

CRS-27-08

Report of survey and Japan proposal on
Labeling of Para 4.5.

2011/9/8

JASIC

Report of survey on label discussed at 27th Informal meeting.

Date : 16th-17th July 2011

Place: PASIFICO YOKOHAMA (Yokohama, Japan)

Method of survey : Hearing survey

Valid answer : 139

Survey over view

Ask how they understand the meaning of the label by showing one of the labels.

A: + Local Language






B: Group Proposal



C: Peter's Proposal



	month	Install direction
<p>A</p> <p>N=59</p>  <p>+ Local Language</p>	<p>Number of Correct Answer =47</p> <p>79.6%</p> <p>6 person out of 12 incorrect answered persons understand it as “Meter”.</p> <p>Even in correctly answered group, 4 persons pointed out it is confusing with “Meter”.</p>	<p>Number of Correct Answer =54</p> <p>94.7%</p> <p>3 persons pointed out it is difficult to see because the slant line and seatback is overlapped.</p> <p>2 persons understood as “Allowed to use”.</p> <p>3 persons could not understand Forward Facing and Rear Facing.</p>
<p>B</p> <p>N=44</p>  <p>Group Proposal</p>	<p>Number of Correct Answer =27</p> <p>61.3%</p>	<p>Number of Correct Answer =32</p> <p>72.7%</p> <p>4 persons did not understand meaning of the tick mark.</p>
<p>C</p> <p>N=32</p>  <p>Peter's Proposal</p>	<p>Number of Correct Answer =1</p> <p>3.1%</p> <p>Very difficult to understand calendar icon as “age” (or “month”).</p>	<p>Number of Correct Answer =11</p> <p>34.4%</p> <p>Questionee got confused by calendar, and could not (gave up to) read the meaning.</p>

General Overview

It was very low rate that could understand the pictogram and “M” correctly.

- By adding local language supplement, rate of correct understanding raise to 80%.
- By adding English supplement, rate of correct understanding raise to 60%.

It is concerned this problem will be caused in country or region which Alphabet characters are not used commonly.

However, if it is understandable sufficiently to the people of several language spoken country or region with only one label, we propose to allow manufacturer to choose to add supplement by commonly used language or not to add supplement.

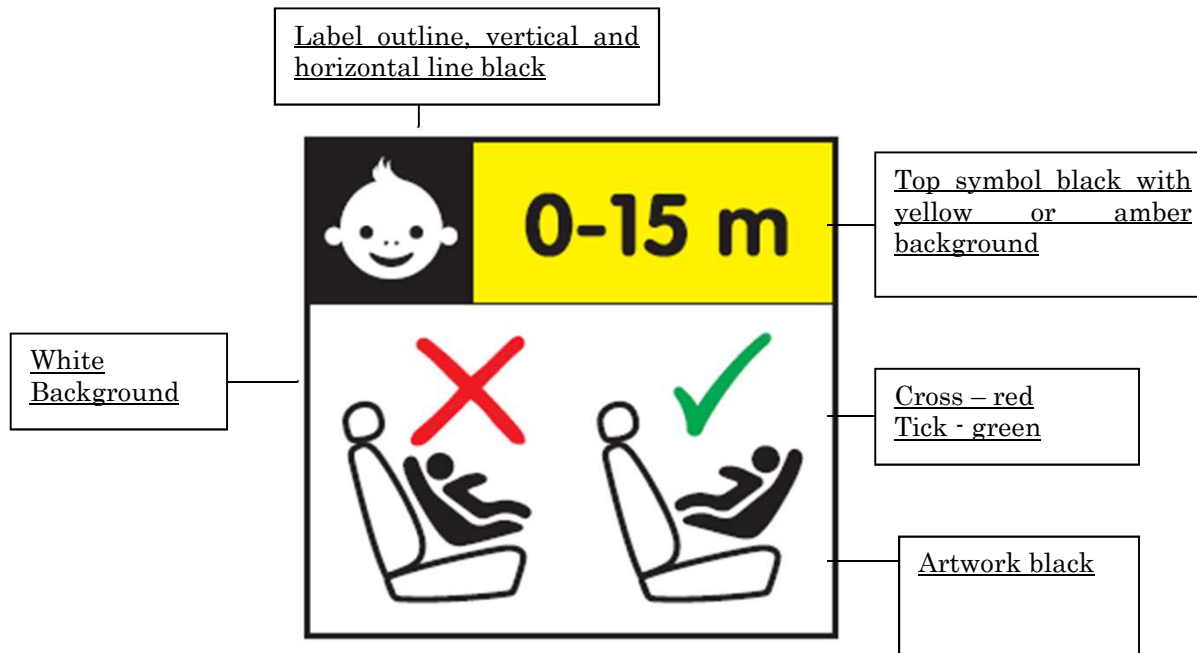
We also propose to revise pictogram of Group Proposal Label to improve the visibility and reduce misunderstanding.

Supplement

We want to make it manufacturer's choice, because the label occupies a big area (40mm x 40mm) on car seat's visible zone , it maybe difficult to make it mandatory to put supplement due to size.

(Reference) Current proposal

- 4.5. In the case of Child Restraint Systems that can be used forward facing, include it shall have the words following label permanently attached (the information shown is a minimum):



NEW Proposal

- 4.5. In the case of Child Restraint Systems that can be used forward facing, it shall have the following label permanently attached and visible to someone installing a child restraint in the vehicle (**the information shown is a minimum. Manufacturer is allowed to add supplement in the label if necessary. Supplement language should be commonly spoken language in the country or region where product is to be sold**):

label minimum size 40 x 40 mm

