



Marketing's Role in Promoting Product Safety





Why “market” product safety?

- Home furnishings companies don’t want to undercut positive messages about a product’s benefits with safety warnings.
- Corporate attorneys (and company presidents) worry about attracting tougher scrutiny if safety is touted.



Why market a product “benefit” that is required?

- Since 2021, we have had a federal flammability regulation for upholstered furniture. (Previously CA TB117-2013)
- Since 2023, we have had a federal stability standard for clothing storage furniture. (Previously the voluntary ASTM F2057 stability standard).



Target.com

 wayfair®

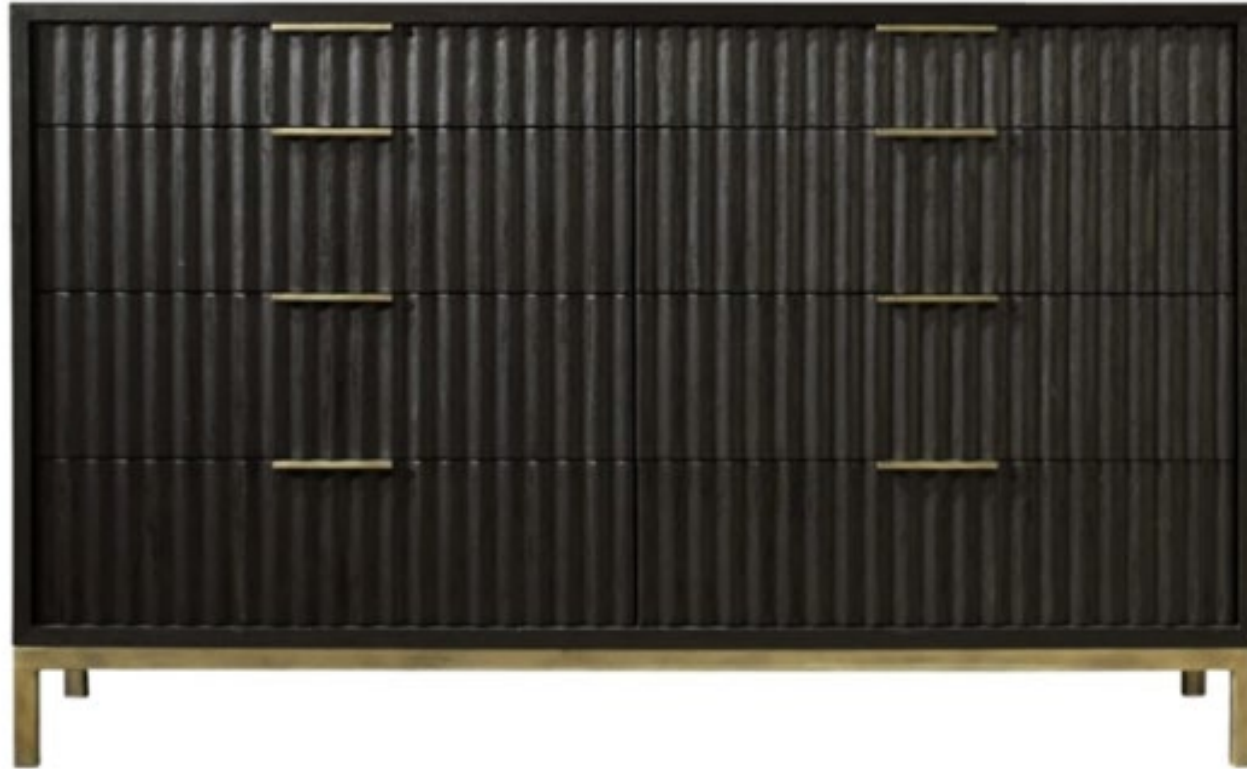
Walmart 



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28,500 sold for \$80 on Walmart.com



Sold for **\$980** on Wayfair.com





Why “market” product safety?

- Competition from unregulated online marketplaces makes compliance a differentiator again
- We can establish industry best practices that improve consumer awareness



LEGACY
CLASSIC | MODERN

PRODUCTS ▾

ABOUT

DEALERS

TO THE TRADE

CONTACT



OUR COMMITMENT TO SAFETY

We take our responsibility to provide safe products seriously. Our furniture is thoroughly and cautiously tested before, during, and after production. This ensures our designs and materials continually meet and exceed safety standards.

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Ethan Allen Furniture Safety Initiative



Ethan Allen is committed to doing all we can to help keep our clients and their loved ones safe.

As recommended by the Consumer Product Safety Commission (CPSC), we manufacture our dressers and other clothing storage units in accordance with the stability and anchoring standards established by ASTM International (a world leader in technical standards development). We include tip restraint kits with the purchase of clothing storage units and a variety of other furniture types that we recommend anchoring. The included tip restraints are regularly tested to meet ASTM performance requirements for such devices.





Safety at home for all ages

However young and lively you are now, you might already find some useful home furnishing tips for when you start to feel your age.

[See how to prevent accidents](#)



HAVERTYS
FURNITURE · EST 1885

Q Search

LIVING BEDROOM DINING MATTRESSES OFFICE DECOR FREE DESIGN SERVICE FINANCING REGRET-FREE GUARANTEE SALE



15 MIN

Every 15 minutes
someone in the U.S.
is injured by
furniture tip-over

Furniture Safety Initiatives





Online **MANAGER'S SPECIALS**

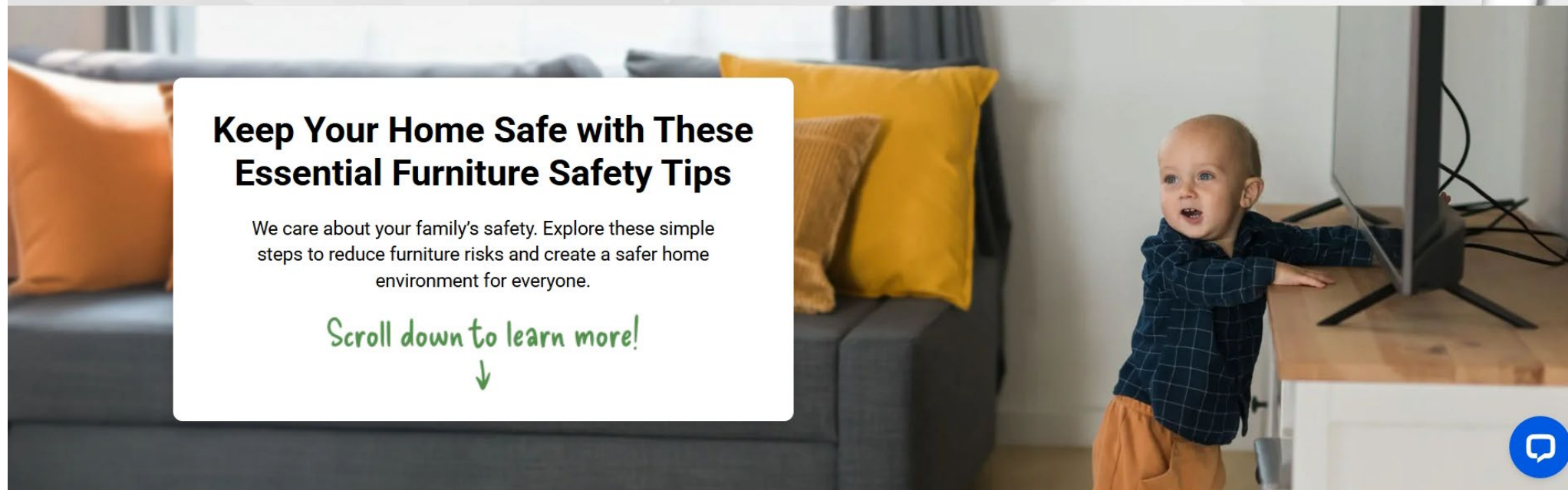
**EVERYONE
LOVES SAVING
MONEY!**



Keep Your Home Safe with These Essential Furniture Safety Tips

We care about your family's safety. Explore these simple steps to reduce furniture risks and create a safer home environment for everyone.

Scroll down to learn more!



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ALLIANCE 4SAFETY
**FURNITURE
SAFETY WEEK**
Industry Partner



For furniture manufacturers, importers, retailers, designers, e-commerce platforms, trade publications and trade associations.

BECOME A SAFETY WEEK PARTICIPANT

SAFETY WEEK PARTICIPANTS

<https://Alliance4Safety.org>

Furniture Safety Week



SPONSORED BY ALLIANCE4SAFETY

5 TIPS FOR FURNITURE SAFETY WEEK
SAFERHOME.INFO

atl&co

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Ashley Furniture Industries

2h · 🌐



Recliners are the most coveted seat in the house, especially if they have power features. But always keep small children and pets in view when closing the footrest. Find more furniture safety tips on the [#FurnitureSafetyWeek2025](https://www.alliance4safety.org/consumer-toolkit) Checklist: <https://www.alliance4safety.org/consumer-toolkit>

Relax safely

*Keep small
children and pets
in view while
closing your
recliner.*



1

1 share



Like



Comment



Share



Ashley Global Retail

17,054 followers

2w · 🌐

+ Follow



As part of Furniture Safety Week, we're sharing essential safety tips that keeps your family safe - from proper anchoring techniques to choosing the right placement for your furniture.

We've been furnishing homes for decades, and we've learned that the best homes are safe homes. To learn more visit: <https://lnkd.in/era8AUKh>
[#FurnitureSafetyWeek2025](https://lnkd.in/era8AUKh)

 ASHLEY

Built safe. Designed to protect.

Always store heavier items in
lower drawers of dressers, chests
and cabinets. Remember, top
heavy = tip hazard.

[Learn More](#)





U.S. Consumer Product Safety Commission

October 8, 2024 · 🌐

...

The number of older adults dying due to a furniture tip-over is higher than for any other age group in recent years.

Learn how to keep them safe and prevent tip-overs at: <https://www.anchorit.gov/#FurnitureSafetyWeek>

PREVENT FURNITURE AND TV TIP-OVERS FOR OLDER ADULTS

How to keep older adults safer



Secure furniture and TVs:
Older adults may try to use furniture to balance themselves, which can cause tip-overs.



Proactively stay informed:
Regularly inspect living spaces for recalled products and replace anchoring devices as needed.



Ensure that regularly used items are easily accessible:
Place them on lower shelves and not on top of televisions or furniture.



Anchor furniture & TVs:
Learn how at [Anchorit.gov](https://www.anchorit.gov)

Older adults at risk for tip-over incidents

More older adults (aged 60+) were treated in emergency departments with injuries involving furniture-only tip-overs over the last decade.

The number of older adults dying due to a furniture tip-over is higher than for any other age group in recent years.

Help prevent tip-overs – anyone can help, whether you live or work at a senior living community, reside at home or care for an aging loved one.

Tip-overs can happen in an instant. For more information and additional tip-over prevention resources, visit [anchorit.gov](https://www.anchorit.gov).



Crowley Furniture & Mattress is in Kansas City, MO. · Follow

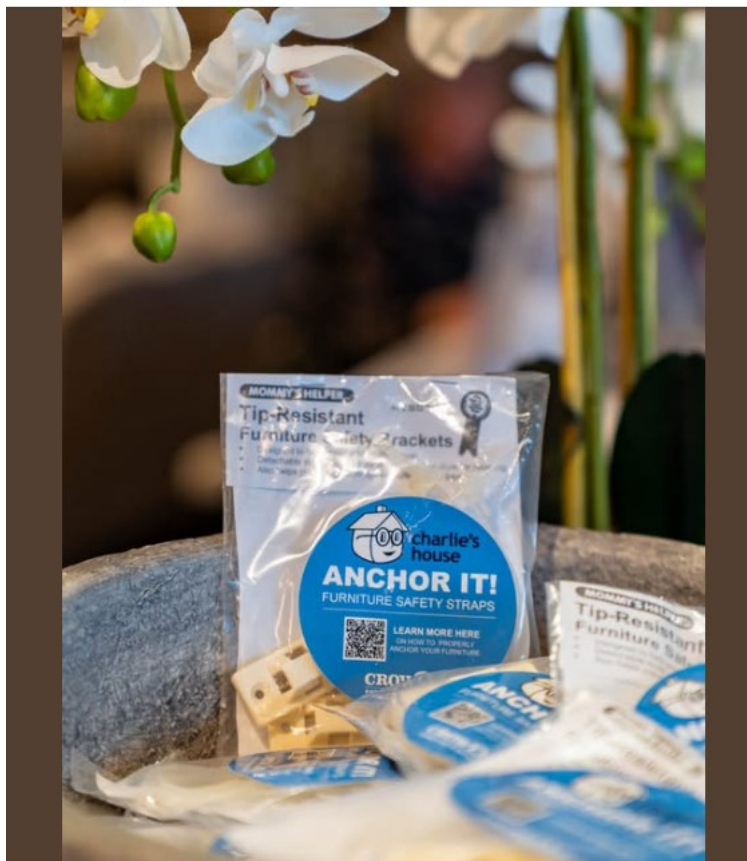
October 6 at 1:03 PM · 🌐

...

This Furniture Safety Week, we're shining a light on furniture safety! 📖

Free wall anchoring kits are always available at all four Crowley Furniture & Mattress locations, thanks to our partnership with Charlie's House. One small step can prevent big accidents.

[#furnitureafetyweek](#) [#safetytips](#) [#charlieshouse](#) [#crowleyfurniture](#)



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Sauder Furniture • 17h •

For over 90 years, Sauder has created high-quality products that stand up to the highest U.S. safety standards. [AHFA - American Home Furnishings Alliance...](#) See more

SAUDER® Furniture Safety TIP

DON'T chance IT

Even when you're watching, accidents can happen. Anchor all furniture that has drawers, doors or shelves. *Today.*

FURNITURE SAFETY WEEK

Sauder Furniture • October 11 at 8:00 PM •

Sauder® creates high-quality products that meet the highest U.S. safety standards. We include a wall anchor in any Sauder® brand domestic storage over 30" tall to prevent tip-over accidents. Featured: The Pacific View® cubby >> <https://bit.ly/3w5Xy3K>
Photo credit: @ash.and.theboys

SAUDER® Furniture Safety TIP

REMOVE any TEMPTATION

Keep remote controls, toys and other tempting items off the tops of TVs and furniture where children can see but not reach them.

FURNITURE SAFETY WEEK

Sauder Furniture • October 7 at 7:00 PM •

Celebrate Furniture Safety Week with Sauder and [AHFA - American Home Furnishings Alliance](#). Visit www.alliance4safety.org for more information. Featured: The Cottage Road® dresser >> <https://bit.ly/3SJW4e>. Photo Credit: @_stylismama_

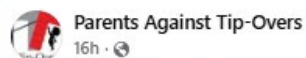
SAUDER® Furniture Safety TIP

WATCH the WEIGHT

Always store heavier items in lower drawers of dressers, chests and cabinets. Remember, top heavy = tip hazard.

FURNITURE SAFETY WEEK





It's [#FurnitureSafetyWeek](#)! Parents Against Tip-Overs is proud to partner with the [AHFA - American Home Furnishings Alliance](#) to promote furniture safety in homes and eve... [See more](#)

**FURNITURE
SAFETY
TIP**

**DON'T
chance IT**
Even when you're watching, accidents can happen. Anchor all furniture that has drawers, doors or shelves. Today.

**FURNITURE
SAFETY
WEEK**

PAT
Parents Against Tip-Overs



3 shares



[#FurnitureSafetyWeek](#) tip: Before accepting a hand-me-down or purchasing a second-hand item, consider expiration dates (some juvenile products like car seats expire after just a few years!), research recalls (it's illegal to sell a recalled product), beware of potential hazards like lead paint, beware of missing parts that could compromise safety, and always ensure secondhand furniture and TVs are secured to the wall as soon as you bring them into your home.

**Give
secondhand
a second
thought.**
Beware of painted finishes that may contain lead. Research recalls, and anchor all secondhand chests, dressers and cabinets to the wall.

**FURNITURE
SAFETY
WEEK**

PAT
Parents Against Tip-Overs



Plan now to participate in October!

- Download the graphics.
- Customize social media posts.
- Challenge employees to share corporate posts on their social platforms!
- Notify local press and share the FSW Furniture Safety tips press release.
- Alert dealers and ask them to support the effort by developing their own social campaigns or by using the supplied graphics.



Plan now to participate in October!

For Retailers:

- Consider a store event with anchoring demonstrations
- Offer free tip restraint devices

Keep an eye out for Chester, our new
Furniture Safety Week mascot!





JOIN *Chester!*

BE A **HOME**
SAFETY
ADVOCATE.



October 5-10, 2026
Learn more at Alliance4Safety.org

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