



**SLOVENSKI STANDARD**  
**SIST-V CEN/CLC Guide 11:2016**  
**01-november-2016**

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**Informacija o izdelku, pomembna za uporabnika - Smernice za pripravo standardov**

Product information relevant to consumers - Guidelines for standard developers

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**Ta slovenski standard je istoveten z: CEN/CLC Guide 11:2012**

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# CEN-CENELEC GUIDE 11

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**Product information relevant to  
consumers — Guidelines for  
standard developers**

**Edition 2, 2012-10-31**

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## Foreword

CEN (the European Committee for Standardization) and CENELEC (the European Committee for Electrotechnical Standardization) form part of the specialised system for European standardization. National bodies that are members of CEN or CENELEC participate in the development of European Standards through technical committees established by the respective organisation to deal with particular fields of technical activity. Other European organisations, governmental and non-governmental, in liaison with CEN and/or CENELEC, also take part in the work.

European Standards are drafted in accordance with the rules given in the CEN-CENELEC Internal Regulations, Parts 2 and 3.

Draft Guides adopted by the responsible Committee or Group are circulated to national bodies for voting. Publication as a Guide requires approval by simple majority of the national bodies casting a vote.

Edition 1 of this guide was prepared by CEN/BT WG 124 '*Safety of consumers and children — Product information*', the secretariat of which is held by NEN. Subsequently, the Guide was adopted by the CENELEC Technical Board in Decisions D125/C013 and D125/C014.

The present Edition 2 of CEN-CENELEC Guide 11 results from an editorial exercise, where dated references have been updated or replaced by undated ones whenever possible. It has been adopted by the CEN Technical Board in Decision 22/2012, and by the CENELEC Technical Board in Decision D142/016.

This document has been prepared under Mandate M/292 given to CEN, CENELEC and ETSI by the European Commission and the European Free Trade Association.

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## Introduction

The primary purpose of this Guide is to assist Technical Committees, or Working Groups, responsible for drafting standards to identify the essential characteristics of information of significance to the consumers of products. The Guide may also assist those responsible for providing product information. This Guide will be of value to those seeking to meet their obligations to provide consumers with adequate information to ensure them to use a product safely. This Guide could also be used by standard writers for services.

Technical Committees have the best competence to decide if and how to address aspects regarding product information in their standards. Not every standard is affected (e.g. test method standards).

This Guide is one of several on aspects of consumer information. The CEN Working Group responsible for its creation has identified, in the References, those documents, which it believes contain material of fundamental importance to the production of effective product information.

Guidance on the general informational needs of people with disabilities and older people can be found in CEN-CENELEC Guide 6. Specific guidance for standards writers to address the issues of child safety in standards can be found in CEN-CENELEC Guide 14.

It is important to emphasise that this Guide does not contain original material. Its purpose is to draw selectively from key documents and to present essential material in a concise and easily accessible form. Interested parties may find specific guidance on a number of related themes in the documents listed in the references. Cross-references have only been included when the quoted list is not complete.

This Guide is relevant to all methods by which products are offered to consumers, including distance selling and sales by electronic mail. While this Guide is aimed at products used by consumers, standard writers for products aimed at the professional user should consider this Guide in case of possible use by consumers, such as migration products, e.g. in the do-it-yourself market.

Information for consumers is a vital part of any product. Improving the quality of information increases consumers' ability to make a reasoned choice at the point of purchase. It helps to minimise risk of incorrect or inappropriate purchases or contracts. Consumer uncertainties are reduced and consumer satisfaction is increased. Those who supply a high standard of consumer information enhance their commercial reputation, and save time and money by reducing enquiries and complaints.

There is considerable scope for further standardization in the field of consumer information in terms of individual products, and even more so for groups of products.

## 1 Scope

This Guide provides standardization committees with the information necessary to develop product information requirements in as uniform and complete manner as possible. It concentrates on safety information, but also contains other kinds of information.

Some European Directives have specific requirements for product information relating to consumer safety or the safety of employees. Compliance with this Guide may not meet these requirements.

This Guide can be consulted where:

- products are not (yet) covered by standards and/or codes of good practice;
- products are covered by standards without product information requirements;
- more in-depth guidance on product information is sought.

## 2 References and bibliography

EN-ISO 12100, *Safety of machinery — General principles for design – Risk assessment and risk reduction* (ISO 12100)

EN 82079-1:2012, *Preparation of instructions for use — Structuring, content and presentation — Part 1: General principles and detailed requirements* (IEC 82079-1:2012)

CEN/TR 13387:2004, *Child use and care articles — Safety guidelines*

ISO 3864-1, *Graphical symbols — Safety colours and safety signs — Part 1: Design principles for safety signs and safety markings*

ISO 3864-2, *Graphical symbols — Safety colours and safety signs — Part 2: Design principles for product safety labels*

ISO 7000, *Graphical symbols for use on equipment — Registered symbols*

CEN-CENELEC Guide 6:2002, *Guidelines for standards developers to address the needs of older persons and persons with disabilities*

CEN-CENELEC Guide 14, *Child safety — Guidance for its inclusion in Standards*

ISO/IEC Guide 14:2003, *Purchase information on goods and services intended for consumers*

ISO/IEC Guide 37, *Instructions for use of products of consumer interest*

ISO/IEC Guide 41, *Packaging — Recommendations for addressing consumer needs*

ISO/IEC Guide 50, *Safety aspects — Guidelines for child safety*

ISO/IEC Guide 71, *Guidelines for standards developers to address the needs of older persons and persons with disabilities*

ISO/IEC Guide 51:1999, *Safety aspects — Guidelines for their inclusion in standards*

## 3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

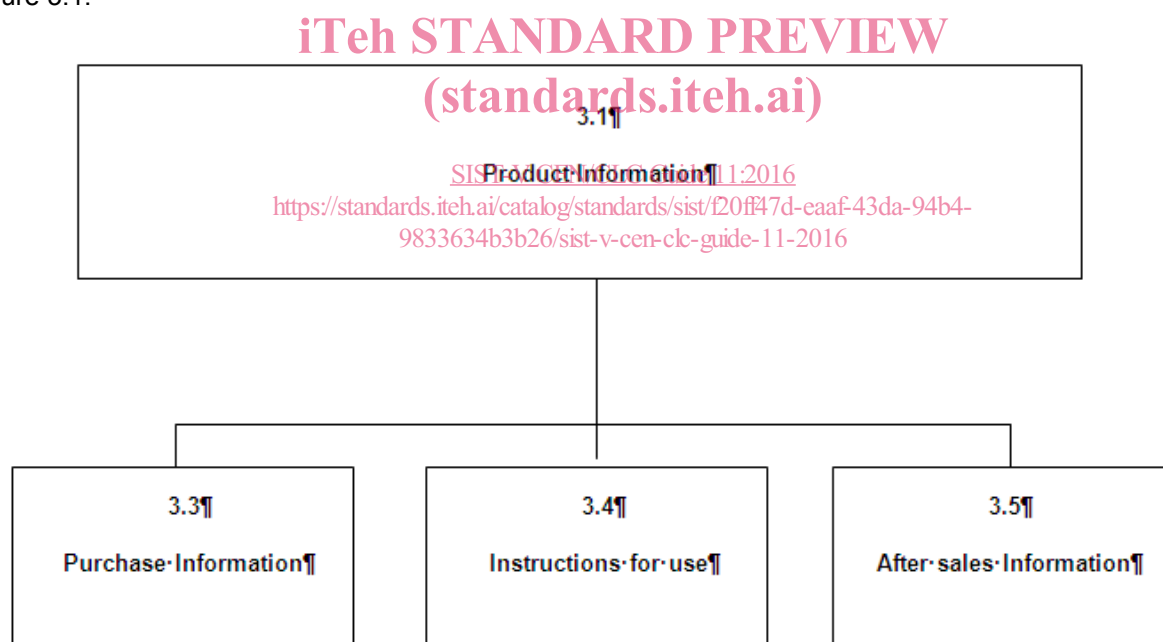


**Table 3.1 — Alphabetical list of terms and definitions**

Term or definition	Subclause
After sales information	3.5
Harm	3.10
Hazard	3.9
Instruction for use	3.4
Marking	3.2
Producer	3.11
Product information	3.1
Purchase information	3.3
Residual risk	3.8
Risk	3.6
Risk assessment	3.7

### 3.1 Product information

Texts and images may accompany or be associated with a specific product. This includes labels, certification marks, markings, leaflets, manuals and brochures. Product information consists of three different categories, see Figure 3.1.

**Figure 3.1 — Categories of product information**

### 3.2 Marking

Marking is a kind of product information permanently attached to the product or, if the packaging creates the risk, to its packaging; all markings belong to one of the categories 'purchase information' and 'instructions for use', or both.

### 3.3 Purchase information

Information that will allow an informed choice before the purchase of a product (including mail order catalogues, telesales and e-business).

### 3.4 Instructions for use

Information supplied to enable the consumer to assemble, install, operate, store, maintain, repair, and dispose of the product.

### 3.5 After sales information

Any information that is not accompanying the product such as information on updates, recalls, and maintenance.

### 3.6 Risk

Combination of the probability of occurrence of harm and the severity of that harm.

### 3.7 Risk assessment

Overall process comprising a risk analysis and risk evaluation.

### 3.8 Residual risk

Risk remaining after protective measures have been taken.

### 3.9 Hazard

A potential source of harm.

NOTE The term hazard can be qualified in order to define its origin (e.g. mechanical hazard, electrical hazard) or the nature of the potential harm (e.g. electric shock hazard, cutting hazard, toxic hazard, fire hazard).

### 3.10 Harm

Physical injury or damage to the health of people

### 3.11 Producer

The definition of producer depends on whether the manufacturer is established in the community and whether other professionals in the supply chain affect the safety properties of a product. Therefore, the following definitions for producer are used (GPSD):

- the manufacturer of the product, when he is established in the community and any other person presenting himself as the manufacturer by affixing to the product his name, trade mark or other distinctive mark, or the person who reconditions the product;
- the manufacturer's representative, when the manufacturer is not established in the community or, if there is no representative established in the community, the importer of the product;
- other professionals in the supply chain, in so far as their activities may affect the safety properties of a product placed on the market.

## 4 Principles of development of product information

Product information is an integral part of the delivery of the product.

### 4.1 Principles of safety

Product information requirements in standards have a direct impact on safety. Product information should contribute to avoiding risks to the person, or damage to the product. However, product information is not intended to compensate for design deficiencies. It does not in itself make a product safer, but it is a means for the producer to communicate with the buyer and/or consumer. It can contribute to avoid unsafe interactions of

people with the product. Therefore, reasonable foreseeable misuse and risks of the product should be made explicit and adequate warnings be given.

## 4.2 Risk assessment

Risk assessment should be carried out to determine the risks of a product (procedure described in ISO/IEC Guide 51 and in Annex C). The product should be designed in such a way that as many hazards as possible are eliminated. The residual risk should be described in the product information including all necessary references to personal protective equipment.

NOTE In some cases specific sector guides to determine risk assessment are available, e.g. CEN/TR 13387:2004.

All products posing a potential residual risk to the consumer shall be accompanied by appropriate, clear, and legible warnings of such risks. Where specific skills, experience, knowledge, or additional equipment or clothing is required for safe use, warnings should be given at the point of sale, on retail packaging, and on the product.

However, risks associated in the use of products that are obvious for the consumer, just because they are part of their functions, should not be mentioned (is it useful to warn people that they can cut themselves with a knife?). This could result in such a multiplication of useless warnings that the consumer would not even pay attention to the necessary ones. Over-marking with consumer information should be avoided, as this would detract from safety warnings. The difficult part is defining what is obvious. For instance, every consumer knows that an oven will become hot, but most consumers expect that the outside of the oven is just a little bit warm and not so hot that you can get burned. However, most ovens get so hot that you can get burned. Do you need a warning or not? Furthermore, everyone knows that you need special skills to ride a bicycle otherwise you can fall and get hurt. Do bicycles need a warning? 'Warning: Wear a helmet when riding your bike, you could fall and hurt yourself'.

Warnings, which relate to the skills, experience or age of the consumer, should appear on the product, on its retail packaging and be clearly legible at the point of sale.

## 4.3 Authorship of the product information

The preparation of instructions should be an integral part of the product development process, rather than an exercise carried out when everything else has been done. According to the guidelines on product information, it is preferable not to use people who are too close to the product to see it from the consumers point of view to write instructions. Producers are responsible for adequate quality of the product information and ensure that qualified persons will write the information.

## 4.4 Principles for communicating information

- the product information shall be expressed concisely and precisely and aim at a given target group;
- the product information shall be imparted to the target group in an understandable and useful way;
- recognised methods and means like typography, layout and printing procedures shall be used to enhance the readability;
- relevant laws, regulations and standards concerning product liability, copyright, etc. shall be given prominence.

Consumer information should be clearly distinguishable from that intended to promote the product (EN 82079-1:2012).