



CEEREAL General Guidelines for Inserts in Cereal Packs

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Introduction

CEEREAL members have been putting non-food inserts into cereal packs in a responsible manner for many years. We believe – and our consumers tell us – that these inserts offer added enjoyment and value to buying and eating breakfast cereals.

CEEREAL members comply with all legal requirements and in many cases exceed them to ensure that they can be confident the inserts are safe. They never insert toys that contain small parts, nor toys that are firmly coupled with the food.

Guidelines

To ensure inserts are safe, members follow these Guidelines as a minimum standard:

1. All toys must be safe for all children able to sit up unaided (18 month+) and must meet all existing European legal and safety legislation, in particular European Standard EN 71 for toy safety. This includes the requirement that they have to pass all mechanical hazard testing defined in EN71 (i.e. toys must not contain small parts). The wording or logo "not suitable for children under 36 months" cannot be used. The wording or logo "suitable for children over 18 months" can be used.

2. Each design of toy item needs to get a formalized risk assessment in accordance with the Toy Safety Regulations.

3. Each item must have a technical specification and must be tested and certified by an independent safety laboratory.

4. A quality control system must be in place as part of the inserts manufacturing process to ensure that ongoing production consistently conforms to the standard attained by the originally certified and approved item.

5. Suppliers/Manufacturers of all items must certify that they meet the following requirements, which will form part of the item's specification:

a. Conventions nr. 138 and nr. 182 of I.L.O. – International Labour Organisation – relating to child labour. The term "child" is understood to mean "Any person less than 15 years of age, unless local minimum age law stipulates a higher age for work or mandatory schooling, in which case the higher age will apply." Under no circumstances, will children under the age of fifteen (15) be employed for manufacturing or packaging.

- b. Production must be performed in a safe and healthy workplace, in conformity with local legislation.
 - c. Workers must not be exploited in any way, concerning wages, working hours, abuse of power or discrimination, in conformity with local legislation.
6. All items that are placed directly into the food must be wrapped in a material suitable for direct contact with food. This material must also provide an adequate barrier to prevent tainting the food. The insert package as is should not represent a choking hazard or a suffocation hazard.
 7. The outside of the pack - both front and back - must clearly state that there is a toy or a promotional item in the pack.
 8. All items must meet the requirements of REACH1 legislation
 9. All packets of food containing an over wrapped insert in direct contact with the cereals must carry an advisory label of "Toy inside; Adult supervision recommended".