Consumer needs and expectations with regard to safe products ?

- Consumers expect that products are safe

- Highest level of product safety which is possible and practicable should be achieved through legislation, standards and market surveillance.

What is the contribution of certification and marking ?

- **3rd party certification marks contribute to levels of consumer safety**

- **CE ≠ safety !**

- **Marks should give info consumers want, reduce testing & certification costs, promote better transparency**

- **Proliferation of marks** ☹

Can certification and marking meet these needs alone ?

- **Certification and marking alone will NOT reduce risks related to products**

- **Enforcement is crucial**

- **Products put on the market shall be safe, no matter how many marks they have on them**