

Market Surveillance

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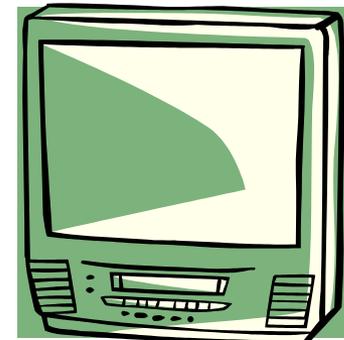


Purpose of Market Surveillance

To ensure that safe products are placed on the market.

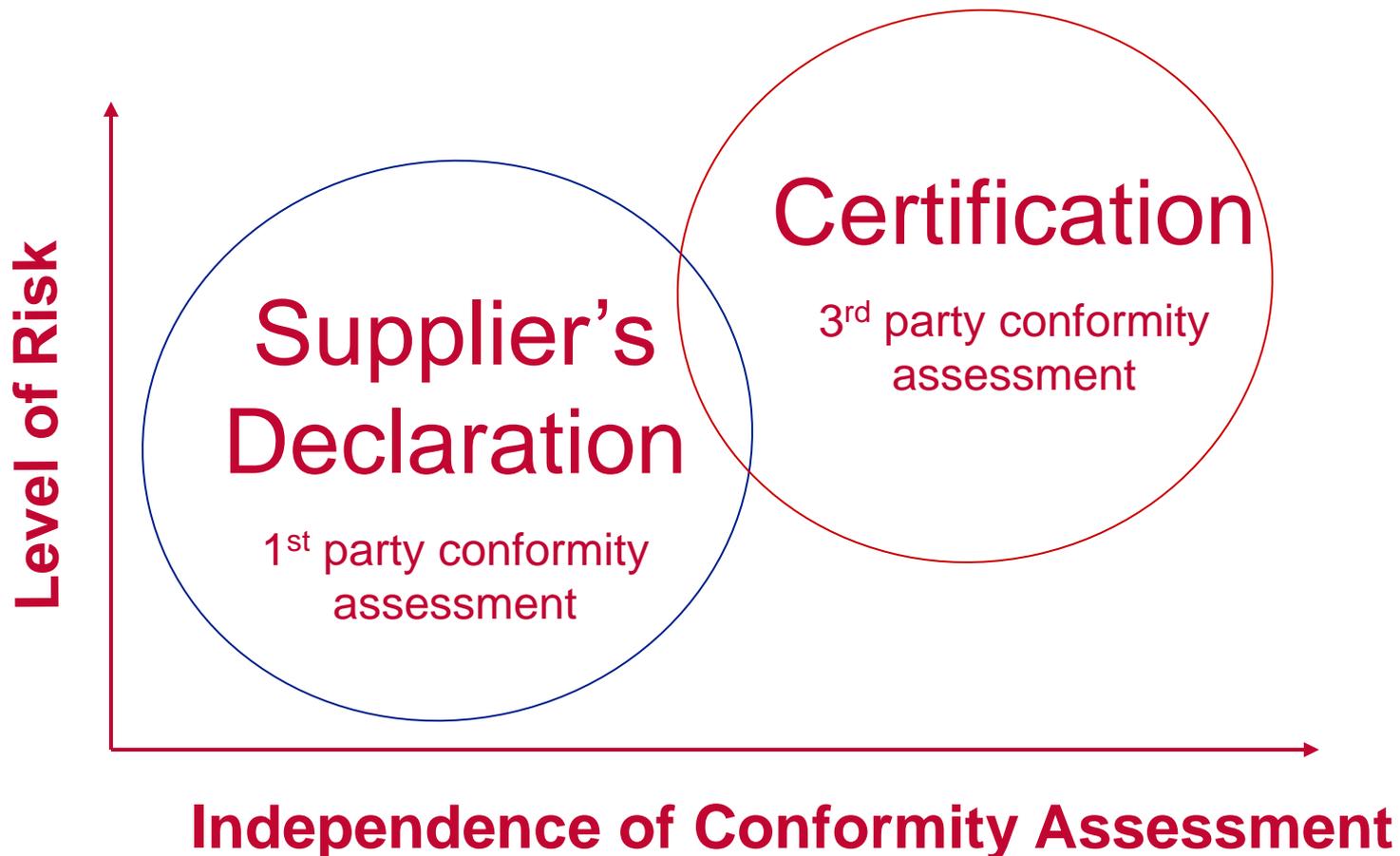
Purpose of Conformity Assessment

To provide **confidence** to stakeholders — consumers, retailers, Authorities Having Jurisdiction, and government regulators — that products meet specific safety, quality, or technical requirements.



Conformity Assessment Systems

Reflects the product specific characteristics, the level of risk reduction sought, and the resources available for conformity assessment.



Conformity Assessment System

Regardless of which Conformity Assessment System is used, the government will have a responsibility for dealing with non-complying products in the marketplace. Governments can take two approaches to Market Surveillance:

- **Pre-market Surveillance**

- Places responsibility and cost on private sector – reliance 3rd party certification
- Product defects are found before they reach the consumer (Proactive)

- **Post-Market Surveillance**

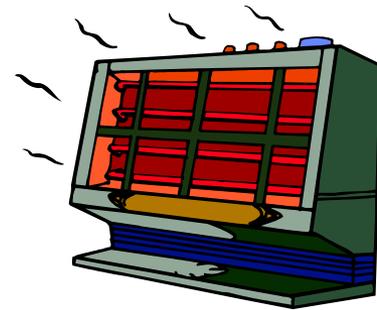
- Places responsibility and cost on government
 - (**cost can be reduced by leveraging the private sector**)
- Action is taken after safety incident occurs (Reactive)

(Note: Unless regulator is inspecting products for sale in the marketplace)



Private Sector Market Surveillance

The activities carried out by the Conformity Assessment Body (CAB) to ensure that products in the marketplace that bear the CAB's certification marks are in compliance with the specific safety, quality or technical requirements



Elements of Market Surveillance

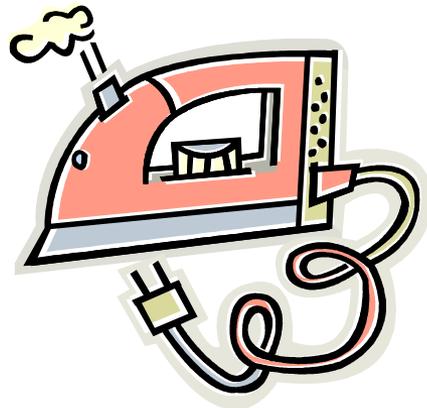
1. Investigation of Product Incident Reports



2. Conducting Market Surveys of CAB certified products

Product Incident Report

1. Products that created a safety concern during use.
2. Products not eligible to carry the certification mark.
3. Packaging with unauthorized certification mark.
4. Advertising with unauthorized reference to certification mark.



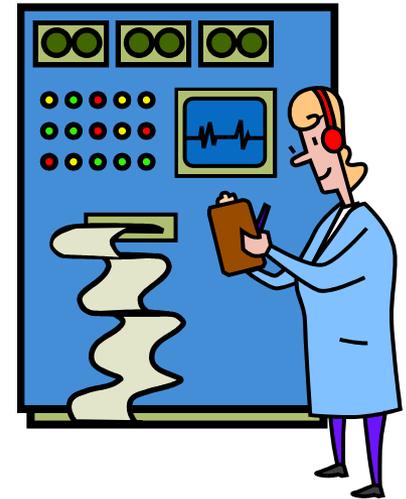
Product Incident Report Investigation – Part 1

1. Obtain product involved in incident.
2. Request assistance from Manufacturer in investigating incident.
3. Obtain new sample of product from factory or marketplace.
4. Test and evaluate product to identify any nonconformance with the applicable requirements. Try to replicate incident.



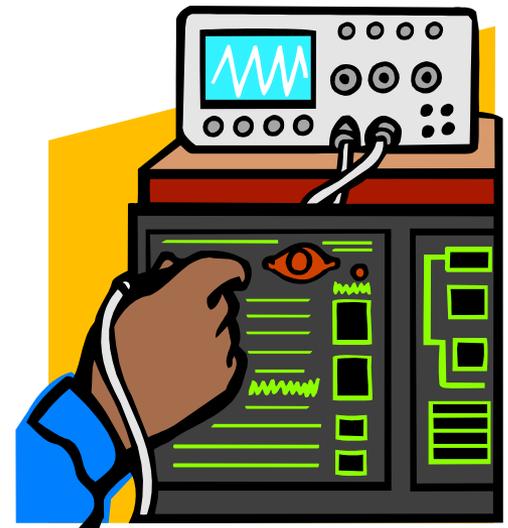
Product Incident Report Investigation – Part 2

5. Conduct Risk Assessment to determine potential to cause harm.
6. Reduce potential hazards to consumer.
 - Product Recall, Public Notice, etc.
7. Determine the root cause for the non-conformance. (**Why did incident occur?**)
8. Identify and implement means to reduce or eliminate the root cause.



Market Surveys

1. Purchase products from retail stores and internet.
2. Review Product Certification Report.
3. Reevaluate Product Construction and Markings.
4. Retest Product.
5. Verify ongoing compliance of product.
6. Product Incident Report Investigation opened when product found noncompliant.



ISO Consumer Product Standards

- ISO 10377 *Consumer Product Safety: Guidelines for Suppliers*
- ISO 10393 *Consumer Product Recall: Guidelines for Suppliers*



Thank You!

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