

PRODUCT ASSURANCE

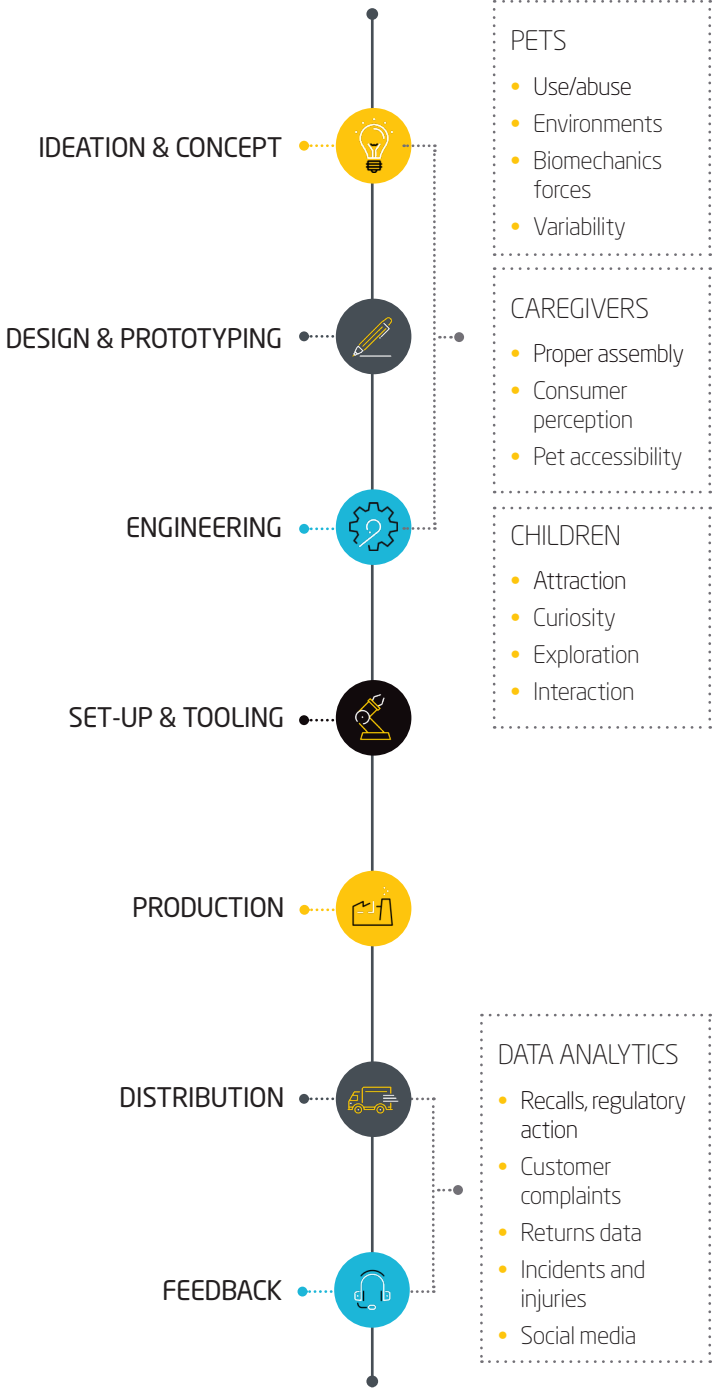
PET PRODUCT SAFETY

Intertek Assuris

Total Quality. Assured.

By leveraging years of product design and safety experience, customized assessment protocols, and unique service offerings, we provide safety and engineering guidance throughout the entire product lifecycle, from concept through distribution.

RISK IDENTIFICATION:



Companies need to consider the potential behaviour of pets, caregivers and children during the ideation, design and engineering stages.

We can analyze consumer data to inform the design team to create high quality & safer products

Providing technical expertise and industry insight to enhance the quality and safety of your pet products.

Our global team of safety engineering experts have been studying physical hazards for over 30 years. Our passion for keeping consumers safe and protecting our clients' brands is second to none. Our research, methodology, and customized assessments have safeguarded the brands of our Fortune 500 clients for decades, allowing them to push the boundaries of innovation while we work behind the scenes to identify and quantify hazards to reinforce the safety and quality of their products before they become available on the market.



PRODUCT & PROCESS SAFETY CONSULTING SUPPORT

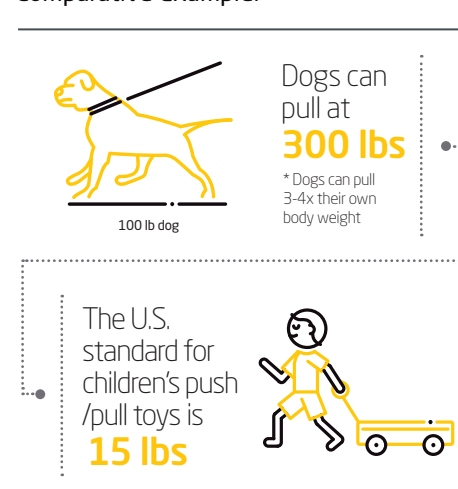
We partner with clients to build, maintain and protect their brands by navigating the potential hazards of pet products and implementing our tailor-made product safety and performance assessment solutions.

Background

The market for pet products is growing rapidly and the demand for safe products is increasing. As owners often view their pets as members of the family, they are becoming more invested in providing healthy and happy lifestyles for their pets and want to be assured of the safety and quality of their pet's products. However, safety regulations on pet toys and accessories are limited. Many products are recalled for being unsafe for pets and their families (for instance, a product may be child attractive, and if poorly designed, it may lead to injuries or fatalities).

Due to limited regulatory guidance, some pet product companies have adopted regulations for children's toys to test their pet products. However, meeting the physical/mechanical testing requirements for child toy safety standards are likely not sufficient to test pet products due to the greater forces exerted on these products by animals.

Comparative Example:



Manufacturers, designers and brand owners should be aware of the extreme biting, pulling, scratching, and chewing behaviors of pets to reduce potential hazards associated with their products. Ensuring a safe and quality pet product means being able to withstand these behaviors, protecting pets, consumers, and brands.

Intertek's Product Assurance Team

When regulations are lacking, Product Assurance partners with your company to design industry-leading products that will meet your brand's quality, function and safety metrics to keep your consumers and their pets happy, healthy and safe.

Our expertise extends to a wide range of pet products for dogs (and other types of pets) such as clothes, food/treats, feeding utensils, collars, leashes, tie-outs, harnesses, chew toys, doors and gates, beds and blankets, and more.

As a result of our experts' in-depth knowledge, technical proficiency and long-standing experience, our clients are successful in minimizing the risk of recalls, consumer injuries, lawsuits, fines, and general customer dissatisfaction.

Our services include:

Canine Behaviour Analysis

Our experts have analyzed canine behavior during canine-product interaction to define physical metrics including, but not limited to, attraction, intensity of odor, digestibility, shelf life stability, and durability throughout mouthing and play mechanics. These metrics are used to determine life-simulating assessments.

Canine behavior, force and motion data is obtained through:

- Canine observations
- Consulting with veterinary specialists
- Literature review
- Development of sensors to record the forces exerted on an object by an animal, such as biting or tearing

Customized Physical & Durability Assessments

Based on canine behavior and biomechanics data, our Product Assurance team has created robust canine jaw replicas of varying breeds to simulate product life cycle use and abuse. Our die-cast bronze jaws are used to mimic potential wear and tear on a product and assess its long term physical and mechanical safety.

Airway Obstruction Modelling

Using the methodology described above, and in collaboration with leading research scientists and university veterinarians, our Product Assurance team developed a life-like canine airway model. As the materials of the airway closely mimic those measured from canine anatomy, the hazard model

accurately represents the geometric and material conditions of the canine oral cavity and airway. Fragments of an object can be evaluated for their potential to obstruct the airway using our state-of-the-art mechanical breathing apparatus to provide clients with important information regarding the size and shape of items that can cause a partial or full airway obstruction incident.

Partnership with Medical Specialists

In addition to our collective knowledge and solutions, we can provide our clients with further insight into pet product design and safety issues by utilizing our well-established relationships with veterinary specialists, animal behaviourists and industry experts. We can also refer veterinarians to our clients to provide optimal medical advice.

Based on gathered data and our expertise in product safety, we can provide design recommendations before significant time, emotional and monetary investment is made.

The Intertek Advantage

Intertek is a leading Total Quality Assurance provider to industries worldwide. Our network of more than 1,000 laboratories and offices in more than 100 countries, delivers innovative and bespoke Assurance, Testing, Inspection and Certification solutions for our customers' operations and supply chains. Intertek Total Quality Assurance expertise, delivered consistently with precision, pace and passion, enabling our customers to power ahead safely.

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Americas

545 E. Algonquin Road
Arlington Heights,
Illinois,
60005



+1 224 200 7172

Europe

Unit D Imperial Park
Leatherhead,
Surrey
KT22 7TA

+44 1372 366 074

Asia Pacific

576 Castle Peak Road
Kowloon,
Hong Kong

+852 2926 3923



pa.sales@intertek.com



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