

## Important Information

Include your email address when registering

Want to register a product without a card?

- Check their website
- Send your contact information and product information to the manufacturer

Go to the manufacturer's website if:

- Your address changes
- You pass the product along to someone else
- You do not receive a card

**In the event of a recall, product registration cards won't help if they aren't filled out and submitted. Manufacturers need to know how to contact you.**

### What products require registration?

- full-size cribs and non full-size cribs
- toddler beds
- high chairs, booster chairs, and hook-on chairs
- bath seats
- gates and other enclosures for confining a child
- play yards
- stationary activity centers
- infant carriers
- strollers
- walkers
- swings
- bassinets and cradles
- children's folding chairs\*
- changing tables\*
- infant bouncers\*
- infant bathtubs\*
- portable toddler bed rails\*
- infant slings\*

\*Product registration is required in December 2010

## For More Information



**Consumer Federation of America**  
[www.consumerfed.org](http://www.consumerfed.org)

**Kids In Danger**  
[www.kidsindanger.org](http://www.kidsindanger.org)

**Consumer Reports**  
[ConsumerReports.org/Safety](http://ConsumerReports.org/Safety)

**U.S. Consumer Product Safety Commission**  
[www.cpsc.gov](http://www.cpsc.gov)



Kids In Danger, a member of CFA, is a nonprofit organization dedicated to protecting children by improving children's product safety.



The Consumer Federation of America is a nonprofit association of over 280 pro-consumer groups, with a combined membership of 50 million people. CFA was founded in 1968 to advance consumers' interests through advocacy and education.



Consumers Union, publisher of Consumer Reports since 1936, is an expert, independent, nonprofit organization whose mission is to work for a fair, just, and safe marketplace for all consumers and to empower consumers to protect themselves. Consumers Union is a powerful force for connecting consumers.

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## What You Need to Know About Registering Your Children's Product



**Get the Facts About Product  
Registration**  
**Stay Safe - Get Informed  
About Recalls**

**SAFE  
KIDS**  
GRAND FORKS

**Altru**  
HEALTH SYSTEM

# What is a Product Registration Card?

A product registration card is a postage paid card that requests consumer contact information.

These cards and an online option are required to be included in infant & toddler durable products made after June 2010. This includes products like cribs, strollers and high chairs (see list on side flap).

Registering your product makes sure manufacturers have your contact information in case of a recall or other safety issue – **it can't be used for marketing.**

**Filling out these cards online or sending in the cards is important.**



## Why should I register my product?

Registering your child's product will allow manufacturers to contact you directly if the product has been recalled. Direct to consumer notification is the best way consumers who own a product can find out about recalls.

In addition to requiring the cards, manufacturers are also required to use the information when there is a recall. You won't have to rely on catching the news the day of the recall to learn of it anymore.

- Too many consumers never find out that a product they have in their home is recalled.
- Not knowing about a recall can have life altering consequences.
- Filling out these cards could save a life or prevent an injury. That's why the law that requires this notification system is named for Danny Keysar, a 16 month old boy who died in a recalled crib. There was no product registration process at the time and the crib's owner never learned of the recall.
- Only information necessary to identify the product and get the information to you correctly is requested.
- This information can not be used for marketing or other commercial purposes. So your privacy will be protected.

**As soon as you open the package of an infant or toddler product, fill out the card and put it in the mail or go online to complete the registration. That simple step may save your baby's life.**



(Danny Keysar, 1996-1998)

“The problem is that there was no registration card included with this product. I later learned that car seats are the only children's product that is required to have a registration card. Why aren't manufacturers required to include registration cards, especially for durable children's products like cribs? If they had done so, my son would be alive today.”

-Linda Ginzel, Danny Keysar's mother