

JULY/11

WWW.2020MAG.COM

E
AGE 83

2020MAG.COM/
IPADAPP

2020MAG.COM/
IPHONEAPP

20/20

AS FEATURED IN 20/20 FOR BACK TO SCHOOL...

KIDZEYEZ

A CASE FOR KIDS

Timed for back-to-school, **LBI** introduces **ECO Case** for children in compliance with the recently signed Consumer Product Safety Improvement Act (CPSIA). The new law seeks to improve the safety of toys and other items children might put in their mouths, including children's eyeglass cases. The rules extend from manufacturers to importers and equally apply to retailers dispensing optical cases to children.

The rules are worth refreshing: The case must be covered in safe materials that are low in lead and Phthalates (substances added to plastics to increase their flexibility, transparency, durability and longevity) and known as potentially harmful to children. The case lining and hinges must be low in concentrations of substances the FDA considers hazardous. Each exterior color, flock lining and spring hinge must be separately tested and monitored on each production run. Every case must be printed inside with the style, run and batch number, and with a consumer hotline number for parents.

All components in LBI's new ECO Case collection have been tested and approved by an FDA laboratory to be compliant with CPSIA rules.

-GN

