

**U.S. Consumer Product Safety Commission
LOG OF MEETING**

CPSC 6 (b)(1) Cleared

20/16/2007
No Mfrs/PrvtBlrs of

Products Identified

Excepted by

Firms Notified,

Comments Processed,

SUBJECT: Recall Effectiveness Pilot Project

DATE OF MEETING: June 9, 2000

LOG ENTRY SOURCE: Walt Sanders

DATE OF LOG ENTRY: August 11, 2000

LOCATION: 230 S. Dearborn Street, Chicago, IL.

**CPSC ATTENDEE(S): Walt Sanders, COAB
Dennis Wilson, COMG
Michael Gougisha, COTM
Marc Schoem, CRC
Bob Ochsman, ESHF**

**NON-CPSC ATTENDEE(S): Jim Walter, Mattel
Joe Newberg, Toro
Carl Schwartz, Brandstamp
Sean Brown, Brandstamp
Wayne Morris, AHAM
John C. Kerr, Whirlpool
Lori Fincher, Whirlpool
Rick Seib, Whirlpool
Daniel Lee, Dialtek
Sri Beldona, Marketing Management, Inc.**

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SUMMARY OF MEETING: Walt Sanders gave brief opening remarks welcoming the participants to the meeting and provided a brief summary of the April 28 recall effectiveness pilot program meeting at CPSC. Daniel Lee (Dialtek) and Sri Beldona (Marketing Management, Inc.) gave a powerpoint presentation of the results of a recent product registration survey conducted over the telephone. The survey focused on the reasons why consumers fail to return consumer product warranty cards. The survey concluded, among other things, that there is a direct relationship between the ease and simplicity of product registration and consumer response rate. Lee and Beldona said that telephone registration of consumer products could increase response rate. Sean Brown and Carl Schwartz (Brandstamp) focused on how Internet registration could be an integral part of CPSC's pilot program. They indicated that Brandstamp was discussing a possible working relationship with Mattel in relation to the CPSC pilot program. Brown and Schwartz indicated Brandstamp was already working with a "Babygear.com" and "Circuit City.com" on retail level on-line registration programs, and would share any return results with CPSC. Joe Newberg (Toro) indicated that Toro was progressing on its plan to test four product identification cards (one with language suggested by CPSC) in batches of 30,000 each on two different models of electric blowers. Newberg said the company would be able to have meaningful results by December, 2000. Jim Walter (Mattel) indicated that Mattel would use two models of cards: one card would be based on the card currently required by National Highway Traffic and Safety Administration (NHTSA) for car seats; the other card would be based on the model card developed by CPSC. Mattel would like to focus on juvenile, higher price point, and longer life products, and will make a final decision within the next month on which two products will be part of the pilot project. Mr. Walter indicated they would like to involve a retail level "point of sale" and Internet registration as part of the Mattel portion of the pilot project. Rick Seib and Lori Fincher reported Whirlpool was progressing on its work on the pilot project and should have a draft card ready for distribution by mid-August. Toro, Mattel and Whirlpool said they would provide periodic reports to CPSC. The meeting concluded was a general discussion of recall effectiveness.