



Nordic enforcement of give-away products

SUMMARY

A joint enforcement project of give-away articles supported by the Nordic Council of Ministers shows that 25 % of the total controlled give-away products in the Nordic market are non-compliant.

The Chemical Agencies in Sweden, Denmark, Finland, Iceland and Norway have carried out a joint enforcement project on giveaway articles (2017-2019) supported by the Nordic Council of Ministers.

Giveaway articles are products (pens, electric and electronic products, toys, bags, and other products and gadgets) ordered by companies and organisations in order to profile themselves, e.g. by putting the companies/organisations' logo/trade brand on these give-away products, which are distributed for free to clients.

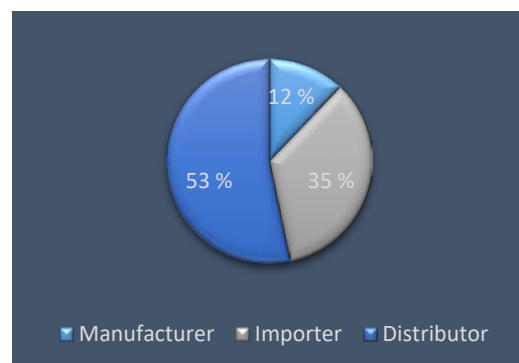
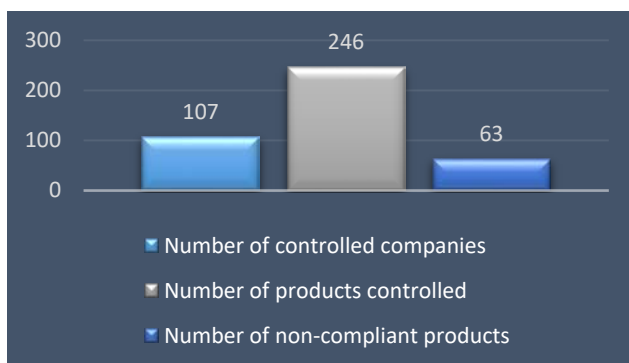
The results of the joint enforcement project are summarised below. A final report of the campaign will be published in May 2019.

General overview of the results

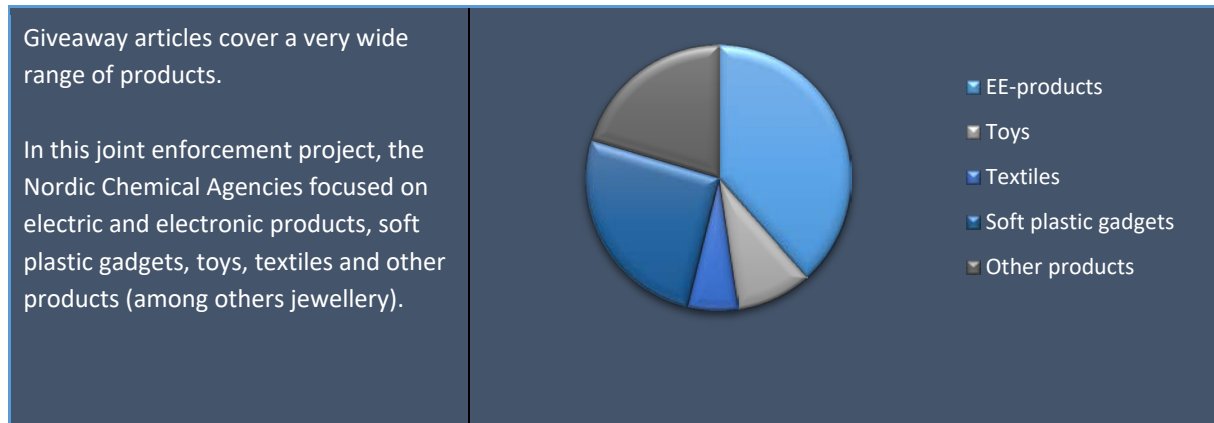
More than 100 companies (mainly importers and distributors) were controlled in the framework of this Nordic enforcement project. About 250 products, mainly electric and electronic products and gadgets in soft plastic were controlled. Non-compliance due to content of chemicals was highest regarding gadgets in soft plastic, toys as well as electric and electronic products.

On average, about 25 % of the spot checks controlled by the Nordic Chemicals Agencies were non-compliant. This non-compliance rate can be explained by two factors:

- Several of the companies selling giveaway articles had a low level of knowledge of the chemical legislations as well as
- The fact that giveaway articles are basically cheap products, meant to be distributed for free.

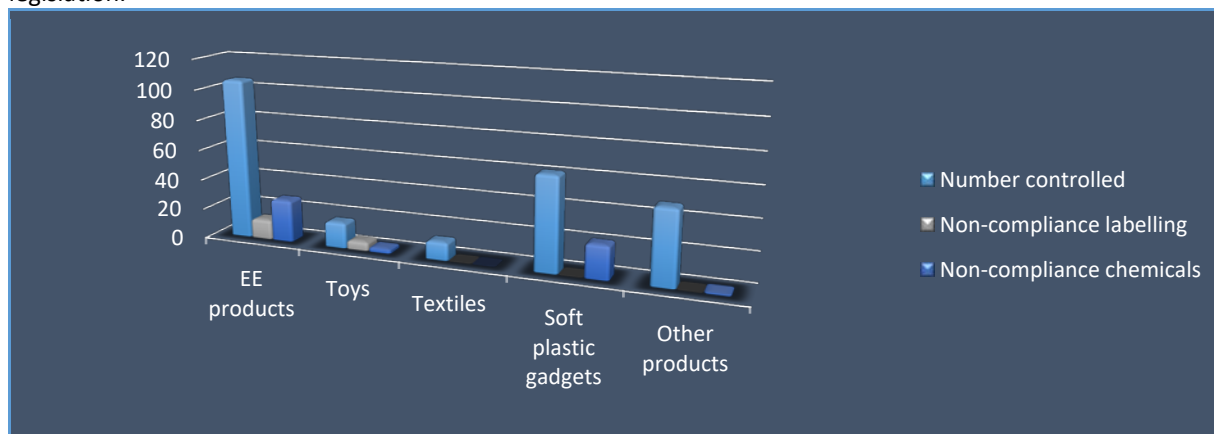


Giveaway products controlled in this joint project



Overview of the non-compliances

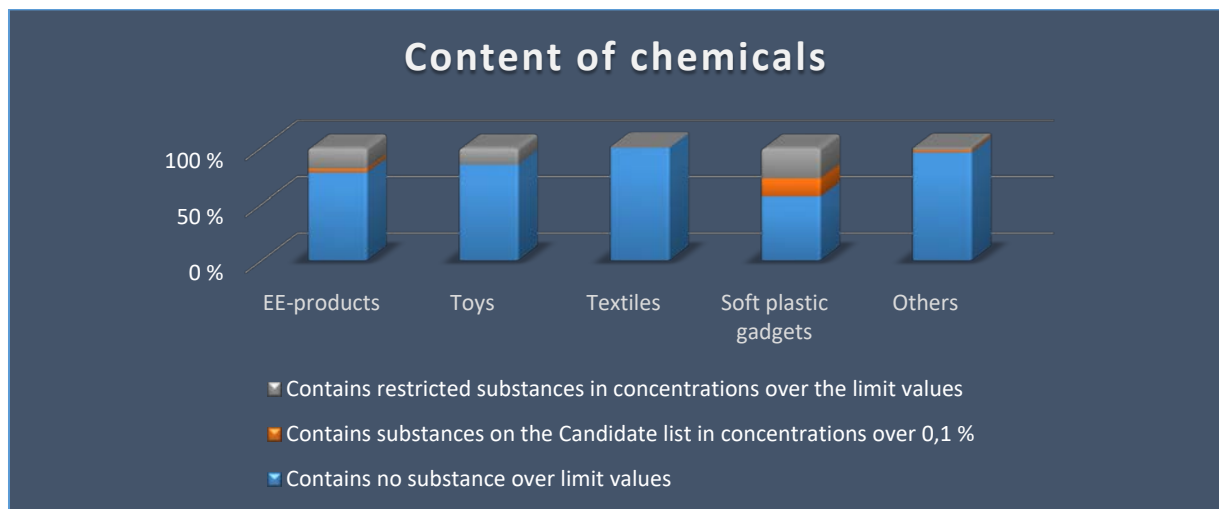
There are two types of non-compliances in this project. The one related to labelling (i.e. marking required by law, especially the CE-marking), the other related to the content of chemicals in violation of the applicable legislation.



EE-products	25 % non-compliant due to missing CE marking
	12 % non-compliance due to unlawful content of chemicals
Toys	35 % non-compliance due to missing CE marking
	17 % non-compliance due to unlawful content of chemical
Textiles	0 % non-compliance
	Labelling (not relevant)
Soft plastic gadgets	Labelling (not relevant)
	35 % due non-compliance due to unlawful content of chemicals
Other products	Labelling (not relevant)
	2 % non-compliant due to unlawful content of chemicals

Non-compliance due to the content of chemicals in giveaway products

Substances in articles are regulated in several European legislations. Some of these substances are forbidden to use above certain limit values. Others are permitted to use in articles but there is an obligation to inform about the content of these substances.



We can see from the diagram above that the Nordic Chemical Agencies found restricted substances above the limit value mostly in soft plastic gadgets (due to the presence of softeners in plastic, like DEHP and SCCP), as well as in EE-product and toys.

More information

- **REACH:** The European Chemical legislation which applies to all products
- **Candidate list** (Reach art 33): List over substances of very high concern whose use is submitted to authorisation and information obligation if present in products in a concentration over 0,1 %
- **Restrictions** (Annex XVII Reach): Restrictions are an instrument to protect human health and the environment from unacceptable risks posed by chemicals. Restrictions are normally used to limit or ban the manufacture, sales (including imports) or use of a substance
- **Toys safety directive:** Set requirements to toys and to producers, importers, and distributors of toys
- **RoHS-directive:** Set requirements to EE-products and to producers, importers, and distributors of toys
- **CE marking:** By affixing the **CE marking** to a product, a manufacturer declares that the product meets all the legal requirements for **CE marking** and can be sold throughout the EEA
- **The Nordic Council of Ministers:** The Nordic Council of Ministers is the official body for inter-governmental co-operation in the Nordic Region. It seeks Nordic solutions wherever and whenever the countries can achieve more together than by working on their own.

The final report of the joint enforcement will be published in May 2019.