communications and warnings regarding child safety	25%
Complying with new Registration of Durable Nursery Products requirements	25%
Changing product design to improve child safety	21%
Improving customer communication processes to distribute updates and warnings regarding consumer product safety	21%
Changing product packaging to improve communications and warnings regarding child safety	14%

How quickly do you plan to address your top 3 priorities identified above?

Within the next 3 months	50%
Within the next 6 months	36%
Within the next 12 months	11%
More than 12 months from now	4%

How important is it for your business to comply with consumer product safety requirements?

Critical	38%
Very Important	57%
Somewhat Important	5%
Not Very Important	0%

How do you notify retailers who are impacted by a product recall or require communications regarding a consumer product safety issue related to one of your products?

Letters to retailers	14%
Emails to retailers	54%
Communications through your customer service department	17%
Information posted on your website	43%
Issue a press release	18%
General media – for example, news coverage	4%

How do you notify consumers who are impacted by a product recall or require communications regarding a consumer product safety issue related to one of your products?

Letters to registered product owners	11%
Emails to registered product owners	36%
Information posted on your website	36%
Communications through your retailers	29%
Issue a press release	25%
General media – for example, news coverage	7%

Which of the following do you think has the most critical impact on preventing child safety issues?

Product design	54%
Raw materials used to manufacture product	46%
Product testing process	54%
Proper assembly and use of product	46%

As consumers seek to spend wisely, and get the best value for their money, they often consider purchasing products that require some assembly, installation, or set-up. These products often have the advantage of often being more affordable, but can be a safety concern if they are not assembled or installed properly. Consumers are often frustrated by the lack of support provided by manufacturers and retailers for products that require assembly, set-up, or installation. Traditional methods of support, most often providing instruction manuals and an 800 number, leave consumers dissatisfied and drive up manufacturer and retailer costs by increasing customer support phone calls and product returns.

One of the solutions for this problem is the use of ShowUhow's Video Instruction Guides (VIGs) to help consumers overcome the challenges associated with correctly putting products together. VIGs are powerful tools that help consumers see how to install and use a wide-range of consumer products from consumer electronics to small appliances, kids gear, furniture, and a whole lot more. Now, rather than trying to execute pages of hard-to-understand assembly or installation instructions, consumers can watch a quick VIG online and begin using their new product right away and have confidence that the product is set up safely and correctly. The VIG provides a live demonstration of the product installation and use process from the customer's vantage point.

About ShowUhow

ShowUhow combines web-based Video Instruction Guides (VIGs) with a consumer friendly service platform that:

- Provides easy-to-use sales and customer support tools
- Offers step-by-step, easy-to-follow, visual instructions for assembly, installation and use
- Lets customers register their products, order parts, and share product feedback all in one place
- Enables consumers to install and use products quickly, easily, and correctly
- Provides data and analytics on customer support and product issues

Using ShowUhow helps manufacturers and retailers improve customer experience and satisfaction, differentiate themselves from the competition, and reduce support costs. By minimizing returns and handling customer support issues through the ShowUhow platform, support costs are reduced for both manufacturers and retailers. And by improving the installation and use process you enhance customer satisfaction, increase compliance with consumer product safety standards and reduce returns.

Implementing ShowUhow requires no change to the way you do business today. Manufacturers simply include ShowUhow collateral in the product packaging. ShowUhow provides an Awareness Program to communicate the benefits of this solution to distributors, retailers, and

consumers. Retailers receive online, catalog, and in-store point-of-sale materials to promote the ShowUhow benefits to consumers as well as web-based training for their customer service representatives. This combination of point-of-sale promotional materials, packaging, trained staff and an easy to use customer support platform will differentiate you from your competitors and have consumers seeking out your brand every time!

Contact Us Today!

Visit www.showuhowinc.com to learn more. Or reach us through email at info@showuhowinc.com, or by calling 877-992-1222.