



Play it safe 好玩更要安全

Testing, Inspection, Auditing, Certification and Training & Knowledge Services for the Toys & Children's Product Sector
玩具及儿童用品的测试、检验、审核、认证、培训和咨询服务

Add value.
Inspire trust.



Challenges in a global marketplace

Toy manufacturers, importers, retailers and brands are facing unprecedented challenges in today's global marketplace. There is growing knowledge and understanding of the risks posed by hazardous substances and poor designs. As a result, the regulatory landscape is becoming increasingly stringent worldwide.

Failure to stay up to date and comply with regulations or retailers' requirements may result in product recalls, lawsuits and loss of brand reputation, customer confidence and potential sales. In the worst case scenario, it can lead to injuries or fatalities to the end user – the child.

At the same time, supply chains are becoming more complex as companies adopt global sourcing strategies to keep costs competitive. This poses major challenges to monitoring product safety from the design stages to the retail shop floor.

全球市场中的挑战

玩具生产商、进口商、零售商和品牌在当今的全球市场环境下面临着前所未有的挑战。玩具中的危险成份和拙劣的设计所带来的危害越来越被人们认识和了解。正因如此，针对玩具的管控变得越来越严格。

如果不与时俱进，仍生产不符合法规或零售商要求的产品，则可能面临产品召回、合同纠纷、品牌信誉下降、顾客信心丧失和潜在客户流失等问题。更糟糕的是，产品甚至会威胁到终端用户——孩子的健康乃至生命安全。

与此同时，企业为降低成本而采取全球采购策略，使得产品的供应链也变得愈发复杂。这就为从设计阶段到产品上架的整个流程中实行产品安全监控带来巨大的挑战。

Global technical partner for your global operations

In order to survive these regulatory and market forces, companies need to work with a partner that can help them:

- Monitor product safety and quality throughout the global supply chain
- Understand and navigate through regulatory and retailers' requirements worldwide
- Improve the marketability of their product in key markets

With over 150 years of experience in the field of quality, safety and environmental protection and a network of 1000 laboratories and offices worldwide, TÜV SÜD is a globally recognised testing, inspection, auditing, certification and training and knowledge services provider.

Our technical experts leverage on their knowledge, experience and participation in global standards committees to keep abreast of current and future regulatory and market trends, in order to provide a consistently excellent and personalised service to our customers.

From design review to product testing, pre- and post-shipment inspections, factory audits and retail audit testing, TÜV SÜD's comprehensive range of solutions allows our customers throughout the entire supply chain to demonstrate their commitment to product quality and safety.

By safeguarding the quality and safety of your products, TÜV SÜD helps you enhance your reputation as a business that cares about the safety of our children.

您的全球业务的技术伙伴

为了在严格的法规和激烈的竞争中生存，企业应当与能帮助自己的伙伴合作：

- 在全球供应链中监控产品质量与安全
- 了解并能针对全球范围内的各种法规和零售商要求为您提供指导
- 在核心市场中提高其产品的可销性

TÜV南德意志集团拥有着150多年质量认证、安全检测和环境保护的经验，拥有1000多个分支机构，遍布全球约50个国家，是全球知名的测试、检验、审核、认证、培训和咨询服务公司。

我们的技术专家在其知识和经验方面胜人一筹，在全球标准委员会中积极活动，能及时了解最新的法规及未来的市场动向，能够为我们的顾客提供一流的、个性化的服务。

从设计审查到产品检测、装船前后检验、工厂审核到零售抽检，TÜV南德意志集团全面的服务能让我们的顾客在整个供应链中达到其对于产品质量和安全的期望。

通过确保您产品的质量和安全，TÜV南德意志集团将帮助您提升产品形象，成为关注儿童安全的品牌。





The supply chain of the toy industry is becoming increasingly more complex. With TÜV SÜD, manufacturers, distributors, retailers and brands can reduce their business and compliance risks at every stage in the process:

Stage 1: Design

Concerns:

- Understanding the regulatory restrictions for a proposed product in target markets
- Designing safe and high quality toys

TÜV SÜD solutions:

- Risk assessment
- Product protocols
- Factory audits
- Material testing
- Management system certification
- Management and technical training
- Quality system awareness training
- Quality system implementation support

Stage 2: Sourcing

Concerns:

- Ensuring that materials/components used in final products do not contain any banned chemicals or restricted substances
- Ensuring consistent quality of materials

TÜV SÜD solutions:

- Mechanical & flammability testing; chemical testing; electrical & EMC testing; other regulatory testing
- Compliance with CSR standards (SA 8000, WRAP, BSCI, ETI, CoC (Code of Conduct))
- Management system certification
- Management and technical training
- Quality system awareness training
- Quality system implementation support

现今，玩具业的供应链变得越来越复杂。有了TÜV南德意志集团的帮助，生产商、供应商、零售商和品牌能在每一个环节上降低其业务和社会责任的风险：

第一环节：设计

重点：

- 了解提案产品在目标市场中的法规限制
- 设计安全、高质量的玩具

TÜV南德意志集团的解决办法：

- 风险评估
- 产品协议
- 工厂审查
- 原料检测
- 管理系统认证
- 管理和技术培训
- 质量系统意识培训
- 质量系统应用支持

第二环节：采购

重点：

- 确保成品使用的原材料或配件中不含任何禁止使用的化学品或限制物质
- 确保原料的质量始终如一

TÜV南德意志集团的解决办法：

- 机械和可燃性测试、化学测试、电气安全和电磁兼容性测试及其它规定的测试
- 符合CSR企业社会责任标准（SA 8000, WRAP, BSCI, ETI, CoC（道德行为规范））
- 管理系统认证
- 管理和技术培训
- 质量系统意识培训
- 质量系统应用支持



Stage 3: Manufacturing

Concerns:

- Ensuring that products meet consumer and buyer expectations
- Ensuring compliance to global safety, social, legal, and environmental standards
- Ensuring cost-efficient production

TÜV SÜD solutions:

- Mechanical & flammability testing; chemical testing; electrical & EMC testing; other regulatory testing
- Compliance with CSR standards (SA 8000, WRAP, BSCI, ETI, CoC (Code of Conduct))
- Factory inspections
- Pre- & post-shipment inspections
- Energy audits
- Management system certification
- Management and technical training
- Quality system awareness training
- Quality system implementation support

Stage 4: Distribution

Concerns:

- Ensuring pre-shipment quality and quantity
- Ensuring that shipments arrive on time and as ordered

TÜV SÜD solutions:

- Quality & assortment checks
- Loading/stuffing supervision
- Random inspection
- Final quality control
- Management system certification
- Management and technical training
- Quality system awareness training
- Quality system implementation support

第三环节：生产

重点：

- 确保产品达到顾客和买家的期望
- 确保产品符合国际安全、社会、法律和環境标准
- 确保产品成本合理

TÜV南德意志集团的解决办法：

- 机械和可燃性测试、化学测试、电气安全和电磁兼容性测试及其它规定的测试
- 符合CSR企业社会责任标准 (SA 8000, WRAP, BSCI, ETI, CoC（道德行为规范））
- 工厂检验
- 装船前后检验
- 能源审核
- 管理系统认证
- 管理和技术培训
- 质量系统意识培训
- 质量系统应用支持

第四环节：经销

重点：

- 确保产品运输前的质量和数量
- 确保运输按时按计划到达

TÜV南德意志集团的解决办法：

- 质量和分类检查
- 装箱、装柜监督
- 随机抽查
- 最终质量监控
- 管理系统认证
- 管理和技术培训
- 质量系统意识培训
- 质量系统应用支持



Stage 5: Retail

Concerns:

- Ensuring product quality and safety
- Reducing the possibility of a product recall
- Reducing business risks and impact of losses
- Maintaining consumer confidence

TÜV SÜD solutions:

- Dangerous toys analysis
- TÜV SÜD Certification Mark
- Management system certification
- Management and technical training
- Retail training
- Quality system awareness training
- Quality system implementation support
- Anonymous “Mystery Shopper” to purchase product from store shelves for random audit testing

Toys include: Plush toys, dolls, ride-on toys, projectile toys, games, collectibles/ figurines, books, construction toys, electrical and electronic toys, magnetic toys, puzzles, and other merchandise targeted at children under 14 years of age.

Major toy safety hazard: Choking or aspiration of small parts, strangulation, cuts by sharp parts, injury by projectiles, electrical safety, flammability, chemical substances such as Phthalates and BPA, and heavy metals such as Lead, Cadmium, Mercury and Hexavalent Chromium.

第五环节：零售

重点：

- 确保产品质量和安全
- 减少产品召回的可能性
- 减少商业风险和损失的影响
- 保持消费者的信任

TÜV南德意志集团的解决办法：

- 危险玩具分析
- TÜV南德意志集团认证标志
- 管理系统认证
- 管理和技术培训
- 零售培训
- 质量系统意识培训
- 质量系统应用支持
- “神秘买家” 随机抽样检验

包括的玩具有：毛绒玩具、娃娃玩具、乘骑玩具、弹射玩具、游戏机、玩具人偶、玩具书、积木类玩具、电动或电子玩具、磁性玩具、拼图玩具以及其它针对14周岁以下儿童的商品。

主要的玩具安全隐患：吞食或吸入小部件导致窒息，长绳圈勒颈导致窒息、锐边划伤、弹射物伤害、电气安全、易燃性，玩具中含有的有害化学物质如邻苯二甲酸盐和双酚A，以及重金属如铅、镉、汞和六价铬等。



Why choose TÜV SÜD

TÜV SÜD is universally recognised as an independent and impartial third-party service provider. By partnering with us, you benefit from our acclaimed track record in quality and safety. We provide exceptional customer service and technical support, ensuring that our clients always come first. Our quality standards are rigorous and tailored to market requirements. Globally renowned and accepted by major brands, retailers and authorities, TÜV SÜD certification marks help to differentiate you from competitors.

Add value. Inspire trust.

TÜV SÜD is a trusted partner of choice for safety, security and sustainability solutions. It specialises in testing, certification, auditing and advisory services. Through more than 26,000 employees across over 1,000 locations, the company adds value to customers and partners by enabling market access and managing risks. By anticipating technological developments and facilitating change, TÜV SÜD inspires trust in a physical and digital world to create a safer and more sustainable future.

为什么选择TÜV南德意志集团

TÜV南德意志集团是公认的独立和公正的第三方服务提供商。通过与我们的合作，您将受益于我们在质量和安全方面的良好记录。我们提供卓越的客户服务和技术支持，确保客户至上。我们遵循严格的质量标准，并可根据市场要求量身定制解决方案。TUV南德意志集团认证标志享誉全球，并受到所有主要品牌，零售商和当局的广泛认可和接受，帮助您在竞争中脱颖而出。

创享价值，激发信任

TÜV南德意志集团是值得信赖的合作伙伴，可提供安全、可靠及可持续发展相关的解决方案。我们专注于提供测试、认证、审核及知识服务。集团在全球设立了1,000多个分支机构，并拥有超过26,000名员工，通过实现市场准入和风险管理，为客户和合作伙伴创享价值。TÜV南德意志集团通过预测技术发展和促进变革，激发人们对物理和数字世界的信任，以创造一个更安全、更可持续发展的未来。



Contact us to find out more
联系我们获得更多信息

TÜV SÜD China Headquarter 3-13F, No. 151 Heng Tong Road 200070, Shanghai China
TÜV南德意志集团中国总部 上海市恒通路151号3-13层, 200070,
+86 21 6141 0123 info.cn@tuv sud.com tuv sud.cn