



MEDIA RELEASE

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Bindeez Recall

The Australian Toy Association (ATA) said today that the discovery that a small number of batches of Moose Enterprises' Bindeez product did not exactly match the laboratory tested and approved formula reinforces the need for compliance checks to continue regularly across the entire supply chain.

Moose has instituted a recall of its Bindeez product to enable further testing to be undertaken. Simultaneously, interim bans have been implemented by several state fair trading departments.

Recalls are a critical part of the toy safety chain. They are the "safety net" used in a robust testing system if an issue is identified with **a product that has passed all safety tests** and yet may still have the potential to cause damage.

In the case of a recall, the toy company who has supplied the product, the federal government and retailers who stock the product work together in a coordinated manner to get the affected products off store shelves as soon as possible.

The ATA's 270 members, including toy retailers and suppliers, are bound by the ATA's Code of Business Practice which states that only toys that meet stringent safety standards be offered for sale.

Bindeez Super Studio won the ATA's Toy of the Year at the 2007 Australian Toy Hobby and Nursery Fair. The product met all the criteria for the award and at the time of the award the product met all relevant product safety standards.

The ATA has been involved in the continuous development and upgrading of toy safety standards for over 30 years in conjunction with the relevant government authorities.

We are concerned to ensure that toys meet the highest standards of safety and we co-operate with the authorities wherever possible to ensure unsafe and possibly dangerous product does not reach Australian children.

A strong product safety compliance program is a vital element for business, and this is particularly so when children's products are concerned.

We are in the business of providing a safe play environment for Australian children not putting them at risk and we take that role very seriously.

For all media inquiries, please contact Felicity Allen on 03 9654 6555 or 0413 946 701

About the ATA

ATA is an independent well resourced industry body representing and servicing Australian industries specialising in products for kids & family leisure, learning and entertainment to enhance their future health and prosperity.

ATA members include manufacturers, distributors, importers, retailers, agents and licensors AND these account for the vast majority of total industry sales.

ATA has its roots in the toy industry, having been incorporated as the **Australian Toy Association Limited** in 1983, previously having been the Toy and Games Manufacturers of Australia (TAGMA)

ATA has a major goal in delivering information and services that extend the performance of its industry sectors as they serve the changing needs of the consumer - at an individual level, a national level and as a global industry.