

Basic Steps to Comply with Various Product-Targeted Regulations

Over the past few years, there has been a rapid boost in the new global product-related regulations/standards development activities, with a multitude of new restrictions, reporting, classification and labeling and packaging requirements. As a consequence of which, organizations are trapped in the complex loop of various local, national and worldwide product targeted regulations.

A simple reporting error, lack of proper registration and compliance can result in significant fines and penalties, ban from selling the products/product recall, customer and supplier loss and severe damage to the corporate image.

In 2012, Nestle's Nesquik; a chocolate powder was voluntarily recalled by Nestle USA due to possible presence of Salmonella¹. In 2011, The U.S. Consumer Product Safety Commission and Health Canada, in cooperation with IKEA Home Furnishings, of Conshohocken, Pa, voluntary recalled about 94,000 and 34,000 units of FÖRSTÅ Coffee/Tea Makers in the US and Canada respectively due to burn and laceration Hazards². In 2008, six infants in China died and approximately 300,000 people were sickened due to consumption of infant formula and milk, and other food materials and components, adulterated with melamine. After this incident, at least 11 countries banned imports of Chinese dairy products³. To avoid occurrence of such incidents, governments are making stricter standards and regulations targeting product safety and stewardship.

In the current scenario, governments, suppliers and consumers are giving more emphasis on the determination of chronic health and environmental hazards associated with the life cycle (production, use, storage, transport and disposal) of materials and products. For example, lead is used in paints to speed up drying and increase durability of the paint. But long-term exposure to deteriorating lead-based paints that is shedding, fragmented, etc. can cause nervous system damage, stunted growth, kidney damage and delayed development in children under age six⁴. Consequently, in countries like The United States, Consumer Product Safety Commission (CPSC)

banned lead paints in 1977 ("16 Code of Federal Regulations 1303"), along with toys and furniture containing lead paint⁴, "The Environmental Protection (Controls on Injurious Substances) Regulations 1992", passed in The European Union controlling lead paint use⁵ and several other countries have imposed limits on the lead content of household paints.

Apart from product compliance initiatives, there has been growing drive towards "Extended Producer Responsibility" (EPR). The OECD defines, "EPR as an environmental policy approach in which a producer's responsibility for a product is extended to the post-consumer stage of a product's life cycle"⁶. In response to this, many manufacturers now willingly take back or buy back their products from end users at the end of product life cycle for proper recycling and waste management. The European Union Waste Electrical and Electronic Equipment (WEEE) Directive and End of Life Vehicles (ELV) Directive are the classic examples of EPR concept supporting directives. The WEEE directive targets collection, recycling and reclamation of all types of electrical and electronic equipments on the other hand ELV targets automotive products. In fact, many product based companies are currently focusing on the production of safer and biodegradable materials.

The list of product-targeted regulations is long. Some of the important regulations/ standards are: Restriction of Hazardous Substances (RoHS), Registration, Evaluation, Authorization and Restriction of Chemical Substances (REACH), Waste Electrical and Electronic Equipment (WEEE) directive, Ecodesign directive, GHS/EU-CLP system of classification and labeling, Toxic Substances Control Act (TSCA), End of Life Vehicles directive, California Green Chemistry Initiative, Regulation (EC) No 1980/2000 (Eco-Label) and IATA-DGR.

The important characteristic of these regulations is that they transfer the risk management responsibility over to the producers and importers of the products.



About the Author

Neha Chauhan is an SAP EHS Consultant in the HSSE Practice of Energy and Utilities Vertical at Wipro Technologies. She has around 4.5 years of industrial and research experience, with a specialization in Environment Health and Safety Management, Regulatory Compliance and Toxicological Risk Assessments. She has given Solution Consulting to various Chemical and Oil and Gas companies for their Health & Safety and Compliance Requirements.

About Wipro Technologies

Wipro Technologies, the global IT business of Wipro Limited (NYSE:WIT) is a leading Information Technology, Consulting and Outsourcing company, that delivers solutions to enable its clients do business better. Wipro Technologies delivers winning business outcomes through its deep industry experience and a 360° view of “Business through Technology” – helping clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, a practitioner’s approach to delivering innovation and an organization wide commitment to sustainability. Wipro Technologies has 140,000 employees and clients across 54 countries.

For information visit www.wipro.com or mail info@wipro.com

DO BUSINESS BETTER

WWW.WIPRO.COM

NYSE:WIT | OVER 140,000 EMPLOYEES | 54 COUNTRIES | CONSULTING | SYSTEM INTEGRATION | OUTSOURCING

WIPRO TECHNOLOGIES, DODDAKANNELLI, SARJAPUR ROAD, BANGALORE - 560 035, INDIA TEL : +91 (80) 2844 0011, FAX : +91 (80) 2844 0256, email : info@wipro.com

North America South America Canada United Kingdom Germany France Switzerland Poland Austria Sweden Finland Benelux Portugal Romania Japan Philippines Singapore Malaysia Australia China South Korea New Zealand

© Copyright 2013. Wipro Technologies. All rights reserved. No part of this document may be reproduced, stored in a retrieval system, transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without express written permission from Wipro Technologies. Specifications subject to change without notice. All other trademarks mentioned herein are the property of their respective owners. Specifications subject to change without notice.