



"I'm a mum of three and thought I was pretty well versed in keeping my kids safe. I hadn't ever heard or thought about the dangers of vertical blind cords until this morning. Our 14-month-old girl had inadvertently wrapped the cord around her neck then tripped over. Thankfully she was able to let out a cry and I was only in the next room."

- RANGIORA, MOTHER OF THREE



### — THE SAD REALITY —

According to the Australian Competition and Consumer Commission (ACCC), between one and two children die in Australian homes every year as a result of non-compliant corded blinds and curtains. Most of these deaths occur in children under the age of three.

Blinds and curtains with long, unsecured looped cords are a clear potential child safety hazard and Australia already has legislation regarding blind pull cords and drawcords on tracks. In Australia all looped cords must be secured or have an approved safety design. Despite similar NZ statistics, no mandatory safety standards exist here. That doesn't mean we can't take the front-foot.

## LEWIS'S CHILD SAFETY POLICY

*Ensuring all children are safe from the danger of curtain & blind cords*

Consumer NZ have reported thirteen deaths from blind-cord accidents in NZ between 2002 and 2009 and we know this tragic trend has continued. It's very easy to get caught up in life, become complacent and have the attitude that 'it won't happen to us' - until it does.

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We have decided that it is not worth the risk.



## OUR POLICY

Lewis's has adopted a strong position on child safety with our decision to take all practical options to provide the maximum level of child safety possible. We have taken the approach that Child safety is no longer optional for either Lewis's or our customers, as we can never be sure that at some time in the future, a toddler or child may gain access to the blinds and curtains in our homes. All Child Safety Devices provided with Lewis's products must be installed.

## LEWIS'S SAFETY AUDIT

As part of Lewis's Child Safety Initiative, Lewis's Measurers will now offer clients a free Child Safety Audit of all their curtains and blinds throughout their home while they are there measuring. If any untethered looped cords or chains are identified, Lewis's will install Child Safety Clips free of charge when we return to install your order.

Child Safety is important to us, so it does not matter whether Lewis's supplied the blinds & tracks or if they were supplied by another retailer, Lewis's will still install Child Safety Clips free of charge.

## OUR SOLUTION

### CURTAIN TRACK DRAWCORD SYSTEMS

Lewis's have identified the looped cords on curtain track drawcord systems as our number one concern. Children often play behind curtains and these cords can be very accessible and pose the greatest hazard. As a result, Lewis's policy is to:

#### 1. Choose Kinetics Automation

Today we have very good motorised track systems for opening and closing curtains that operate without any cords. These have many advantages along with being child safe.

#### 2. Avoid Drawcord Systems

Wherever possible, avoid drawcords by choosing Wands. Wands enable you to open and close the curtains without handling the curtain. These are the perfect replacement to drawcords.

#### 3. Install Cord Tensioners

Where a drawcord is required, they must be installed with a cord tensioner. All cord tensioners are supplied at no extra charge, although there is a small installation charge for installing drawcords.

### CHILD SAFETY & ROMAN BLINDS

The cords and chains used to make and operate Roman blinds can be dangerous to young children. This is of great concern to Lewis's and we have developed special design features to reduce these dangers.

#### 1. Break Away Clips

The rear cords behind roman blinds, are instrumental to the operation of Roman blinds but they do present the greatest danger to young children. Now, with a significant development, Lewis's attaches these to the blind with "**Breakaway Clips**" so should these cords come under any excessive tension, the cord will break away from the blind. These breakaway clips can easily be reconnected to re-establish the operation of the blind.

#### 2. Choose Kinetics Automation

Lewis's Roman blinds are now supplied with Kinetics motorisation, so that there are no further cords or chains required to operate these blinds.

#### 3. Care & Good Practice

Despite Lewis's child safety developments, always consider all blinds with chains or cords to be dangerous to young children. Move cots and children's beds and furniture away from cords and ensure children do not play or access the area behind roman blinds.

### UNTETHERED AND LOOPED CHAINS & CORDS

The untethered looped chains and cords on Lewis's Roman and Luxaflex blinds remain our next area of concern. As a solution, Child Safety Clips are now included with all Lewis's Chain Operated Roman Blinds and all Luxaflex Roller Blinds, free of charge. The clip is clear (so it doesn't matter what colour the walls or frames are) and it is big enough that the Luxaflex Stoppers will travel through it unobstructed.

Child Safety Cleats and Devices will also be included, free of charge, with all other Luxaflex Blinds, including Duettes and Venetians.