

Parents for Window Blind Safety

Seal of Approval Guidelines for Manufacturers and Retailers



What the Seal of Approval means:

The Seal of Approval (hereinafter “The Seal”) is an indication that the product bearing The Seal has been approved by Parents for Window Blind Safety as a product that has a reduced risk of cord strangulation, or is a window covering safety device that reduces the risk of cord strangulation, as compared to traditional window covering products and accessories. The Seal as a safety approval only evaluates and addresses cord strangulation hazards; it does not serve as an approval of any other safety issues beyond cord strangulation hazards.

What products and services can display the Seal of Approval?

With express written authorization from Parents for Window Blind Safety, the Seal is for all manufactures in Canada and the United States who manufacture approved window covering devices and window covering products which have no accessible cords, looped cords, cord joiners, or any exposed operational cords in excess of 8 inches in length or capable of attaining a length greater than 8 inches. Products may have ridged cord shrouds/wands which eliminates cords wrapping around objects.

How should the Seal of Approval be used?

On Product Packaging:

The Seal can only be used on product packaging if the manufacture has signed an additional license agreement with PFWBS independent of online and brick and mortar retailers.

The Seal must be placed conspicuously on the front side of product packaging when the package is displayed in stores.

If the Seal is used on product packaging inserts or instruction guides, the Seal must be displayed on the front page of the packaging insert or instruction guide and in the insert or instructions

The following explanation must appear:

"The Lab Tested Mom Approved™ Seal of Approval indicates that this product has been approved by Parents for Window Blind Safety as a product that has a reduced risk of cord strangulation, as compared to traditional corded window covering products that pass the most current industry ANSI safety standard. The Seal as a safety approval only evaluates and addresses cord strangulation hazards; it does not serve as an approval of any other safety issues beyond cord strangulation hazards.

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Seal of Approval Guidelines Cont.



For Marketing Materials:

The seal may only be used on marketing materials owned by the manufacture. If other merchants have signed an additional license agreement with PFWBS independent of manufactures , the seal can also be used on merchant marketing materials.

The Seal may only be used in connection with products specifically approved by Parents for Window Blind Safety. No other products or services may be included in marketing materials bearing The Seal.

The Seal may not be used in any manner that would cover the safety hazards for all of a merchant's products. If a merchant must promote custom window covering products with optional lift systems, it must be specified that the SEAL only covers CORDLESS products.

On Websites:

The Seal may only be used on websites owned by the manufacture unless tmerchants of the approved products have also signed an additional license agreement with PFWBS *independent of manufactures*. If an additional license agreement is signed, the seal may be promoted on the merchants website.

The Seal may be used on website pages that display or discuss the approved products.

The Seal may not be used in a manner that would cover the safety hazards for all of a manufactures or merchant's products. Manufacture or merchant websites are encouraged to follow the most current ANSI/WCMA standards for window covering safety regarding warning labels for corded custom products online. The consumer must be warned online as per the current ANSI/WCMA Window Covering Safety Standard while customizing corded/cordless lift systems options and in the cart online. Please see [ANSI Standards](#) for more information.

If a merchant or manufacture promotes custom window covering products with corded optional systems choices, it must be specified that the SEAL only covers CORDLESS products, including a notification online, at the point of sale and any time a corded option is offered.

The customer must be warned that corded systems are not covered under the PFWBS SOA program if corded systems are selected on products bearing the PFWBS seal. The following warning from the 2022 WCMA safety standard must be displayed conspicuously:

Warning! Corded operational features are not covered under the PFWBS Lab Tested Mom Approved™ seal of approval program. ANY accessible cords pose strangulation hazards to children. Please choose cordless lift systems in homes where children live and visit.



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Market Surveillance Program:

To ensure we protect the integrity of The Seal and uphold the highest standard in the industry, we implement a market surveillance program. Within the three years' assessment period, products will be purchased and tested to confirm the products are continuing to meet the PFWBS requirements.

Trademark Rights:

Parents for Window Blind Safety owns all trademark rights and associated goodwill developed by authorized use of the Seal of Approval and the slogan "Lab Tested Mom Approved™." Registration No. 3,206,676 and 6,014,280

Restrictions:

Contracts will be renewed annually and are considered void if any changes are made to the products after products have been tested and approved.

Products that are modified in any form, within three years, will need to be retested and will require a new lab testing form.

Prototypes tested must be tested after product is commercially manufactured and before product hits the market. Final samples must be sent to PFWBS before distribution.

Specifications:

Refer to style guide given after approval process has finalized.

PFWBS Seal of Approval Style Sheet

FULL COLOR LOGO

FONTS USED	PROMINENT COLORS
Proxima Nova	C= 1 M= 2 Y= 38 K= 00 R= 254 G= 241 B= 176 HEX = FEF1B0
Gotham	C= 65.02 M= 57.42 Y= 56.55 K= 35.23 R= 79 G= 79 B= 79 HEX = 4F4F4F
<i>Shark in the water</i>	C= 0.77 M= 0.19 Y= 0.00 K= 0.16 R= 50 G= 173 B= 214 HEX = 32add6



LOGO ON COLORED BACKGROUND



BLACK



B&W BACKGROUNDS



BLACK OR DARK BACKGROUNDS



SPECS

Logo must be used in its entirety and with colors shown above.

The minimum size of the logo is .75 inch in height.

Use proper specs on colors shown above, do not approximate colors. Specifying CYMK color process is best. Do not use other colors.

When color is not an option, a black or white inverse logo is available.

The trademark, shape, font, and color of the Seal of Approval must be consistent when using the logo at all times.

Do Not:

Stretch, shear, outline, use shadows or any effects on the logo.