



WINDOW COVERING  
MANUFACTURERS  
ASSOCIATION

## **Best for Kids Program** **Frequently Asked Questions**

### **What is the Best for Kids program?**

The Window Covering Manufacturers Association (WCMA) today announced the industry's first third-party certification program designed to help consumers and retailers identify window covering products that are best suited for use in homes with young children. The new Best for Kids program will require products that manufacturers want to be part of the program to meet stringent criteria, and to submit those products to Intertek, a third party testing laboratory recognized by WCMA. Products that meet these criteria will be eligible to be listed and labeled on packaging and materials as "certified," and companies can use this designation on their marketing materials.

### **Why has the industry introduced this program?**

For years, the window covering industry together with the U.S. Consumer Product Safety Commission (CPSC) and safety groups have urged parents to use only cordless window coverings or those with inaccessible cords in homes with young children. The Best for Kids program provides clarity to the marketplace as consumers and retailers will be able to easily identify those products that have been independently tested to meet the Best for Kids criteria.

### **Who is administering the program?**

The program is sponsored by the WCMA. Testing will be conducted by Intertek, an international third party testing laboratory.

### **Who is participating in the program?**

The program is open to all manufacturers who sell window covering products in North America.

### **How is this different than previous industry programs?**

This is the first time the industry has embarked on a certification program that delineates between products so as to help consumers identify those products best suited for use in homes with young children as they make their purchase decisions. Manufacturers that want to qualify their products for the program must submit these products for third party testing. A new label will be placed on the product or package that demonstrates that the product meets the criteria of the program. Retailers will be encouraged to include point of sale information about the Best for Kids program and those products that are "Certified."

### **How does this program contribute to window covering safety?**

Window coverings must be manufactured in compliance with ANSI/WCMA A 100.1-2018. In an effort to make it easier for consumers with young children to choose the correct product for their application, WCMA has detailed a set of criteria that will ensure a product is best suited for use in homes with young children. Further, WCMA has developed a third party certification program that will make it clear that products labeled as certified are manufactured to these criteria. Products certified under this program will be eligible to be labeled and listed as “Certified.” WCMA believes that this certification program will provide the recognizable assurance that consumers seek, allowing homeowners, designers, landlords and child care facilities to easily identify certified products, as well as allow retailers to easily promote these products. This certification program in no way diminishes the requirement that all products must comply with the most current version of the ANSI standard.

### **What products qualify for the program?**

Products that have no cords or inner cords that are not accessible in accordance with Appendix C of ANSI/WCMA A100.1-2018 are eligible for the certification program. If accessible inner cords are present in products with no operating cords, the accessible inner cords cannot create a hazardous loop in accordance with Appendix D of the current version of ANSI/WCMA A100.1, or in any way create a potential wrap around hazard. Intertek, a third party testing laboratory, will determine if the products meet the criteria of the program.

### **How does a manufacturer participate in the program?**

To participate, manufacturers must have the products they determine as meeting the program criteria assessed by Intertek. Physical sample products must be submitted to Intertek for review and analysis to determine if they meet the Best for Kids program criteria. For products that pass the test, Intertek will send a report to the company that submitted the samples that these products may be labeled as “Certified.”

### **Do window coverings with other safety devices such as breakaways, tie-downs and cleats qualify for the program?**

No. Only products that have no cords or inner cords that are not accessible in accordance with Appendix C of ANSI/WCMA A100.1-2018; or products that have accessible inner cords that cannot form a hazardous loop as per Appendix D of the most recent version of the ANSI standard are eligible for the certification program. Intertek will determine if the products meet the criteria of the program. If accessible inner cords are present in products with no operating cords, the accessible inner cords cannot create a hazardous loop in accordance with Appendix D of the current version of ANSI/WCMA A100.1, or in any way create a potential wrap around hazard. There are no exceptions to these criteria.

### **Are retailers participating in the program?**

WCMA has contacted major retailers and are encouraging them to participate in the program. We anticipate high participation by retailers as the certification program will allow them to easily promote certified products..

**Will this program raise the costs of these products?**

WCMA is not involved in determining the cost of window covering products. Pricing is up to individual companies.

**Where can I go if I have questions?**

For more information contact Danielle Myers at the Window Covering Manufacturers Association at 212-297-2105.

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**About WCMA**

*Organized in the 1950s as the Venetian Blind Council, the Window Covering Manufacturers Association (WCMA) represents the interests of the window covering industry manufacturers, fabricators and assemblers. Industry products include blinds, shades, shutters, curtains, curtain rods, drapes, drapery hardware and other window treatments. Visit us on the web at [www.wcmanet.org](http://www.wcmanet.org).*