



Product Safety and Compliance – Risk Management between Brand Image and Speed to Markets

OutDoor – Friedrichshafen

07/17/2015

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Why Product Safety?

Abstract :

Chemicals of concerns, physical product compliance, product regulations

Industry **B**est **P**ractices are continuously developed further, while simultaneously expectations on and challenges for international companies grow every season.

Product **S**afety **M**anagement as service function to support the business case.

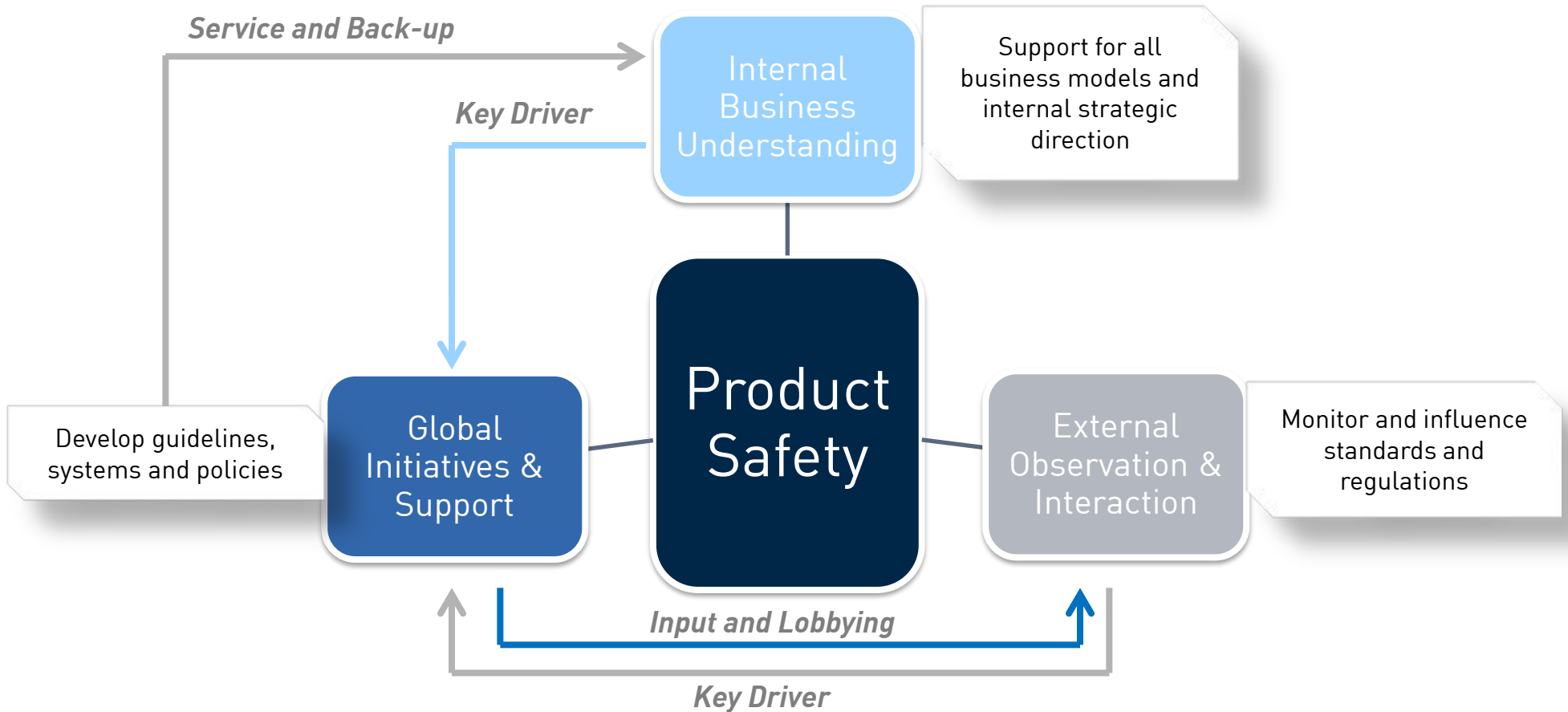
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Why Product Safety? Things can go wrong... And they do!



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Product Safety Focus Areas



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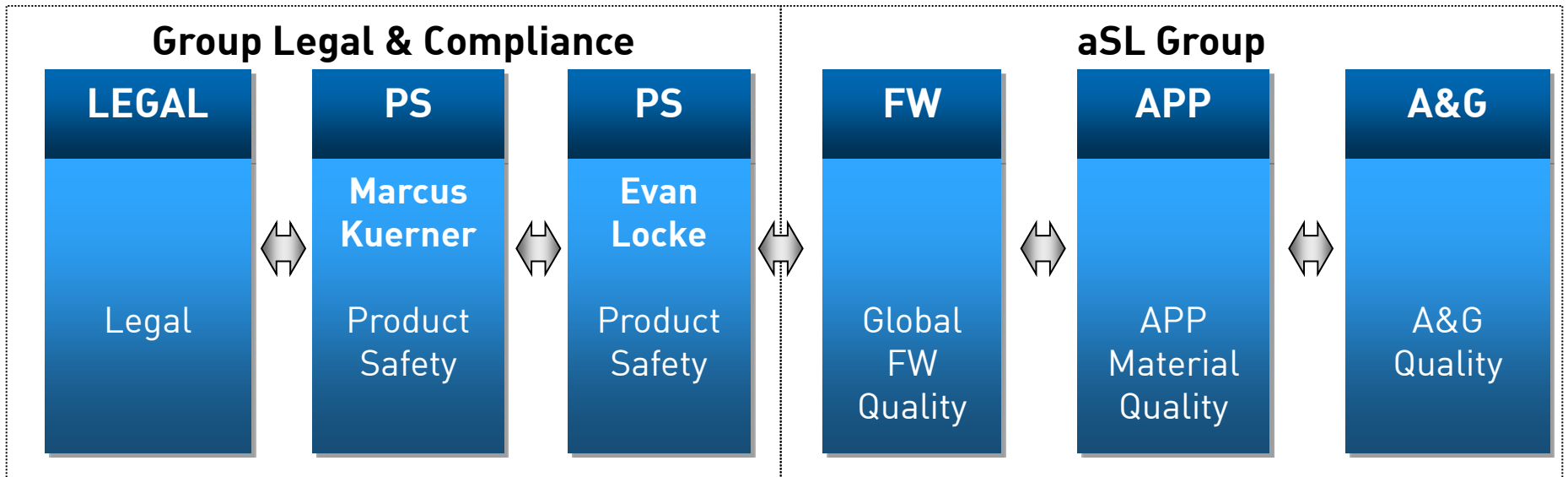
What drives product safety?

Product Safety's goal is to satisfy the collective expectation of our markets (consumers, retailers, authorities etc.) and our brands.



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Product Safety Task Force



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Product Safety and Compliance – At a Glance



- Restricted chemicals/substances (A 01/RSL, REACH, CPSC etc.)
- Physical product safety (PPE, kids cords and ties, UV+ etc.)
- Non sporting goods (Electronics, Toy, GwP, FDA etc.)
- Functional Textile Equipment (flame-ability, biocides, skin care, nano-particles, wellness etc.)
- Promotional/sales support items etc.
- Consumer advertising, marketing claims, warnings and disclaimer

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Why Product Safety?

Any questions?

Thank you for your kind attention