



Representing the
Nursery Industry in Europe

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About Us

The European Nursery Products Confederation (ENPC) is a trade association for childcare product manufacturers in Europe. It is composed of national associations representing small and medium-size enterprises (SMEs) and large companies playing a key role in the European single market. ENPC was established in May 2011 in Brussels with the aim of speaking with a united voice and guaranteeing an active participation of our members in European policy developments.

ENPC is involved in ensuring safety requirements in legislation covering the childcare sector and its functions are met in accordance with the following principles:

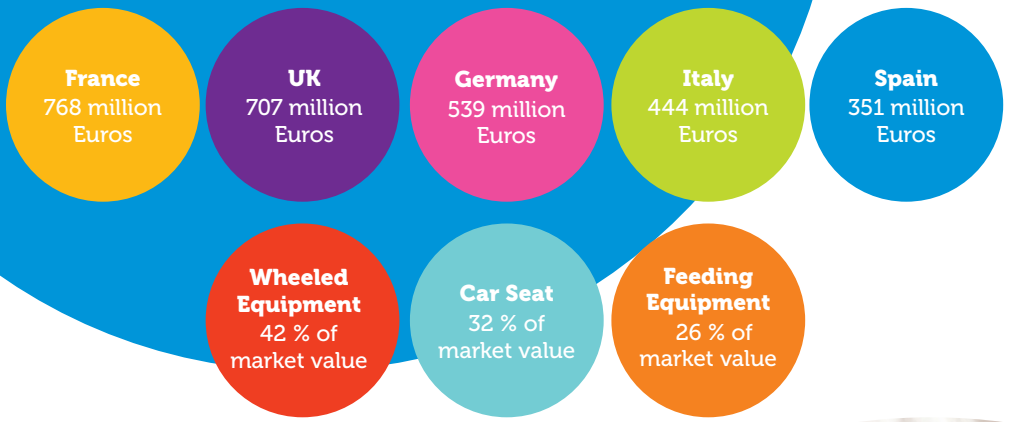


Empowering national associations across Europe is a fundamental policy target for the implementation of regulatory efficiency, market transparency, and effective protection for our children. It is important to face key challenges of product safety and represent the industry's participation in the development of laws and regulations in order to provide technical experience in a key sector for our society. Industry involvement needs to be constantly monitored to ensure effective law enforcement, improve measures and to adapt the policy strategy to ensure better competitiveness on the part of our members.

Facts and Figures

Market

Childcare products estimated market size in five major EU countries (France, Germany, Italy, UK and Spain) amounted to 2.8 billion Euros.*



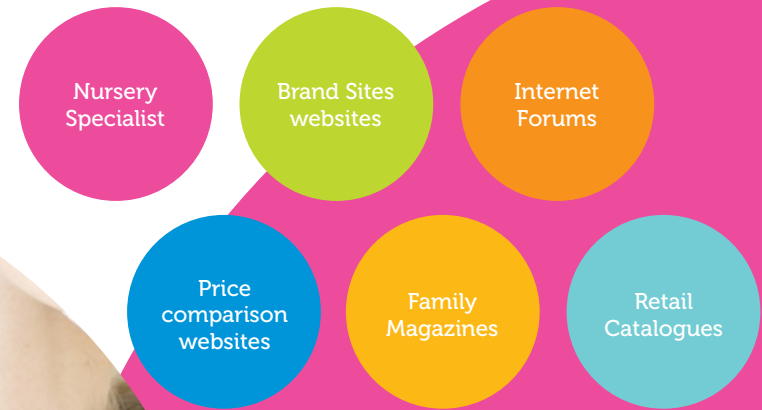
Consumer Behaviour

- Strollers and chair mounted seats are purchased mostly through nursery specialists while baby bottles would be purchased primarily from mass merchants
- Furniture is the most purchased product on the internet:



Quality & safety are the key search items for shoppers

- Consumer Information Sources Ranking:



* The study includes: Wheeled Equipment, Car Seats, Feeding Equipment. It excludes: Apparel, Toys, and Furniture.

Source: Independent study carried out by Kidz Global consultancy on behalf of European Nursery Products Confederation in 2012.

European Legislation

Every year, many thousands of childcare products and other products designed for child care are sold on the European and non-European market. Safety is the first priority of our members and the European Nursery Products Confederation is focused on the current legislation and Safety rules.

The ENPC is committed to follow the requirements of the General Product Safety and Market Surveillance Directives (both under review) as it strives to ensure the safety of childcare articles. It is important to monitor the European Union's rapid alert system for dangerous consumer products (RAPEX) as well as to ensure a close collaboration with public authorities for anti-counterfeiting and cross-border cooperation in order to improve our children's safety.

Our members constantly improve children's wellbeing through the monitoring of legislation such as the regulation on chemicals and their safe use (REACH), the restriction of the use of certain hazardous substances in electrical and electronic equipment (RoHS), and by following environmental legislation and other company practices.

The protection of innovation and copyright laws are important for the competitiveness of our members and the promotion of reputable ENPC members who are committed to the safety of the childcare articles that they produce. ENPC members are a significant part of the childcare articles market and it is important to support law enforcement and cooperation between the industry, consumer organisations and policy makers, which are fundamental for ensuring child safety.

Developing European Standards in Childcare Articles

According to the European Committee for Standardisation's definition (CEN/TC 252), childcare articles are all products designed or obviously intended to safely facilitate seating, bathing, changing and general body care, feeding, sleeping, transportation and protection for children from 0 to 4 years old.

European standards play a crucial role in the protection of our children, as they provide common technical rules and guidelines as to how products should be manufactured. Furthermore, the development of European standards is considered the most cost efficient manner of guaranteeing that products are aligned with the requirements of the EU's safety legislation.

The European Nursery Products Confederation is a liaison partner of the European Standards Organisation and our members are actively involved in the development of standards within the technical committee CEN/TC 252, TC 207, TC 248, and PC 364. These technical committees have the scope to develop standards for all products related to child use and care ensuring safety and facilitating seating, bathing, changing, and general body care, feeding, sleeping, transportation and protection of young children.

Even before the European Nursery Products Confederation was established, ENPC members contributed to setting higher safety standards. The first standards on childcare safety in Europe were developed in 1998, and ENPC members have been involved in the development process since 1991. Our ENPC experts have therefore already established a strong reputation for guaranteeing safety, giving the ENPC strong credibility in standards development at European level.

The Importance of Having Safe Childcare Articles for..

.. **Being fed safely**

.. **Being safe travelling the world**

Feeding

Weaning

Having
a Meal with
Mummy and
Daddy

By
Car

By
Bicycle

Walking

Together
Me and You

Products include:

- Dishes and Cutlery
- Baby Bottles
- Cups and Teats
- Teething Rings
- Highchairs

Products include:

- Car Seats
- Bicycle Seats
- Carrycots
- Prams
- Pushchairs
- Strollers
- Travel Cots
- Baby Carriers and Slings

The Protection of
Children's Daily Life

The Importance of Having Safe Childcare

.. Relaxing and dreaming

Articles for..

.. Having a secure home

Sleeping

Bathing

Swinging
and First
Steps

Products include:

- Bath Seats
- Infant Bath Tubs
- Soothers
- Changing Tables
- Cots
- Swings
- Baby Walkers
- Potty Chairs

Children's Wellbeing
and Happily Growing Up

When Eating

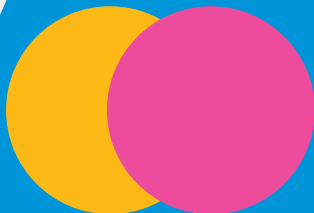
For my
Parents

When
Dreaming

For my
Air Quality

Products include:

- Baby Food Cookers
- Baby Monitors
- Safety Barriers
- Bottle Warmers
- Sterilisers



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