

Baby Safety Alliance — Baby Safety Summit
Remarks of Acting Chairman Peter A. Feldman
June 2, 2026

Opening

Good morning. Thank you for the warm welcome and thank you to the Baby Safety Alliance for the invitation to be here today.

Specifically, I would like to thank:

It's a pleasure to spend time with the leaders of the juvenile products industry — the designers, the engineers, and the manufacturers who build the cribs, the carriers, and the countless other products that families rely on every single day.

At the Consumer Product Safety Commission, we believe that when safety is done right —when it's rooted in common sense, sound science and real data—we can protect children while supporting American manufacturing, innovation, and economic growth.

We share a mission. We are here to protect children, to keep faith with the parents who trust your products, and to

support safe innovation that constantly seeks to improve the lives of American families.

Few industries carry the kind of responsibility that yours does. When parents buy a product for an infant, they are trusting that product – and your brands – with the most precious thing in their life.

Safety can never be an afterthought. It must be built in from the very beginning of each product's lifecycle.

That is why gatherings like this matter. The conversations we have here — candid, technical, and sometimes difficult — are how we turn a shared commitment into safer products on the shelf.

A Mission Reset

At CPSC, we have refocused on our core statutory mission: to save lives and keep families safe from unreasonable risks of injury.

For far too long, success at CPSC was measured by the wrong things — by how many new regulations the agency

issued, or how many new mandates it imposed on American businesses.

That is not how we measure success now.

Instead, we judge our accomplishments by outcomes. By the number of unsafe products we stop. By the dangerous imports we intercept at the border. By effective recalls, and by the increase in violative products pulled off online marketplaces and out of American homes.

We are returning to common sense, sound science, and data-driven enforcement aimed at real-world risk — instead of undermining the responsible American companies that invest in compliance and build their products the right way.

Enforcement That Targets Real Risk

Nowhere is this reprioritization clearer than in our enforcement efforts.

Under the leadership of President Trump, 2025 was a record year for targeted enforcement:

542 recalls and safety warnings.

More than 26 million products recalled.

More than 88,000 takedown notices to online sellers last year.

And a significant increase in port inspections and screening of high-risk shipments.

Halfway into 2026, we have already surpassed each of these marks – including more than 106,000 takedown notices issued to online sellers.

We're setting records thanks to risk-based targeting that is aimed squarely at dangerous products, bad actors, and the most serious risks to infants, children, and families.

When we concentrate our resources on the actual risk, we protect more children with the same effort, and we stop penalizing the companies that are already doing it right.

Confronting Unsafe Imports

The single greatest challenge we face is the flood of unsafe products entering this country — much of it through direct-to-consumer e-commerce channels.

Chinese imports account for roughly one-third of the products under our jurisdiction, yet they account for nearly three-quarters of the violations we identify.

That disparity tells us where risk is concentrated—and where enforcement resources should be focused.

We are using every tool we have to protect the American public.

We have revoked the accreditation of Chinese testing labs that issue unreliable or falsified reports. If a lab cannot be trusted, it has no business certifying products for children. Full stop.

We have expanded investigations into foreign-owned e-commerce platforms and increased our targeting of

dangerous children's products available through e-commerce channels.

And we have invested in AI-enabled targeting tools and advanced analytics that will help us intercept dangerous products earlier — while speeding clearance for legitimate trade.

It's a safety issue, but it's also a fairness issue.

For the responsible manufacturers in this room, this matters. You should never be undercut by bad actors who ignore the rules. Enforcement protects consumers and legitimate businesses alike.

Protecting the Integrity of the Safety System

But unsafe products are not the only threat we face.

The integrity of the entire product safety system—from testing and certification to recalls and corrective actions—depends on trust. And that trust must be protected.

Effective consumer product safety depends on trust.

Consumers trust that a product bearing a certification mark has actually been tested. Retailers trust that safety labels are legitimate. Regulators trust that testing and certification systems are operating as intended.

Unfortunately, bad actors are increasingly attempting to exploit that trust.

Last month, CPSC issued a Request for Information seeking public input on the growing use of counterfeit certification marks, fake safety labels, and other deceptive practices used to evade U.S. safety requirements.

Counterfeit safety labels are not merely technical violations.

A fake safety label doesn't make a product safe. It makes dangerous products harder to identify.

These schemes undermine the entire product safety system, mislead consumers, frustrate enforcement efforts, and create an unfair competitive advantage for companies that choose to ignore the rules.

This issue is particularly concerning in the e-commerce environment, where consumers often have limited ability to independently verify safety claims before purchasing a product.

For responsible manufacturers, this effort is about more than enforcement. It is about protecting the integrity of the compliance investments you make every day. Companies that invest in testing, certification, and product safety should never have to compete against those who simply fake the evidence of compliance.

We look forward to working with stakeholders across industry, testing laboratories, and consumer organizations

to better understand the scope of this problem and identify effective solutions.

Improving Recall Effectiveness

We have also launched a Request for Information on consumer product recall fraud.

Recalls remain one of the most important tools available to remove hazardous products from homes and keep families safe.

Yet the Commission has become increasingly aware of reports involving fraudulent recall claims and organized efforts to exploit recall programs for financial gain. Such conduct can increase costs, distort recall performance data, and ultimately undermine recall effectiveness.

For these reasons, we are seeking stakeholder input on practical ways to deter fraud while preserving consumer access to effective remedies.

Recalls should remove dangerous products from homes—not reward abuse of the system.

Modernizing CPSC

To elevate our enforcement capabilities, we are modernizing how the agency works — investing in AI tools, advanced analytics, risk analysis, and data science.

We are modernizing the National Electronic Injury Surveillance System — known as NEISS — so that we get better injury data, faster analysis, and earlier identification of emerging hazards.

We have established an Analytics Center of Excellence to standardize our methods across the agency, strengthen scientific integrity, and support faster, smarter decision-making.

Better data should not only improve enforcement—it should also make the agency more predictable. Businesses should have a clearer understanding of our expectations and a fair opportunity to comply.

The goal of all of this is the same: smarter enforcement, better targeting, faster action, and more predictable engagement with the industry.

eFiling Is Almost Here

Those four goals all come together in one area I know a lot of you in this room are focused on: eFiling.

Under eFiling, importers will be required to electronically submit their Children's Product Certificate before bringing goods into the United States. And they'll have to comply with these requirements starting in just over a month, on July 8th.

If we are going to invest in better data, we also need a modern way to act on it at the border, which is exactly what eFiling delivers.

This is not a new regulatory program. It is a modernization initiative.

Let me be clear about what eFiling does not do:

It does not create new testing, certification, or compliance requirements. Importers are already required to maintain this information. eFiling simply modernizes how it reaches the agency.

It does NOT apply to domestic manufacturing, including small businesses manufacturing in the United States.

And the benefits are real. For compliant businesses, it will mean faster clearance, fewer inspections, and reduced delays.

For enforcement, it will allow for better targeting of high-risk shipments and earlier interdiction of dangerous products.

This levels the playing field for compliant American manufacturers.

My hope is that you are preparing already. We are hosting webinars regularly, and you will find a wealth of resources at [cpsc dot gov slash eFiling](http://cpsc.gov/eFiling). Please don't wait.

The Power of Voluntary Standards

I know the juvenile products industry will embrace the ways eFiling further levels the playing field in the same way you have always supported strong voluntary consensus standards as an avenue to fair competition.

Consensus standards are flexible. They are adaptable. They move faster than formal regulation. And they bring everyone to the table — industry, engineers, consumer advocates, and technical experts — to solve real problems together.

That's why Congress built the Consumer Product Safety Act around a clear preference for this standards-development process.

CPSC has a long history of working cooperatively with the juvenile products industry through the ASTM process.

This collaboration has produced some of the most important child-safety standards on the books, and it remains the model for how we want to work with you.

When standards work and compliance are strong, everyone wins. Consumers are protected. Innovation continues. Safety improves.

But when hazards are not adequately addressed, CPSC will act decisively. That is the balance, and that is the partnership.

Infant Loungers

For example, CPSC continues to prioritize enforcement of the Infant Support Cushion rule.

Responsible manufacturers have worked to redesign products and comply with the new mandatory standards that went into effect in May of last year.

However, a persistent challenge remains with foreign direct-to-consumer sellers and illegal online sales, particularly from overseas.

CPSC has issued multiple recalls involving products in this category in 2026, and we anticipate more enforcement action over the next few months.

E-commerce platforms and third-party sellers that facilitate the distribution of violative products have a responsibility to do more. CPSC continues to push for stronger product screening, seller verification, recall compliance measures, and faster removal of unsafe infant products from digital platforms.

Reese's Law and Button Cell Batteries

Another example where the Commission continues to be active in the juvenile product space has to do with button cell and coin batteries. I don't need to describe to anyone here the dangers of a child swallowing one of these tiny batteries. You're all familiar with Reese's Law, and you know that it exists because of a tragedy no family should ever have to endure.

Enforcement actions under Reese's Law have increased by approximately 600 percent compared to the Biden era.

If your products contain these batteries, the standard is clear — it is not voluntary, and CPSC will utilize all available avenues of enforcement to protect families and the ones they hold most dear.

Closing

Through strong standards, engineering improvements, and collaboration between manufacturers, standards developers, and regulators, products that once presented significant risks have become dramatically safer.

That progress demonstrates what is possible when we all work toward the same objective.

There is still work ahead. But I am confident that if we continue to focus on real risks, sound science, and practical solutions, we can make the next generation of children's products even safer than the last.

We share the same goal: safer products, safer children, and greater confidence from the families who place their trust in all of us.

Thank you for inviting me to join you today and thank you for everything you do to earn that trust every day.