

Start of national CE mark campaign

Fewer accidents with hazardous products since introducing the CE mark

Sweden has seen the number of serious accidents caused by electrical products fall since the system of CE marking was introduced in the EU 10 years ago. Through this mark, the manufacturer ensures that a product fulfils the requirements regarding health and safety. And yet knowledge about the CE mark is poor among consumers and retailers. This is why a number of public authorities, the Swedish Federation of Trade and the Confederation of Swedish Enterprise are this week launching a joint information campaign which will involve 3,000 stores.

The CE mark must be in place on products with high requirements in terms of health and safety, e.g. toys, personal protective equipment, electrical goods and machinery. The CE mark is the manufacturer's guarantee that the product meets these health and safety requirements.

“Over the 10 years during which the CE mark has been used in Sweden, we have gained safer products,” says Ingvar Enqvist, head of product safety at the National Electrical Safety Board. One example of this is the fall in the number of serious accidents caused by electrical products.

“In order to guarantee that the CE marking works properly, every year the authorities carry out comprehensive market surveillance. The National Electrical Safety Board alone checks 6,000 products a year, of which around 350 are tested. The authorities' surveillance results in dangerous products disappearing from the market or in demands being made for improvements before their sale can continue.”

Despite this, few Swedes bother to look out for the CE mark. A survey carried out by the European Commission shows that barely 60 percent of Swedish consumers recognise the CE mark. Even fewer know what it means or state that they are influenced by the CE mark when shopping.

“CE – For Safety's Sake” is the theme of the campaign starting this week. Supported by the government, the campaign is being promoted by the Swedish Federation of Trade, the Confederation of Swedish Enterprise, the Swedish Board for Accreditation and Conformity Assessment (SWEDAC), the National Work Environment Authority, the National Electrical Safety Board and the Swedish Consumer Agency. 3,000 stores, along with trade organisations, have received information and training on the CE mark. In addition, the stores have received material to give to their customers, with the information also available on the websites of a number of organisations and authorities.

“The aim of the campaign is to increase awareness of what the CE mark means,” explains Andrea Femrell, project coordinator at SWEDAC.

“The most important thing is that we have safer products. At the same time, the CE mark allows products to move freely within the EU, which is a major benefit for the consumer and companies compared with every country having its own system of different labels and safety regulations,” comments Anders Eliasson, campaign manager at the Swedish Federation of Trade.

For more information, contact the project participants:

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Find more information about the CE mark and the campaign at www.swedac.se/CE

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