

CPSC Meeting Log: Commissioner Boyle Meeting with Mattel, Inc.

CPSC Attendees	Commissioner Mary Boyle Eva Caldera Alison Council
Date of Meeting	October 4, 2022
Date of Log Creation	October 14, 2022
Log Creator	Eva Caldera

ATTENDEES	AFFILIATION
Heather Bramble	Mattel, Inc.
Joseph Vinhais	Mattel, Inc.
Michael Anderson	Mattel, Inc.
Joelle Simpson	Mattel, Inc.
Gabe Knight	Consumer Reports

MEETING NOTES:

Participants discussed: Introduction to and brief overview of Mattel's quality and safety program.



CPSC and Mattel, Inc. Meeting

Product Safety and Quality

October 4, 2022

Open Session

- Introduction to Mattel
- Overview of Quality Organization and Systems
- Our Five Phases of Product Safety
- Medical and Scientific Safety Council
- Safe Start Program
- Mattel's Safety and Quality Components
- Product Safety and Regulatory
- Key Safety and Compliance Processes
- Summary and Q/A





Introduction to Mattel

Our History



1945

It all began in a garage, as a collaboration between Ruth and Elliot Handler, and Harold “Matt” Matson. They were designers and engineers, whose collective focus on creativity and innovation forever changed how kids play.



1948

Mattel is incorporated with headquarters in Los Angeles.



Today

#1 toy company in the US
#1 globally in Dolls, Vehicles, and Infant, Toddler and Preschool categories.

(per the NPD Group)

Our Iconic Brands



Dolls

Vehicles

Action Figures

Construction

Games

ITPS

Plush Other

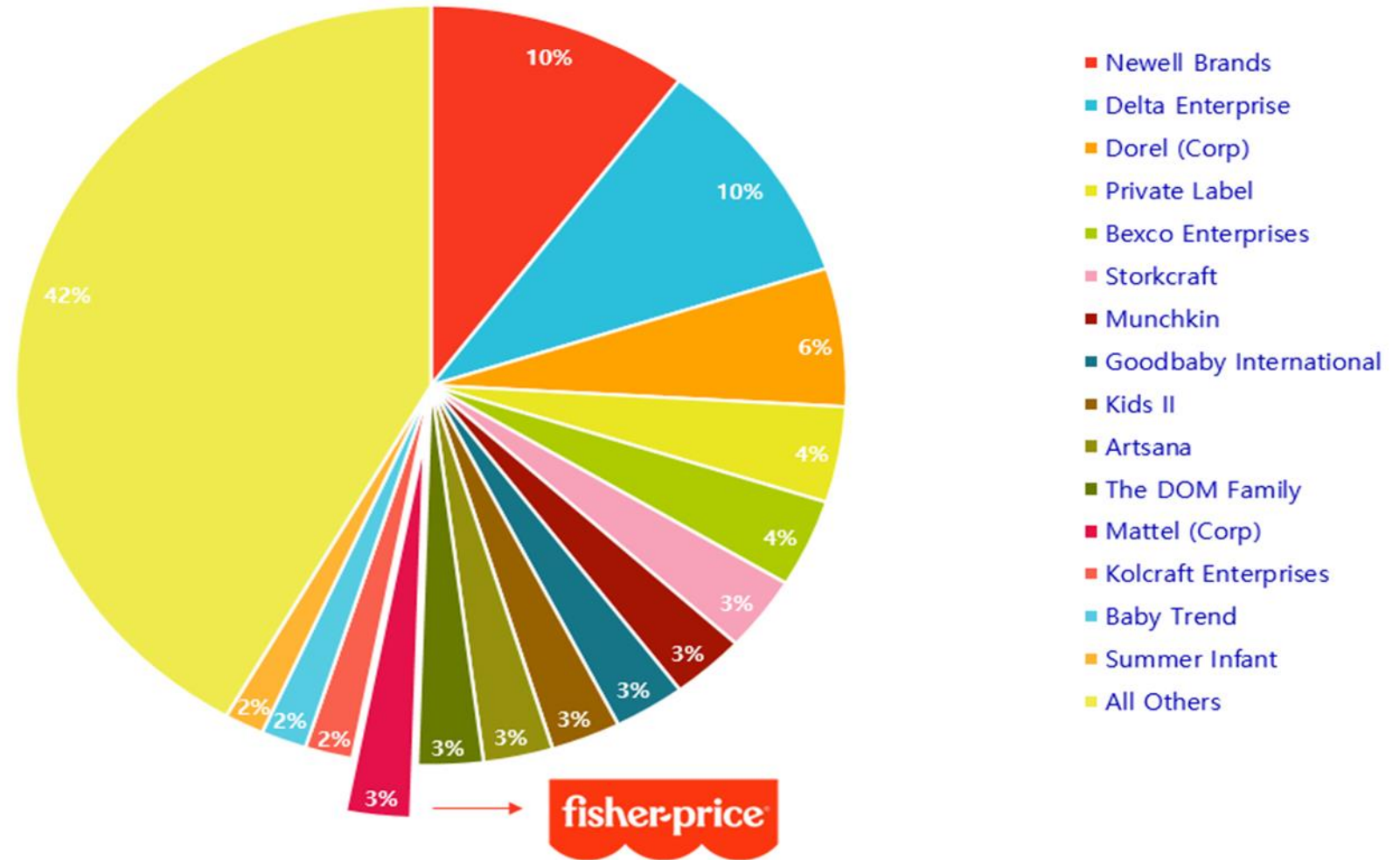


*Includes Licensed Brands

Our Position in Juvenile Products Category



US Juvenile Products by Manufacturer 2021



Baby Gear NPD: All Categories 2021



Our Quality System

Quality Organizational Functions



Our Quality System



Figure – adaptation from Oracle Manufacturing ERP distributed system

Our Five Phases of Product Safety



Iterative Process

- Product Ideation – imagination sparks innovation and creativity
- Product Development – brings ideation into physical constructs
- Product Qualification – understands safety, usability, playability, reliability, and durability
- Production – ensures quality assurance, controls and governance of the supply chain
- Voice of the Customer – post-sales listening system to continuously improve products.



Play Lab

learning from generations of children



Established in 1931

135,250

babies & preschoolers have tested toys over the years.



60

years

of formalized research since the opening

2,500+

kids participate each year

450

more than toy ideas tested annually

1,850

parents take part in On-Site and In-Home Testing every year.

“Children learn best through hands-on experience. So our designers watch and learn from how they play. It really helps us make better toys.”

Deborah Weber, Ph.D.
Director, Early Childhood Development Research



Voice of Children and Parents



Bring In the (Real) Experts: Kids



The Most Fun Test



Fine-Tune to the Finish



Never Stop Learning



Medical & Scientific Safety Council (MSSC)

Mattel's Medical and Scientific Safety Council



- Mattel has established a Medical and Scientific Safety Council (MSSC) comprised of leading pediatricians with experience in early childhood development, pediatric disaster response, pediatric health policy, behavioral pediatrics, adolescent medicine, pediatric clinical education, and parent education.
- The role of the MSSC is to provide professional opinions, advice, and recommendations related to product safety, as well as the safe and proper use of products. The MSSC also provides insights into parents' challenges, the latest trends in child health and development, and advises on actions parents and caregivers can take to ensure productive and safe play.

- ❖ A first for our company
- ❖ A first for our industry
- ❖ Nationally recognized and respected pediatricians
- ❖ Quarterly meetings
- ❖ Weekly Safety Advisory Panel
- ❖ Ad-hoc meetings and referrals to specialists



MSSC
Medical and Scientific
Safety Council

Our Council of Pediatricians



Dr. Laura Jana

MD, FAAP Co-Chair of MSSC
Medical Advisor
Researcher, Penn State Edam Bennet
Peirce Research Center
Author, The Toddler Brain



Dr. Joelle Simpson

MD, FAAP
Children's National Hospital
Division Chief, Emergency Medicine



Dr. Collen Kraft

MD, FAAP, MBA
Children's Hospital of Los Angeles
2018 Past President of American
Academy
of Pediatrics



Dr. Michael Anderson

MD, MBA, FAAP, FCCM, FAARC Co-Chair
of MSSC
Senior Advisor to the Assistant Secretary for
Preparedness and Response at the U.S.
Department of Health & Human Services
Former Chief Medical Officer (UH
Cleveland)
Former Children's Hospital President
(UCSF)



Dr. Julie Kardos

MD, FAAP
Children's Hospital of (CHOP)
University of Pennsylvania

MSSC's Information Exchange



MSSC advises on scientific and medical issues related to product safety incidents, consumer complaints, marketing, warnings, instructions, new product development and product revisions



MSSC reports on new developments related to scientific and medical trends, news, and literature that may impact product safety hazards and product design.



Sleep Safety
With Dr. Laura Jana, FAAP

SPECIAL GUEST

SafeStart

Bath Safety
With Dr. Laura Jana, FAAP

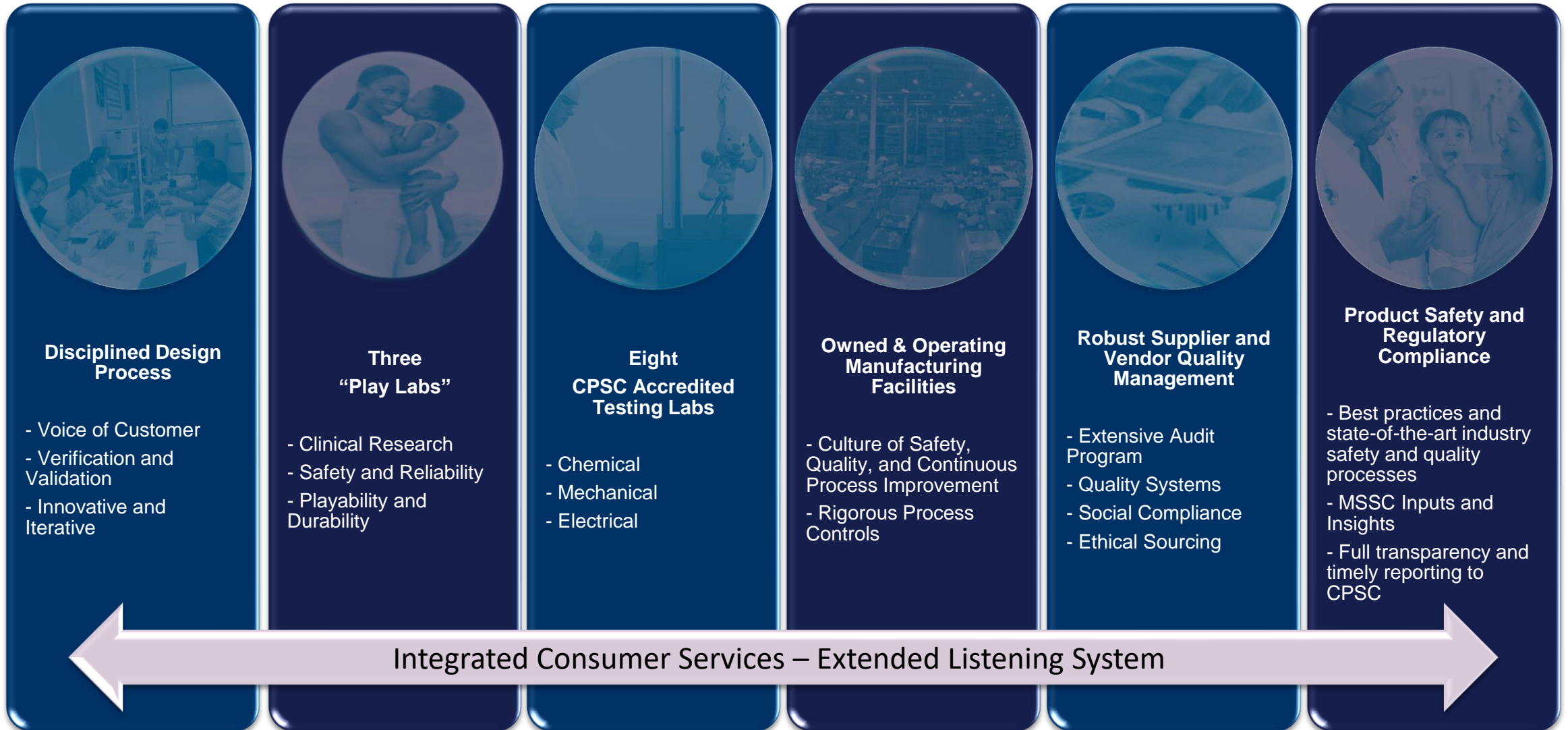
Safe Sleep Spaces
With Dr. Laura Jana, FAAP

Safe Play
With Dr. Laura Jana, FAAP

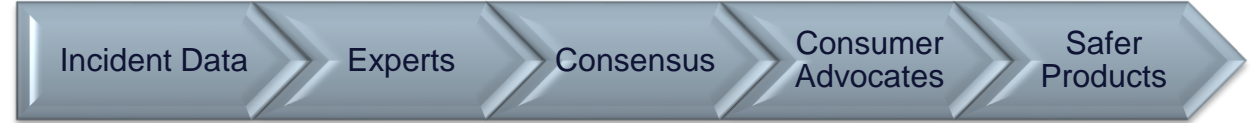


Deeper Dive into our Processes, Oversight, & Governance

Mattel's Safety and Quality Components



Product Safety & Regulatory



Key Safety and Compliance Processes



Hazard Analysis



Safety Advisory Panel



Engagement with CPSC



Build Safety and Quality into our Products

- Disciplined design process
- Go beyond industry standards for safety and quality
- Extensive testing in play labs, chemical & mechanical labs, and pre- and post-production



Integrated Quality System

- Quality Assurance and Control of full product life-cycle
- Robust audit program throughout the supply chain
- Listening system with consumer feedback, regulators, and retailers



Vigorous Safety, Compliance, and Governance Processes

- Diligent and timely reporting to CPSC and other regulators
- Industry first Medical and Scientific Safety Council
- Strong hazard identification, risk evaluation, and mitigation processes

Fisher-Price: 90+ Years of Children's Safety and Smiles



Thank You



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