



Standards



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ELECTRICAL PRODUCTS SAFETY REQUIREMENTS FROM THE PERSPECTIVE OF CONSUMERS

November 9, 2015



SCOPE / CONTENT

1. Introduction
2. Consumer Complaints
3. Consumer Rights & Responsibilities
4. Standards, Testing & Labeling
5. Comparative Testing
6. Product Incident Reporting
7. International Best Practices
8. Recalls
9. The Scenario at Our Marketplace
10. Challenges Ahead
11. What Needs To Be Improved



ELECTRICAL SAFETY

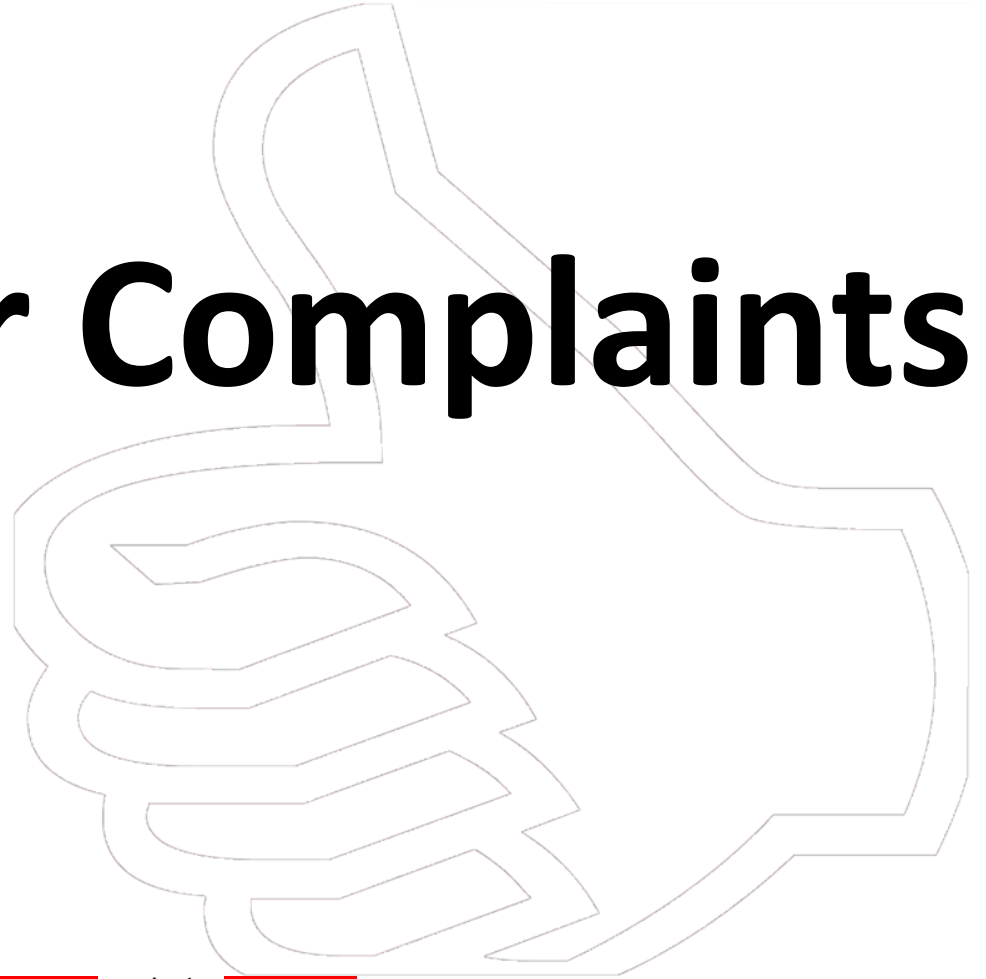
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Consumer Complaints



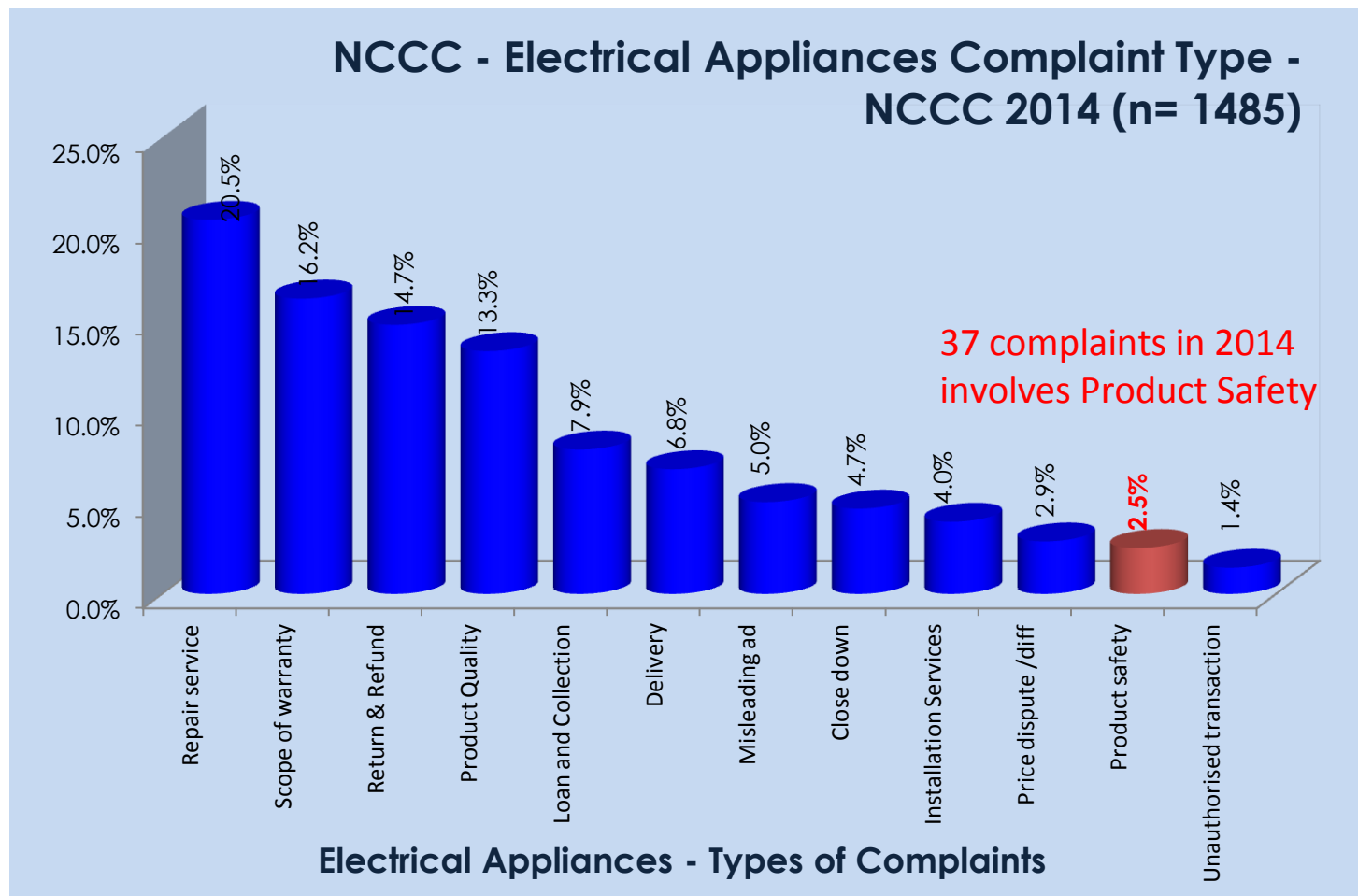
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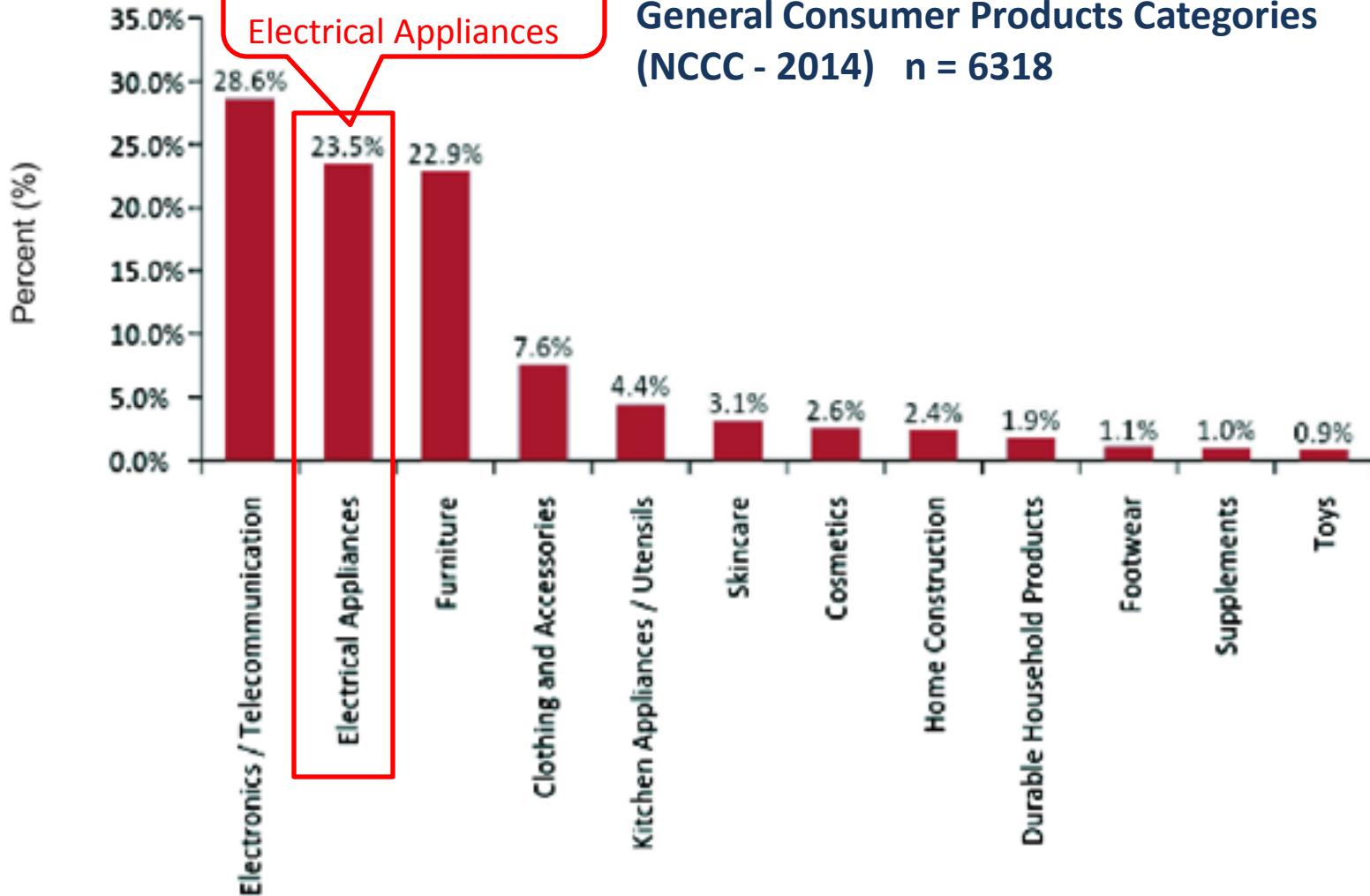
CONSUMER COMPLAINTS



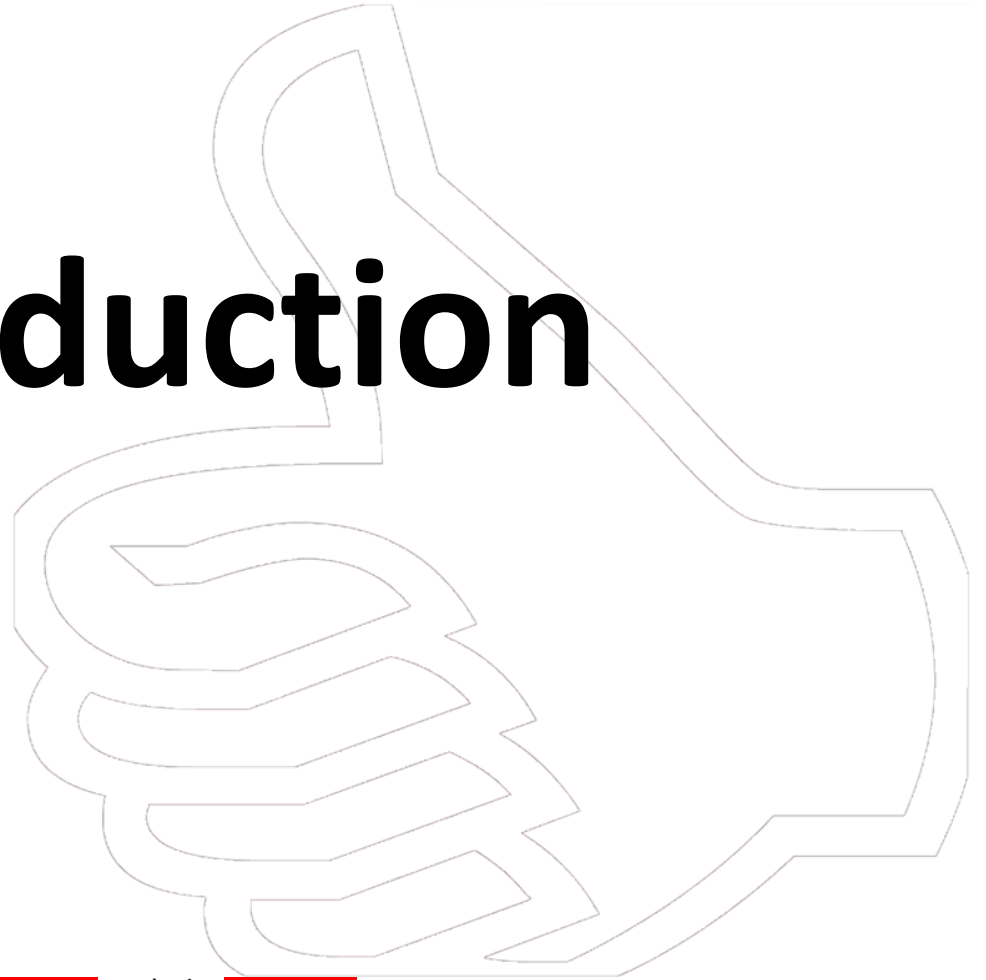
CONSUMER COMPLAINTS

1,485 complaints in 2014 involves Electrical Appliances

Nature of Consumer Complaints According to General Consumer Products Categories (NCCC - 2014) n = 6318



Introduction



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1. INTRODUCTION

How **consumer choose** electrical appliances

1. Based on suitability
2. Electrical ratings
3. Maximum energy saving
4. The power plug type
5. Legible warning markings or labels for electrical shock, fire and radiation
6. Product design and structural
7. Safety features



1. INTRODUCTION

8. Product performance
9. Proper operating instructions
10. Warranty certificate, terms and conditions
11. Is it a well known brand?
12. Is it a counterfeit product?
13. Country of origin
14. Price



1. INTRODUCTION

Anyone know **ALL** this when purchase the product?

It is not something can be taken for granted
– **it kills**



What should be done??

A professional body to ensure

PRODUCT SAFETY

Consumer Rights & Responsibility



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2. CONSUMER RIGHTS & RESPONSIBILITY

UN Guidelines for Consumer Protection

Recognizing that

1. consumers often face **imbalances** in economic terms, educational levels, and bargaining power
2. consumers should have the **right of access to non-hazardous products,**
3. as well as the right to **promote**



2. CONSUMER RIGHTS & RESPONSIBILITY

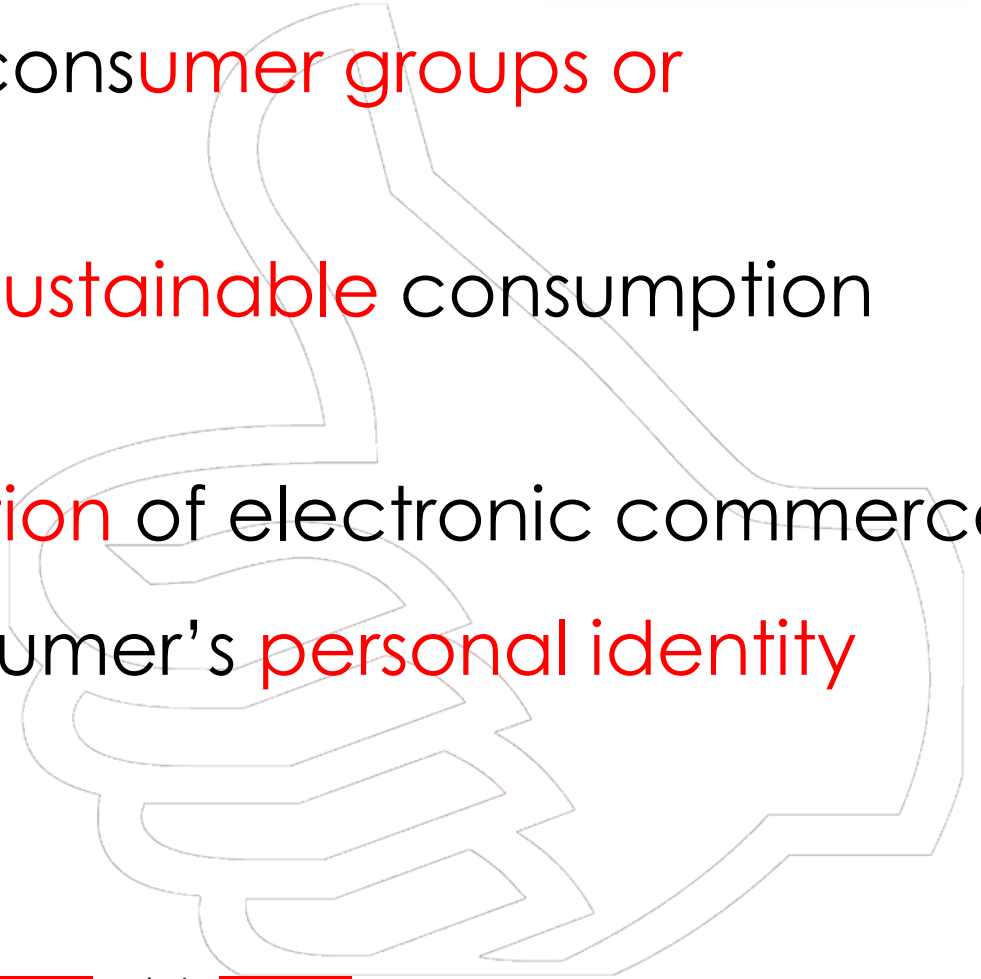
Government to develop **strong consumer protection** policy consists as follows: -

1. Access to **essential goods & services**
2. **Protection** from hazards to health & safety
3. **Promotion** and **protection** of consumers;
4. Access to **adequate information**
5. **Consumer education** - environment, social and economic



2. CONSUMER RIGHTS & RESPONSIBILITY

6. Availability of effective consumer redress
7. Freedom to form consumer groups or organizations;
8. The promotion of sustainable consumption patterns;
9. Adequate protection of electronic commerce;
10. Protection of consumer's personal identity



PHYSICAL SAFETY

Government are encouraged to adopt

- i. legal system,
- ii. safety regulations,
- iii. national & international standards
- iv. voluntary standards
- v. maintenance of safety records

To ensure that **products are safe**



PHYSICAL SAFETY

Appropriate policies to ensure

- i. manufacturer/distributor aware of **unforeseen hazards** after market release
- ii. swift notification and information sharing to relevant authorities and **public without delay**
- iii. **recall system** or **compensate** for substandard product



EDUCATION & INFOR PROGRAMMES

Should cover such important **aspects** of **consumer protection** as following:-

- i. Health, nutrition, prevention of food borne diseases & food adulteration
- ii. **Product hazards**
- iii. **Labelling**



Standards, Testing & Labeling



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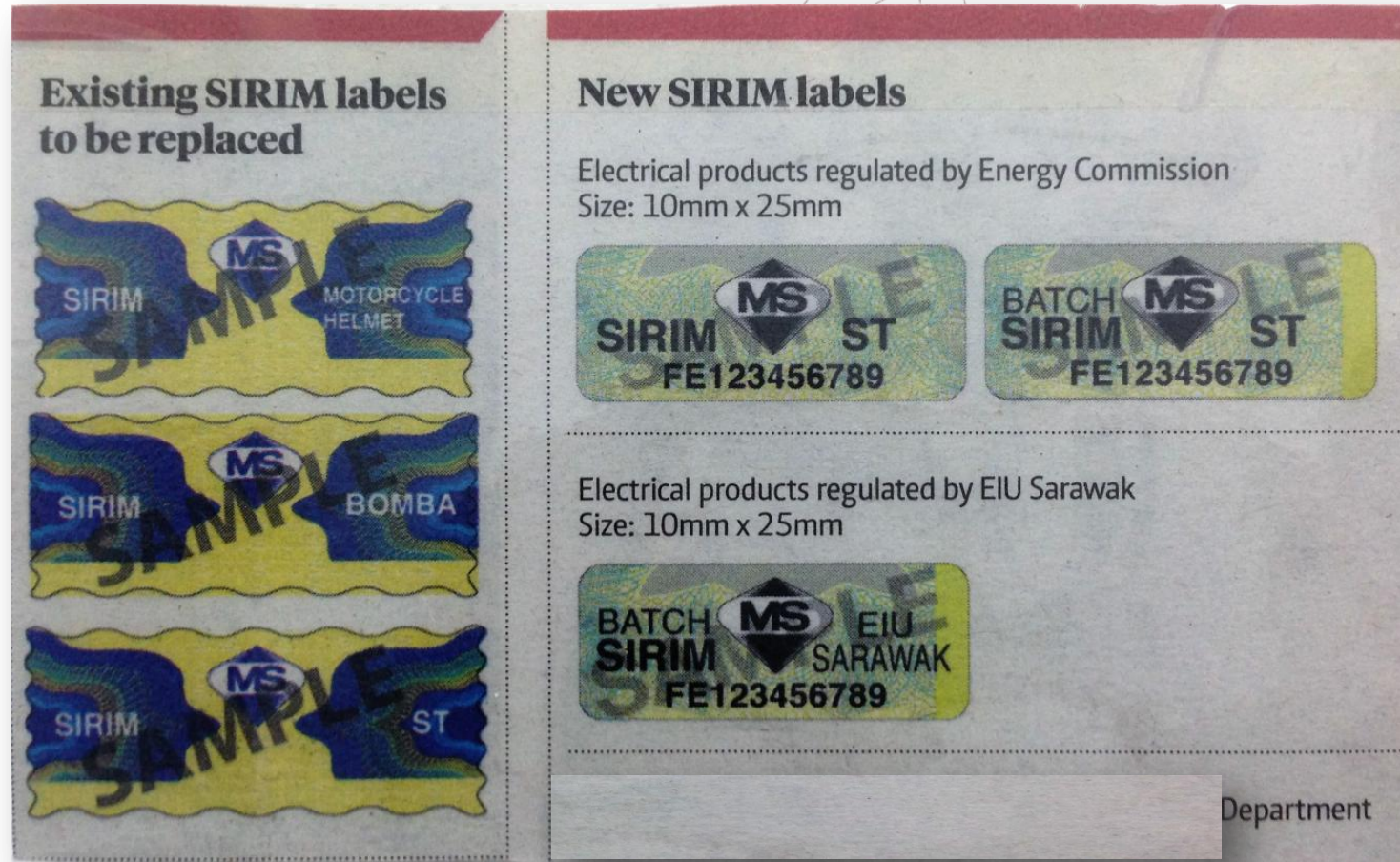
STANDARDS, TESTING & LABELLING

1. Standard body that issues standards and certifies product
 - a) **SIRIM** – handle product related standards and certifies product
 - b) **Energy Commission** – regulate and oversees whole operation for electrical products.



STANDARDS, TESTING & LABELLING

SIRIM changes label design to **beat faking** on yearly basis



STANDARDS, TESTING & LABELLING

Energy Commission

classified **34** categories of electrical products with mandatory standards prior to :-

- i. import
- ii. locally manufactured
- iii. retailed
- iv. even advertise

Products to be tested according to **MS** and adopted **IEC Standards**

List of Equipment

1. PLUG TOP/PLUG (15A and below)
2. SWITCH AND DIMMER
3. SOCKET OUTLET (15A and below)
4. FLUORESCENT LAMPHOLDER / STARTER HOLDER
5. CEILING ROSE
6. BAYONET CAP and MULTIWAYS ADAPTOR
7. LAMP FITTING
8. CAPACITOR for FLUORESCENT LAMP
9. BALLAST / CONTROL GEAR / DRIVER FOR LAMP
10. CIRCUIT BREAKER including AC CURRENT OPERATED EARTH LEAKAGE CIRCUIT BREAKER and MINIATURE CIRCUIT BREAKER
11. PORTABLE LUMINAIRE LAMP
12. KETTLE including HEATING ELEMENTS IF SUPPLIED SEPARATELY
13. KITCHEN MACHINE
14. TOASTER / OVEN (Cooking Appliance)
15. RICE COOKER
16. REFRIGERATOR
17. IMMERSION WATER HEATER
18. WATER HEATER including HEATING ELEMENTS IF SUPPLIED SEPARATELY
19. WASHING MACHINE
20. FAN
21. HAND OPERATED HAIR DRYER/ HAIRCARE/ SKIN CARE
22. IRON
23. SHAVER
24. VAPORISER
25. VACUUM CLEANER
26. HI-FIDELITY SET
27. VIDEO and VISUAL DISPLAY UNIT
28. AUDIO and VIDEO PLAYER UNIT
29. MASSAGER
30. AIR CONDITIONER (up to 4 hp)
31. CHRISTMAS LIGHT
32. DOMESTIC POWER TOOLS (Portable Type)
33. ADAPTOR / CHARGER
34. WIRE / CABLE / CORD (non-armoured) 0.5mm² to 35mm²

Comparative Testing



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COMPARATIVE TESTING

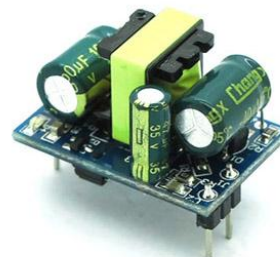
Vast selection of products in the market now challenges consumer buying behavior.

COMPARATIVE PRODUCT TESTING

V1 AC-DC Module



V2 AC-DC Module



V3 AC-DC Module



Hence **comparative testing** reveals valuable and independent information to facilitate consumer to meet individual demands.

COMPARATIVE TESTING

Objectives

- i. **provide unbiased** information
- ii. **public awareness** to raise quality goods and service standard
- iii. introduce policies on **consumer protection**



COMPARATIVE TESTING

- iv. communicate to authorities on the **malpractices**
- v. **consumer education** to select products that suits their needs “**Right to Choice**”
- vi. Draw public attention on **unsafe goods** and **unfair trade** practices



Product Incident Reporting



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PRODUCT INCIDENT REPORTING

Objectives

- i. It addresses **safety** concerns of products
- ii. **Reduces** the possibility of **recalls** and **safety scandals**
- iii. Facilitates harmonization of standards and technical regulations
- iv. Prevents developing countries from becoming dumping grounds for **substandard products**.

International Best Practices



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INTERNATIONAL BEST PRACTICES

The international standards benchmarking best practices on product safety

- a) These best practices designed **product safety**
- b) Manufactures refer to **guidelines** - product **recalls**.
- c) Standards helps to dispose defective products in **safe** and **environmentally friendly**.



INTERNATIONAL BEST PRACTICES

1. ISO 10377:2013 – Consumer product safety for Suppliers
 - i. Identify, assess, reduce or eliminate hazards
 - ii. Manage risks by reducing to tolerable level
 - iii. Provide consumer with hazard warnings to safe and disposal of products



INTERNATIONAL BEST PRACTICES

2. ISO 10393 – Consumer Product Recall – Guidelines for Suppliers

- i. Help organizations to plan and execute **effective recall** programmes
- ii. Minimize **legal risks**
- iii. Protect consumers from **dangerous** and **unsafe products**
- iv. Build customer **satisfaction and loyalty**



Recalls



CPSC, US - WEBSITE

www.cpsc.gov

UNITED STATES
CONSUMER PRODUCT SAFETY COMMISSION

Search CPSC.gov

All Pages & Documents Recalls & News Releases

Home **Recalls** Safety Education Regulations, Laws & Standards Research & Statistics Business & Manufacturing Newsroom About CPSC

Star Networks USA Recalls Magnicubes Due to Ingestion Hazard
Firm Settles Administrative Lawsuit

Learn More ▶ Magnets Information Center ▶

Report an Unsafe Product

Are you aware of a potentially hazardous product?

Consumers Businesses

Search Product Safety Reports on SaferProducts.gov

Business Portal on SaferProducts.gov

Connect with Us

On these networks:

Join the Neighborhood Safety Network

Put CPSC Recalls on Your Website

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ACCC, AUSTRALIA - WEBSITE



Product Safety Recalls Australia

Recall categories

- + Agricultural & veterinary
- + Beauty, health
- + Cars, boats, bikes
- + Electrical
- + Fashion & clothing
- + Food & groceries
- + Gas
- + Hobbies, sporting, recreation
- + Home & garden
- + IT, phones, multimedia
- + Industrial, business
- + Kids

Site features

- + For suppliers conducting product safety recalls
- + Advanced recall search
- + Subscribe to email alerts & RSS
- + FAQs
- + Hot topics
- + Recalls - last 30 days

Home → Recall categories → Electrical

Electrical

2015

- ★ ALDI—Lumina Electric Blanket (RE-ANNOUNCED) 24th July 2015
- ★ Kogan Australia Pty Ltd—Kogan Rapid Charger 20th July 2015
- ★ Swann Communications Pty Ltd—Wireless Door Chime with 2 Receivers 6th July 2015
- ★ Fuzion Lighting—Floodlight 50w LED 3rd July 2015
- ★ Atom Lighting Pty Ltd—Atom 200VA Trailing Edge LED Dimmer 3rd July 2015
- ★ Kmart Australia Limited—Gerry Upright Floor Lamp 24th June 2015
- ★ Woolworths Limited — Woolworths Ltd and BIG W Essentials, Adesso and Contempo Portable Room Heaters 19th June 2015
- ★ Citro Group Australia Pty Ltd—Gasmate & Maxiheat Outdoor Electric Ceiling Heater or Wall Heater 5th June 2015
- ★ Samsung—Samsung Top Loader Washing Machines 4th June 2015
- ★ Apple Inc.—BEATS by Dr Dre Pill XL 4th June 2015
- ★ Green Century Pty Ltd—T8 LED Tube 120cm Warm White 3rd June 2015
- ★ Ozito Industries Pty. Ltd.—Ozito Portable Electric Blower 26th May 2015
- ★ DTTW Pty Ltd (Down To The Woods)—String Light with Power Supply 20th May 2015
- ★ Acer Computer Australia Pty Limited—Linetek LS-15 power cord 8th May 2015
- ★ Virgin Mobile Australia—Yatama Power Bank PB017 7th May 2015
- ★ Brand Developers Aust Pty Ltd—Shark Rocket Vacuum Cleaner HV300NZ 10th April 2015
- ★ LANplus Australia Pty Ltd—Ultipower Automatic Desulfation Battery Charger 9th April 2015
- ★ Gibson Importing—Kids Animal Night Light 26th March 2015
- ★ Cider House Tech Pty Ltd—Power Supply and Travel Adaptor supplied with PASCO String Vibrator 24th March 2015
WA-9857
- ★ GAF Control Australia—Heller & Sunair Portable Room Heaters 13th March 2015
- ★ Bilby3D—6040 CNC Router with Beige Controller Box, Plug Adaptor and Submersible Pump 2nd March 2015

RAPEX, EU - WEBSITE

Related documents

CONSUMER SAFETY

Rapid Alert System for dangerous non-food products

Weekly report listings

Search all notifications

How does Alert System work

Statistics and reports

Product safety legislation

Market surveillance

Safety of services

Cooperation with stakeholders

International cooperation



Rapid Alert System for dangerous non-food products



RAPEX

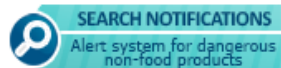
*The Rapid Alert System for dangerous non-food products allows the 31 participating countries (EU countries, Norway, Iceland and Liechtenstein) and the European Commission to **exchange information** on products posing a risk to health and safety of consumers and on the measures taken by these countries to do away with that risk.*

The system also covers products posing risk to health and safety of **professional users** and to **other public interests** protected by relevant EU legislation (e.g. environment and security). It **does not cover food, pharmaceuticals** and medical devices, which are covered by other mechanisms.

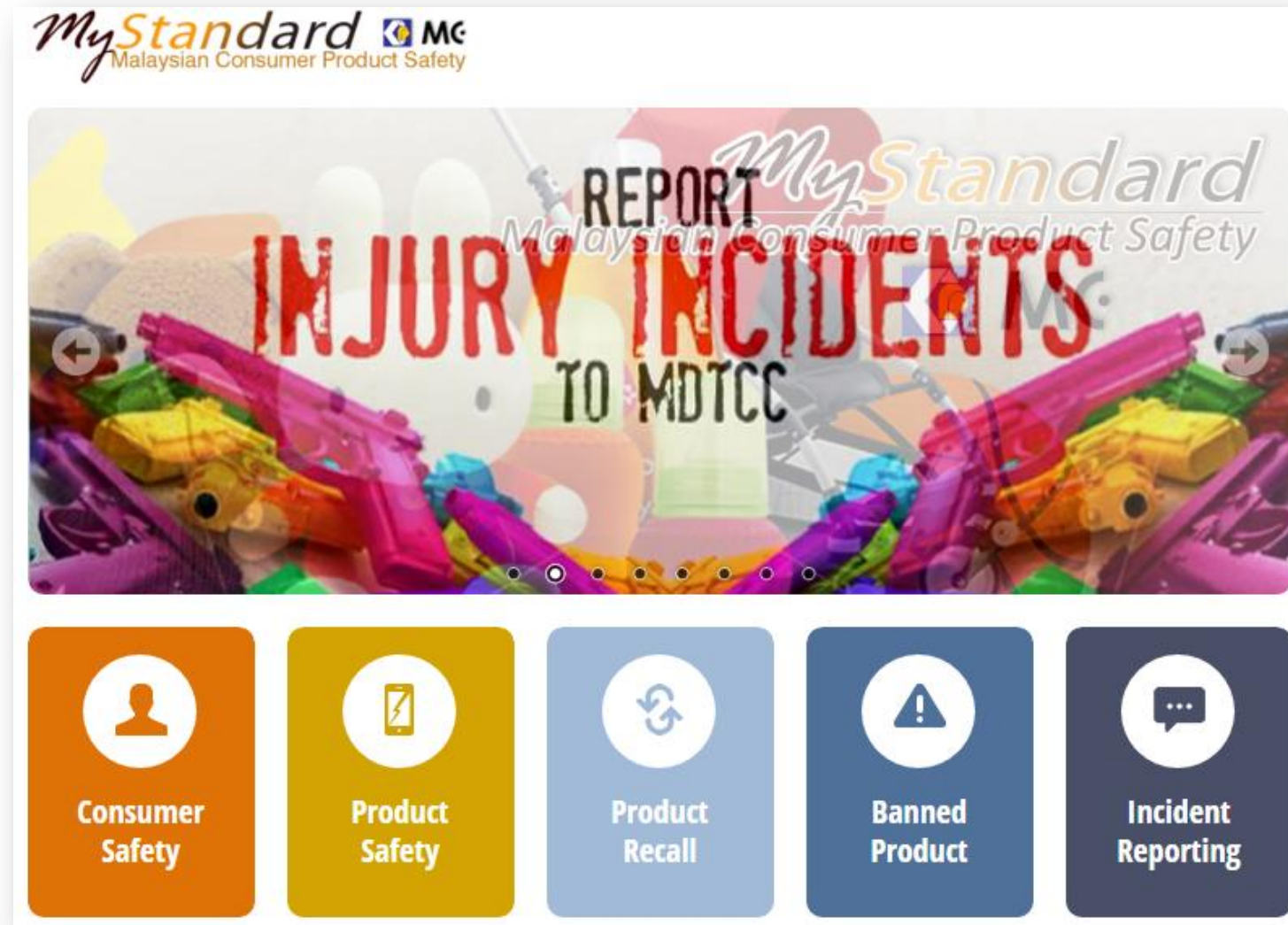
National authorities take measures to prevent or restrict the marketing or use of those dangerous products. Both measures ordered by **national authorities**  (161 kB)  and measures taken 'voluntarily' by producers and distributors are reported via the system. Every Friday, based on this information provided by the national authorities, the Commission publishes a weekly overview of latest alerts.

To access the information about dangerous products you may:

- [search in its database](#)
- [subscribe to the weekly email alert](#)



MDTCC, MALAYSIA- WEBSITE



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RECALLS

Why recall products even consequences are so **negative**?

i. To address the **safety risks** to consumers



ii. **Business continuity** when the defect is fixed



iii. Company image and **brand** name are **not tarnished**



The Scenario at Our Marketplace

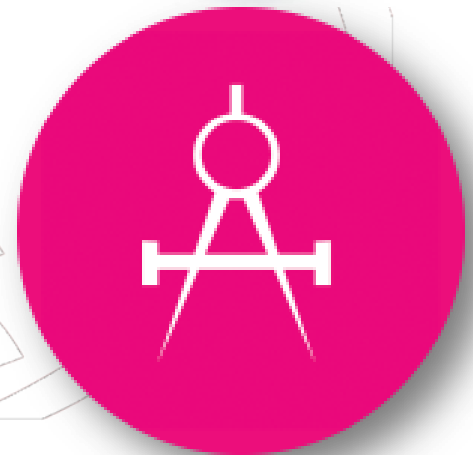


SCENARIO AT OUR MARKETPLACE

Despite Malaysia engaging in standardization and mandatory certification yet there are still

Typical example: -

1. Several categories of imported small electrical appliances **have no certification (multilevel and online purchase)**
2. The **design and construction** of these products are obviously poor and provide little safety;



SCENARIO AT OUR MARKETPLACE

4. Substandard and underrated cables are used extensively by contractors for house wiring;



5. Phasing out of incandescent lamps, other types of lamps, especially LED are in the market. They have dubious certification marks and claims;



Challenges Ahead



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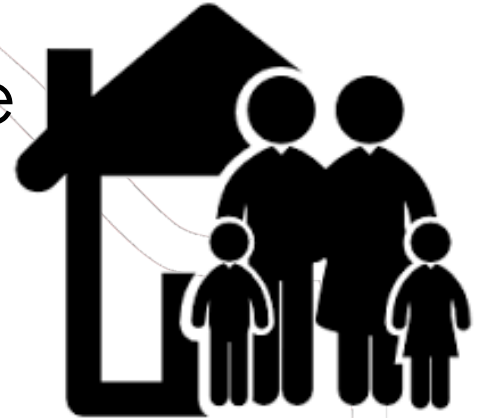
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CHALLENGES AHEAD

1. There are still number of **unresolved** issue



2. Homes and **precious** lives have been **lost** and consumer have little resource to redress



3. Retailers wash their hands off **after** **sales** burdensome



CHALLENGES AHEAD

6. Electric Shower Heaters - deaths caused by water heaters have been in the news for a few years. Prevalence of inferior and counterfeit products: -

- i. December 2008 – Penang – main RCCB failed – no dedicated RCCB
- ii. June 2011 – Bangi, Selangor – main RCCB failed – no dedicated RCCB
- iii. December 2011 – Penang – short circuit in main DB – RCCB failed.
- iv. September 2013- Kuala Lumpur – under investigation.
- v. Aug 12, 2014 – Petaling Jaya

What Needs To Be Improved



WHAT NEEDS TO BE IMPROVED

To improve electrical appliances safety for consumers: -

1. Impact based **consumer education**
2. Mandatory **incident reporting**
3. Improved **recalls mechanism**



IMPROVEMENT

Problem Statement involving **washing machine**:

1. Child leg injury
2. Child drowning while machine operating

Related to washing machine

1. **design** – eliminate gaps could trap child's leg
2. **auto function** – water draining once the lid open or auto lock until complete whole washing process

