



21-22 July 2011

Kuala Lumpur Convention Centre (KLCC), Malaysia

## Electrical Safety – Consumers' Perspective

Presented By

*Ratna Devi Nadarajan*

*Chief Executive Officer,*

Malaysian Association of Standards Users

Organized by:



OFF



21-22 July 2011, KLCC

## Content:

- Scope : consumers
  - Rights and Responsibilities
- Consumers Experience related to unsafe electrical appliances (Complaints Record)
  - Types
- Other concerns
- Role of Consumer Organizations
  - Challenges
- Updates for manufacturers / distributors / service providers

## Consumers

### Consumer Protection Act 1999

- Consumer" means a person who—
  - a) acquires or uses goods or services of a kind ordinarily acquired for **personal, domestic or household purpose, use or consumption**; and
  - b) does not acquire or use the goods or services, or hold himself out as acquiring or using the goods or services, primarily for the purpose of—
    - i. re-supplying them in trade;
    - ii. consuming them in the course of a manufacturing process; or
    - iii. in the case of goods, repairing or treating, in trade, other goods or fixtures on land;

## Consumer Rights (according to the UN Guidelines for Consumer Protection and UN-HR)

- The right to **satisfaction of basic needs**
- The right to **safety**
- The right to **be informed**
- The right to **choose**
- The right to **be heard**
- The right to **redress (represented)**
- The right to **consumer education**
- The right to a **healthy and sustainable environment**



## Consumer Responsibilities

1. **Critical Awareness**
2. **Involvement and Action**
3. Solidarity
4. Social Responsibility
5. Environmental Responsibility

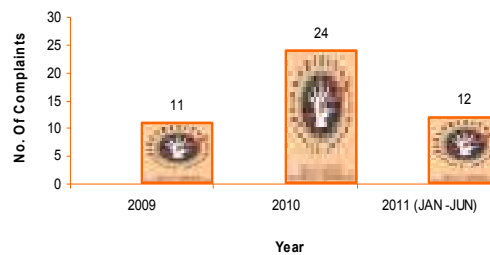


## Consumers Experience Related to Unsafe Electrical Appliances

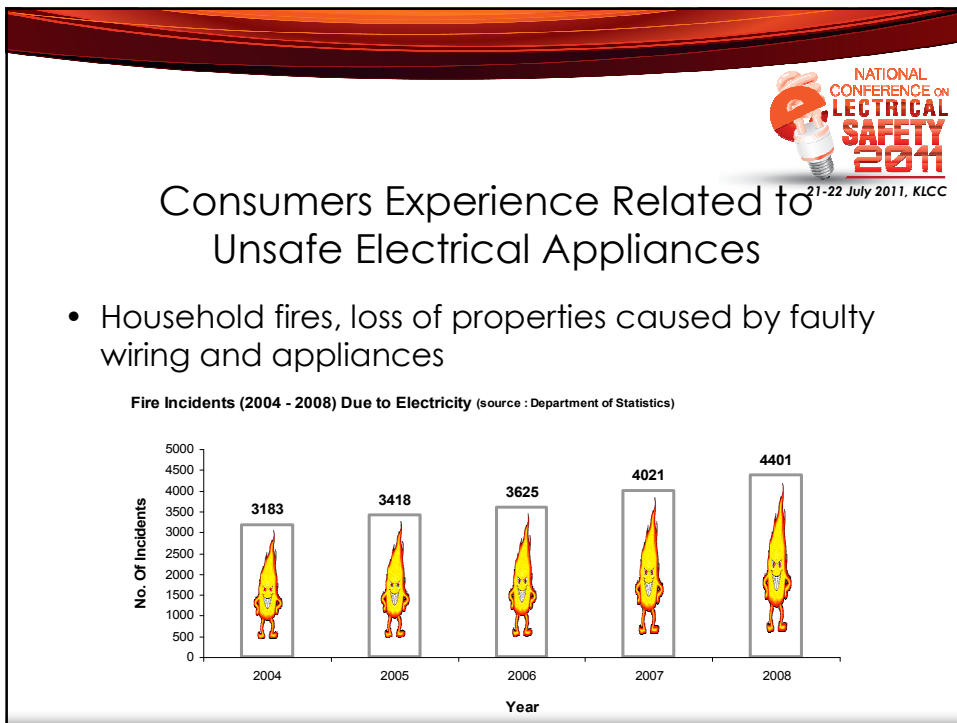
- **Complaints from NCCC (National Consumers Complaints Centre)**

- 'Explosion'
- Shock / electrocution
- Electrical Fire
- Physical hazard: laceration , possible drowning

No. Of Complaint Received (2009 - 2011) from Consumers Related to Electrical Safety

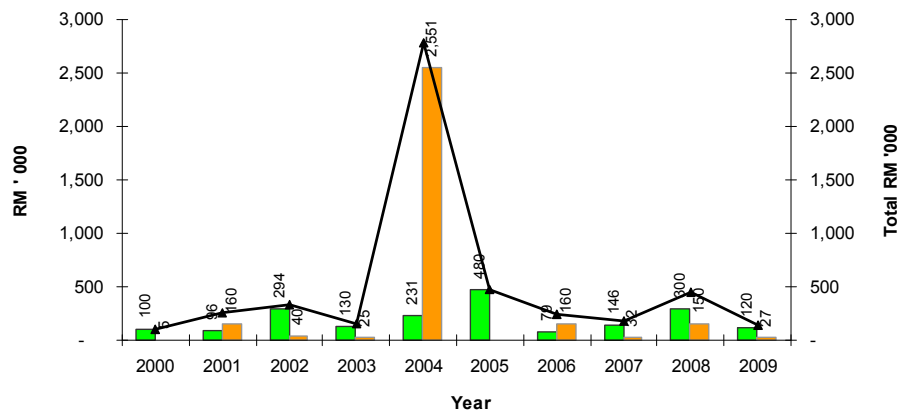


Possible Loss in RM from 2009 - 2011 (Jan - June)



**Losses in RM '000 due to Fires Caused by 1) Faulty Wiring  
2) Appliances FY 2000 - FY 2009 in the State of Perlis (Houses ONLY)**  
(Source : Perlis State Fire and Rescue)

Legend: ■ Losses in RM '000 (Wiring) ■ Losses in RM '000 (Appliances) —▲— Total



## Consumers Expectations Related to Safety of Electrical Appliances

- Traceability of labeling
  - Ability to distinguish authentic and false claims
- Address confusion
  - Batteries
  - Lap tops
  - Mobile phone chargers
  - Lamp / CFLs currently not regulated





Abbreviation / Prefix used:

- **WA** – Wiring Accessories
- **AV** – Audio Video
- **HS** – Household Appliances
- **LT** – Luminaires
- **PT** – Power Tools
- **CB** – Circuit Breakers
- **WC** – Converters
- \* For Imported /Consignment products, they are differentiated with the word BATCH and a suffix B after the serial number.

## Consumers Expectations Related to Safety of Electrical Appliances





Format label before Mei 2006:

- ACK – made in Malaysia
- CAC – for imported accessories / appliances



- Toaster' with JBE label (Jabatan Bekalan Elektrik).







## Other concerns

- Lack of or lack of access to data to justify need to recall / administer corrective action and to tailor consumer education

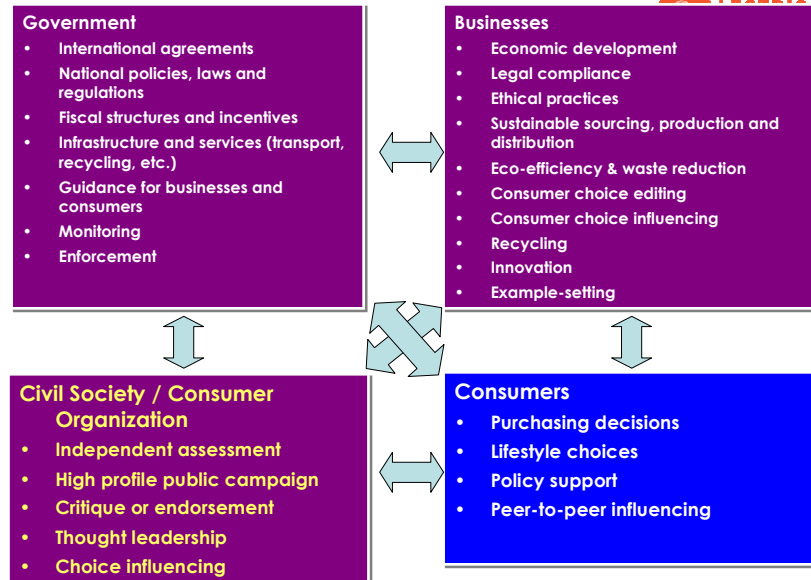
### **Fact Sheet: HOUSEHOLD EXTENSION CORDS**

- The U.S. Consumer Product Safety Commissions estimates that about 4,700 residential fires originate in extension cords each year, killing 50 people and injuring 280 others.
- Nearly two-thirds of electrical burn injuries among children ages 12 and under.
- Overheating of extension cords can occur at the plug, at the socket, or over the entire length of the cord. Hot plugs and sockets are often caused by deteriorated connections to the cord wires.

## Other Concerns

- Counterfeits
- Second hand stores
- 'Reduce to clear'
- Cross border purchases

## Roles of different stakeholders



## However.....

- Behaviour changes takes time and against more than **RM 7.7 billion (2010)** advertising industry
- Consumers against 1000 brands a day – BUY more, change your phone, spend quality time at a fast food outlet, drive out to breakfast starting at RM 4.99, Megasales, Carnivals, Clearance Sales,  
**EVERYTHING MUST GO!!!!!!!!!!**



## Challenges

- Technical 'know-how'
  - Technology evolutions
  - Nanotechnology, GMO, ICT technology, etc
- In some parts – challenges to meet even basic needs, prices, counterfeit products
- Limited Human Resource to expand into all areas of concern to consumers
  - Prioritization; more reactive than proactive



## Challenges



- Increasing cost of consumer interest representation:

- Study
- Survey
- Testing



- Superficial consumer involvement
- Special challenges: safety of people with disabilities; elderly.



Roles of consumer organizations and other NGOs **does not** relieve governments, industry, the media and other stakeholders from their obligations

- Parallel effort
- In Partnership
- **The primary burden of solving problems needs to be imposed on the parties with the greatest knowledge of the causes of problems and the greatest resources for finding solutions**

## Updates

- **ISO 10377**
  - Guidance Standard -- Consumer product safety : A practical guide for suppliers
- **ISO 10393**
  - Guidance standard on consumer product recall and corrective action: Code of good practice

**Thank You and  
Keep  
Safe.**