Be confident in the products you select for your little one!
The first step in keeping your baby safe is careful selection of juvenile products. To help with your decisions, JPMA has developed a unique certification program and seal that have been guiding parents and caregivers for more than 30 years.

Today you can purchase more than 2,000 products that bear the distinctive JPMA seal, visibly demonstrating the manufacturer’s commitment to safety.
Curious how a manufacturer becomes certified?

THE CERTIFICATION PROCESS

STEP 1
ASTM Standards are Developed
Committees include: JPMA manufacturers, retailers, test labs, consumer groups and staff from the U.S. Consumer Product Safety Commission (CPSC) and Health Canada

STEP 2
Product Sample Submitted for Testing
Each product model made by the manufacturer in each product category is submitted for testing.

STEP 3
Testing
Testing occurs at a certified independent laboratory.

STEP 4
Certification Criteria Met
Manufacturer must meet the following to receive Certification:
- ASTM Standard
- Federal Laws
- State Laws
- Retailer Requirements

STEP 5
Certification is Achieved

Manufacturers are required to test their product annually to maintain Certification.

Why aren’t all baby products eligible for JPMA Certification?

All baby products must meet certain government requirements. For example, they’re tested to ensure they don’t break and become a small part that could be swallowed.

JPMA adds categories to the Certification Program as new standards are developed by ASTM. ASTM standards are based on data, which demonstrates how the products are used by consumers. Parents can look for the seal with confidence, knowing it has been carefully tested to the highest standards developed specifically for that product category.
Why buy **JPMA CERTIFIED PRODUCTS**?
Because as a parent you are safety conscious and product savvy!

- The seal exemplifies a manufacturer’s commitment to safety.
- The seal proves that a manufacturer has tested a product sample annually to an established standard.
- JPMA Certification means quality, safety, performance and functionality.
- Manufacturers participating in the certification program are held to high standards and are obligated to meet those principles with every product.
- JPMA Certified products go through an extra set of rigorous testing above the standard requirements.
- The JPMA Certification Program has been helping parents make the best product decisions for their babies for over 35 years.
For more baby safety and wellness tips, stay connected with the Baby Safety Zone, an information hub and community for parents and caregivers who are committed to making their child’s first years happy, safe and sound.

www.babysafetyzone.org