



**make it
safe**

Member Information Pack

The BBSA has endorsed the use of child-safe blinds and safety devices for many years but in June 2009 at the BBSA AGM launched a full campaign called 'make it safe' to promote blind cord safety.

'make it safe' is a concerted campaign to promote child safety to all involved in the blind trade and to help raise the profile of blind cord safety to the general public. The campaign is considered to be "very proactive and highly commendable" by the British Government.

Whilst blinds are not inherently unsafe and many millions are sold every year, in the eighteen months prior to the end of August 2009 there were an unprecedented five child deaths involving accidents with blind cords. This has led to a heightened awareness in the media and an increased focus on the actions the blind trade are taking.

BS EN 13120:2009 Internal Blinds. Performance requirements including safety

The following is an exact extract of the relevant sections and annex relating to blind cord safety. The BBSA strongly suggests you obtain your own copy of the full standard.

“8.2 Risk of strangulation

Risk of strangulation arises where products are operated by cords, chains, tapes and similar that can form a loop or where the operating mechanism is of a loop design.

Where there is a risk of strangulation to children or other vulnerable persons from cords, chains, tapes and similar, the manufacturer shall attach a warning notice to the product in a conspicuous position. The warning notice shall be as specified in clause 15.2.2.

In addition, the manufacturer shall either provide within the product package a device for keeping cords, chains, tape or similar out of reach of children or an appropriate safety device (with instructions for its proper installation and use) or include in the product design a mechanism that shall achieve the same result.

Where the design requires a looped operating mechanism, the manufacturer shall provide the means to limit the risk, either by incorporating this into the product design, or by supplying an appropriate safety device with the product.

Where practicable, operating cords, chains, tapes or similar should be kept as short as possible.

NOTE Complete elimination of the strangulation risk can only be achieved by keeping cords, chains, tapes and similar out of the reach of children. Use of additional safety devices may reduce the risk of strangulation but cannot be considered foolproof (see Annex C). Motorisation eliminates the risk associated with looped and pull-cord operating mechanisms but the risk relating to inner tapes and cords remains. Persons in charge of children are ultimately responsible for following the safety instructions provided by the manufacturer (see clause 15.2.2).

15.2.2 Additional warning for cord, chain and tape operated products

The warning notice as referred to in clause 8.2 shall include the following:

WARNING

- Young children can strangle in the loop of pull cords, chains and tapes, and cords that operate window coverings. They can also wrap cords around their necks.
- To avoid strangulation and entanglement, keep cords out of the reach of young children.
- Move beds, cots and furniture away from window covering cords.

The word "WARNING" shall be in upper case and not less than 8 mm high. The rest of the text shall be in no less than 3 mm high letters.

The text on the warning notice shall be repeated in the instruction for use.”

Please see Annex on next page

Standards

Annex C (informative)

Common safety devices and measures

This annex contains general information on commonly available safety devices for cords, chains and tapes used for the operation of blinds. Use of safety devices may reduce the risk of strangulation **but cannot eliminate the risk completely.**

Safety Devices	Applications	Strengths	Limitations
Fixed cord or ball-chain tension pulley	For traversing cords on vertical blinds, and/or tilt operation, and mono blinds.	Reduces the risk of young children or vulnerable persons pulling the cord or ball-chain around their necks.	Correct fitting required to ensure the cord or ball-chain is tensioned.
Cord or ball-chain tidy	For traversing cords on vertical blinds, and/or tilt operation, and mono-blinds.	Reduces the risk of young children or vulnerable persons pulling the cord or ball-chain around their necks.	Correct fitting required to ensure the cord or ball-chain is tensioned.
Cord safety tassel	For pull cord on cord operated venetian and pleated blinds.	A release device that breaks when excessive force is applied to the cord, thereby removing the loop.	Cords may inadvertently become twisted together or knotted, to form a loop.
Ball-chain safety connector	For all ball-chain operated blinds, whether for tilting, raising and lowering or mono-operation.	A release device that breaks when excessive force is applied to the ball-chain, thereby removing the loop.	Ball-chains may inadvertently become twisted together or knotted, to form a loop.
Pull cord stop	For pleated and venetian blinds, to reduce the possibility of a loop being formed from inner pull cords.	Increases difficulty in freeing surplus pull cord from the head of the blind.	Does nothing to prevent freeing of surplus inner cord from the bottom rail upwards.
Cleats	For all products as a means of ensuring cords or ball-chains are kept out of the reach of young children or vulnerable persons.	Needs to be mounted at a sufficient height to ensure cord or ball-chain is well out of reach.	Cord or ball-chain must be kept fully wrapped around cleat at all times, when not in use. Secure fixing is required.
Individual cord or ball-chain tassels	For all products where cutting of tilting and raising/lowering cords or ball-chains does not interfere with the functioning of the product.	Removes cord loop.	Cords or ball-chains may inadvertently become twisted together or knotted, to form a loop.

This could be reduced by fixing the bottom rail. This is also applicable to tapes in mono blinds.

Logo

The annual subscription allows use of the make it safe logo in accordance with the following guidelines:

Make it Safe Logo

The make it safe logo is a trademark of the British Blind and Shutter Association.

The use of the logo is at the discretion of the BBSA and we reserve the right to refuse use or withdraw consent.

Display of the make it safe logo does not imply membership of the BBSA. Only members are able to use the BBSA logo and may use the BBSA logo in conjunction with the make it safe logo if they wish.

Standard Logo

The logo as shown in figure 1 can be used on any form of communication as long as the guidelines are followed.

Logo colours

The make it safe logo is intended to be used in two colours black and red as shown in figure 2.

The logo may be used in black with a tint for mono work as shown in figure 3.

The logo cannot be used in any other colour combination.

Minimum Sizes

The minimum permitted size of the logo is shown in Figure 4.

Clear Areas

A clear space should be maintained around the entire logo. The minimum clear space around the logo should be the equivalent of 20% of the overall width of the logo (see figure 5).

Logo Position

The logo may be positioned in any appropriate position, ensuring it is not too close to the edge.

Only one logo should be used and it should only appear once per page or double page spread.

Fig. 1



Fig. 2



Fig. 3



Fig. 4



Fig. 5



For full information about the use of all logos please see the Logo Design Guide which can be downloaded from the member section of the BBSA website

Window blind safety – ‘make it safe’ says trade body

Child safety is always of paramount concern and The British Blind and Shutter Association (BBSA) is urging homeowners and building users where children are present, to ensure they consider reducing potential risks associated with blind operating cords.

To offer support the BBSA has launched a campaign called ‘make it safe’ to provide practical advice regarding blind cord safety and to highlight the options available to make your window blind safe.

The BBSA and its members have been very active in developing simple, effective low-cost safety features that are suitable for all blinds. These include a safe way of securing the cords by tension devices as well as connectors which simply pull apart should undue pressure be applied, but that can simply be connected again. There are also different operating methods and even window blinds which do not have looped operating cords, so there are lots of options available.

Many of the options offered by BBSA members can be retrofitted to existing blinds so you do not have to wait until you replace a blind to improve its safety.

Commenting on the ‘make it safe’ campaign local BBSA member [INSERT YOUR NAME AND COMPANY e.g. Bob Smith of AA Blind Company] said “We place the highest emphasis on the safe installation of all our products. In line with the relevant European Standard and BBSA guidelines we ensure any product we supply can be fitted with a safety device. Accidents with blinds are thankfully extremely rare but we are conscious that there are significant numbers of blinds already at windows which could also pose a risk so we are always happy to provide advice.”

The BBSA website www.bbsa.org.uk contains more information on the ‘make it safe’ campaign but for specific advice contact [INSERT YOUR COMPANY NAME AND PHONE NUMBER]

ENDS

Note to editors:

For further information please contact [Enter your name, company name and phone number] or Andrew Chalk at BBSA on 01449 780444

- The British Blind and Shutter Association (BBSA) is the trade association for companies involved in the specification, manufacturing, supply and installation of internal and external blinds and shutters and associated motors and control systems.
- The organisation was founded in 1919 and represents approximately 400 companies.
- Member companies are involved in providing shading and insulating products to residential, commercial and public sector buildings.
- For more information visit www.bbsa.org.uk

Promotional Material

A5 four page leaflet highlighting safety options available and consumer advice from the European Standard

£9.95 (pack of 50)

Number of packs:

Please contact the BBSA for volume pricing on 1,000+ brochures



A2 full colour poster for showroom use

£4.95 (per poster)

Number of posters:



Generic BBSA branded swing tickets

£50.00 (per 1,000)

Number of 1000's:



Your name:		Company name:	
Address:			
Your order number:		Signature:	
Email:	Please make cheques payable to "BBSA".		
Order Value:	£	All prices include postage and packing but exclude VAT	

British Blind and Shutter Association - PO Box 232, Stowmarket, IP14 9AR
 T: 01449 780 444 F: 08712 647 220 info@bbsa.org.uk www.bbsa.org.uk

Copy Suggestions

Site survey form

A suggested form for use with domestic site surveys or for buildings where children may be present to record the safety items required or the customer's decision not to accept child safety options.



'make it safe' is a campaign to promote blind cord safety by the British Blind and Shutter Association. See more at: www.bbsa.org.uk

Customer Name:		Order Ref:
Customer Address:		
Post Code:		Telephone Number:
Child Safety Items Required	Child Safety Items NOT required	
Detail Child Safety Options Agreed:	I have been advised of the child safety options available with my blind choice but I have decided not to accept these options. Signed:..... Date:.....	
NOTE: "Complete elimination of the strangulation risk can only be achieved by keeping cords, chains, tapes and similar out of the reach of children. Use of additional safety devices may reduce the risk of strangulation but cannot be considered foolproof.... Persons in charge of children are ultimately responsible for following the safety instructions provided by the manufacturer." (BS EN 13120:1990)		

Copy Suggestions

Site survey form

It is important to ensure that the language associated with safety is correct and the BBSA recommends the following copy for your own website:

As members of the British Blind and Shutter Association (BBSA) we fully support the BBSA's 'make it safe' campaign.

We will supply and install safety devices or offer alternative operating methods where children or vulnerable people may be present.

The BBSA's recommendations to parents and carers are:

- Do not place a child's cot, bed, playpen or high chair near a window so they may reach a blind cord
- Do not place furniture near a window that a child could climb on to reach a blind cord
- Do make sure that a safety device is fitted to keep the cords taut or out of reach

You can download a copy of the BBSA's 'make it safe' brochure free at www.bbsa.org.uk

Parents and carers are reminded that:

"Complete elimination of the strangulation risk can only be achieved by keeping cords, chains, and tapes and similar out of the reach of children. Use of additional safety devices may reduce the risk of strangulation but cannot be considered foolproofPersons in charge of children are ultimately responsible for following the safety instructions provided by the manufacturer." EN 13120 – Internal Blinds Performance requirements including Safety.

Please note we can supply retrofit safety devices as well – don't take a chance, make it safe!

Instruction leaflet copy

In conjunction with major manufacturers the BBSA has drafted simple installation instructions and consumer information for most popular blind products.

EN 13120 states that instructions must be left with the customer regarding the safe use of the products.

Please contact info@bbsa.org.uk for further information.