

# *Age Grading of Toys*

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# *Human Factors*

- Evaluate consumer and product interaction
- Children's products
- Age Grading

# *Age Grading (Determination)*

The determination of the appropriate age children for whom a toy is intended.

# *Code of Federal Regulations*

## *16 CFR 1501.2(b)*

- Manufacturer's stated intent - such as a label if it is a reasonable one.
- Advertising, promotion, & marketing.
- Article is commonly recognized as being intended for children under 3 years.

# *Age Labeling*

The information provided on the packaging for consumers to use as a guide for choosing toys.

# *Age Grading Guidance*

- “Guidelines for Relating Children’s Ages to Toy Characteristics”
- “Manufacturers’ Abbreviated Guide for Age-Labeling Toys: Matching Toy Characteristics to Children’s Ages”
- New Revision

# *Small Parts Requirements*

Addresses the hazard of small parts in toys and other products intended for children under 3 years of age.

# *Labeling*

Proper age labeling of a toy helps guide parents and other consumers to the correct toys for children of different ages.



# *Premium Toys*

- Typically distributed in fast food restaurants
- Viewed differently by consumers
- “Tested for all ages” - means okay for all ages
- New Hazards

# *Toy Examples from 16 CFR, Section 1501.2, Scope*

- Squeeze or squeaker toys
- Push and Pull toys
- Blocks
- Stacking and Nesting toys
- Bathtub and Pool toys
- Stuffed animals
- Dolls
- Transportation

## *Characteristics of toys for children under 3 years*

- Size & Weight - small, lightweight to grasp and carry
- Theme - represents common objects easily identified - house, farm, cartoon figures
- Degree of Realism
- Colors - bright, contrasting

## *More characteristics for under 3*

- Noisemaking Feature - simple sounds, not too loud or frightening
- Action and Movement - silly movements
- Type of Skill Required - help children learn and practice - walking, stacking, sorting
- Level of Skill Required - slightly beyond the child's capabilities to be interested and challenging

## *Characteristics of toys for children 3 through 5 years*

- Type of Skill Required - simple identification for reading and mathematics
- Level of Level of Skill Required - goal directed, but not capable of formulating strategy
- Theme - all types - garages, farms, imaginary worlds, space, military
- Size - can manipulate accessories of less than 1/2" in size.