

LOG OF MEETING
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SUBJECT: CPSC staff and members of the sleepwear industry met to discuss an Information and Education campaign for children's sleepwear.

DATE OF MEETING: May 23, 1996

PLACE: CPSC,
Bethesda, MD

LOG ENTRY SOURCE: Mary Kelsey, EXHR

DATE OF ENTRY: June 11, 1996

COMMISSION ATTENDEES: Ann Brown, Chairman; Mary Sheila Gall, Commissioner; Thomas Moore, Commissioner; Pam Weller, COTM; Patricia Semple, COMG; Dennis Wilson, COMG; Ron Medford, EXHR; Nancy Sachs, EXHR; Alan Schoem, CAL; Alan Brauning, GC; Warren Prunella, EC; Terry Karels, EC; Terry Kissinger, EH; Linda Fansler, LS; Pat Fairall, CRM; Mary Kelsey, EXHR.

NON-COMMISSION ATTENDEES: Walter Wormser, Wormser Co.; Rhondetta Walton, Fruit of the Loom; Johanna Westerhuis, Cutlers; Cathy Kovacs, S. Schwab; John Husson, S. Schwab; Dave Brown, Wm. Carter Co.; Hardy Poole, ATMI; Carl Schlosser, Salant; Marlaine Goldscheider, Impact; Marybeth Brighton, Oneita; Allison Wolf, AAMA; Rick Locker, CMA; Meg Farrage, IMRA; George Creswell, Gerber Childrens Wear; Michael Gale, AAMA; Larry Brownstein, Waterbury Garment; Marsha Sandberg, PCA; Randy Buckner, PCA; Leonard Schwab, S. Schwab Co.; Steve Loftin, Carters; Susan Hullin, DGI (for Carters); Patty Adair, NCC; Phil Wakelyn, NCC; Chris Lanigan, Dundee Mills; Larry Wilde, Kleinert's; Natalie Hanson, AMC; Bruce Navaro.

SUMMARY OF MEETING:

Chairman Ann Brown opened the meeting focusing on CPSC's support of an industry-developed Information and Education (I&E) campaign and the importance of public awareness. Chairman Brown suggested several possible options such as hang tags and point of purchase notification as well as the need to address the problem of large cotton tee shirts being used as sleepwear.

Commissioner Moore explained his support of the amendments, stressing that his vote on the Federal Register Notice depended on industry's commitment to a public I&E campaign. Commissioner Moore emphasized that any I&E campaign must communicate to the buyer the differences between cotton and flame resistant fabrics and must inform consumers of the meaning of "close fitting" garments. In closing, Commissioner Moore stressed that CPSC must be satisfied with any proposed I&E campaign and must be assured of industry's commitment to move forward in this area.

Commissioner Mary Sheila Gall added her support of an I&E campaign that encourages a common sense approach among CPSC, industry and retailers to educate parents on sleepwear issues.



Ron Medford, moderator, reiterated CPSC's position that any I&E campaign must include clear and concise information on definitions of "tight-fitting" and "flame retardant/resistant."

Michael Gale of AAMA stated that industry needed more specific information and guidance of what CPSC expected in an I&E campaign. Mr. Gale voiced industry's concern over product liability issues with regard to labeling and underscored the need for national uniformity of labeling among manufacturers. Mr. Gale emphasized the importance of creative freedom on the manufacturer's part when developing I&E information.

Allison Wolf of AAMA and Carl Schlosser of Salant spoke of the need for retailer participation and asked for CPSC assistance in getting the retailers involved.

Other industry members, including Rick Locker of CMA, Steve Lofton of Carters and Mr. Schloesser, stated that manufacturers must have uniform labeling methods and a clear, consistent message "across-the-board."

Many industry members agreed with CPSC's recommendations of what must be included in an I&E campaign but expressed concern over exact wording on labeling, the ability to convey so much information on hang tags and/or garment labels and the fact that all of this information must, in some cases, be reproduced in several different languages. Larry Hilde of Kleinert's added that if not handled effectively, an I&E campaign could become burdensome to industry.

Mr. Medford stated that feedback from industry, at this point, seemed mixed and recommended that a working group be established immediately to address all of the areas of concern. Mr. Medford said CPSC would chair the first meeting of this working group. He then ended the meeting.

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