

Wima

WRITING INSTRUMENT
MANUFACTURERS ASSOCIATION



PMA Pencil Certification Program

Certifying Pencils Non-Toxic for Over 50 Years



WHAT IS THE PMA SEAL?

The PMA Seal is evidence that the pencil has been reviewed for all federal safety regulations applicable to cased pencils and that the pencils are safe to use for all ages (when used in accordance with instructions).



WHO IS PMA – PENCIL MAKERS ASSOCIATION

Pencil Makers Association is a division of WIMA

Executive Director David H. Baker

David H. Baker has been practicing law in Washington, D.C. for over 40 years, focusing on the area of product safety law. He regularly represents clients before the U.S. Consumer Product Safety Commission and state product safety agencies. His clients include national trade associations, Fortune 500 corporations and privately held companies. He has worked with the Writing Instrument Manufacturers Association since 1983. David is past Chair of the ABA Committee on Consumer Product Regulation; past President of the International Consumer Product Health and Safety Organization and has served as an Adjunct Instructor on trade association law at Catholic University Law School.

Senior Toxicologist and Vice President of Intrinsik Corp. Elliot Sigal

Elliot Sigal has over 30 years of experience in human health risk assessment, ecological risk assessment, toxicology, peer review, public consultation, risk communication and risk management. Elliot has overseen and contributed to hundreds of risk assessment projects for industry and government and conducted peer reviews on risk assessments in jurisdictions across Canada and the U.S. Since 2015, he has directed the efforts of the Chemical and Consumer Products team, responsible for the assessment of consumer products including toys, art supplies, cosmetics and personal care products, and other household items. Many of the hundreds of assessments conducted annually involve the consideration of the toxicological properties of the chemicals in the product as well as an exposure assessment of each chemical, considering the physical/chemical properties of the chemicals, the characteristics of the product and the intended use and foreseeable misuse of the product.

Bureau Veritas

A World Leader in Laboratory Testing, Inspection, and Certification Services

Bureau Veritas helps its clients improve their performance by offering services and innovative solutions in order to ensure that their assets, products, infrastructure and processes meet standards and regulations in terms of quality, health and safety, environmental protection and social responsibility.



COMPLIANCE

- Federal product safety standards
- Understand safety, sustainability, environmental risks associated with pencils
 - The Federal Hazardous Substances Act (FHSA), [15 USC §1261 et seq.](#), and Regulations thereunder pertaining to acute toxicity or chronic toxicity and specifically including lead in surface coatings standard.
 - The Labeling of Hazardous Art Materials Act (LHAMA), [15 USC § 1277](#) and Regulations thereunder pertaining to chronic toxicity/American Society for Testing and Materials D4236 relating to Labeling of Art Materials for Chronic Health Hazards.
 - Proper disposal of pencils in accordance with FTC environmental marketing guidelines
 - Additional testing or requirements adopted as a result of recommendations from the Third-Party Toxicologist, or the Toxicological Advisory Board.

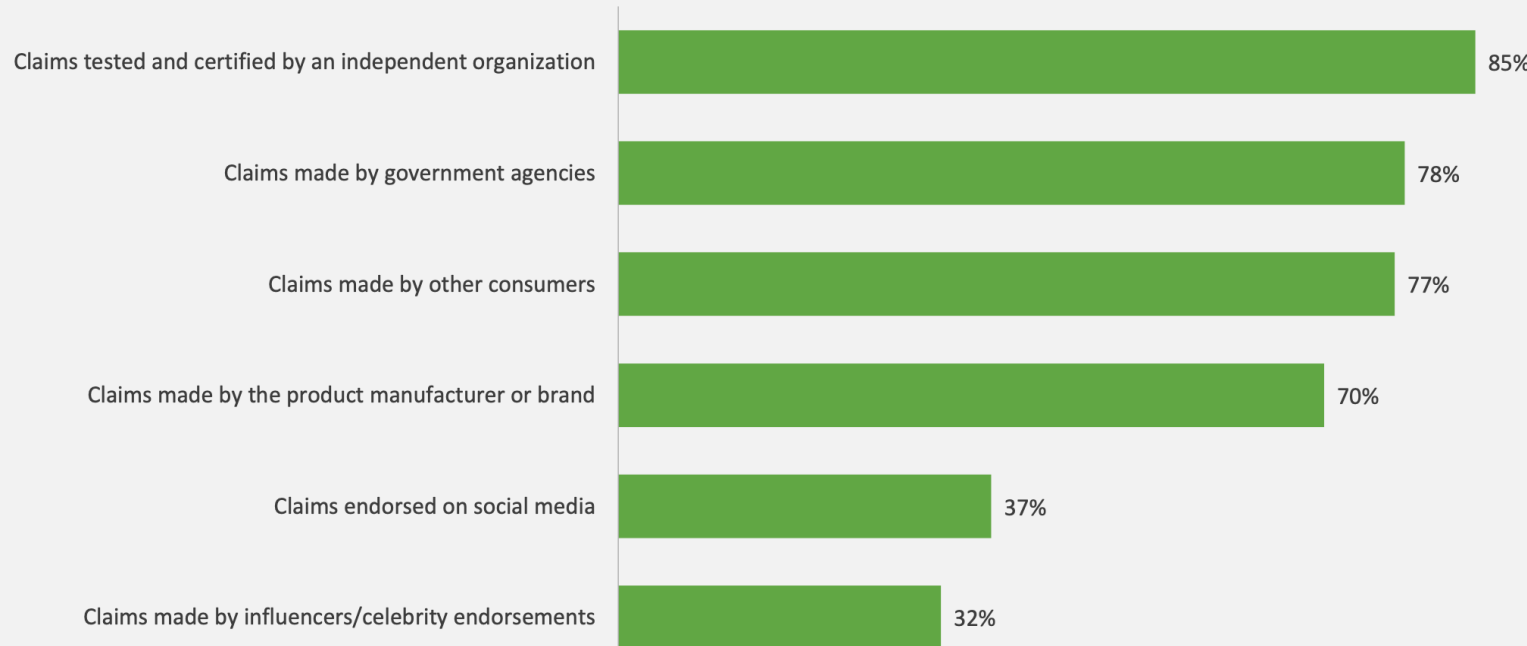


BENEFITS IN HIGHLIGHTING PMA SEAL

ADDITIONAL FINDING FOR NSF'S OVERALL BUSINESS/COMMS STRATEGY

Independent organizations have Americans' trust when it comes to product claims. While few trust claims made by influencers/celebrity endorsements, NSF has an opportunity to leverage social media to educate consumers and become a trusted third-party source

How much, if at all, do you trust the following claims related to...?

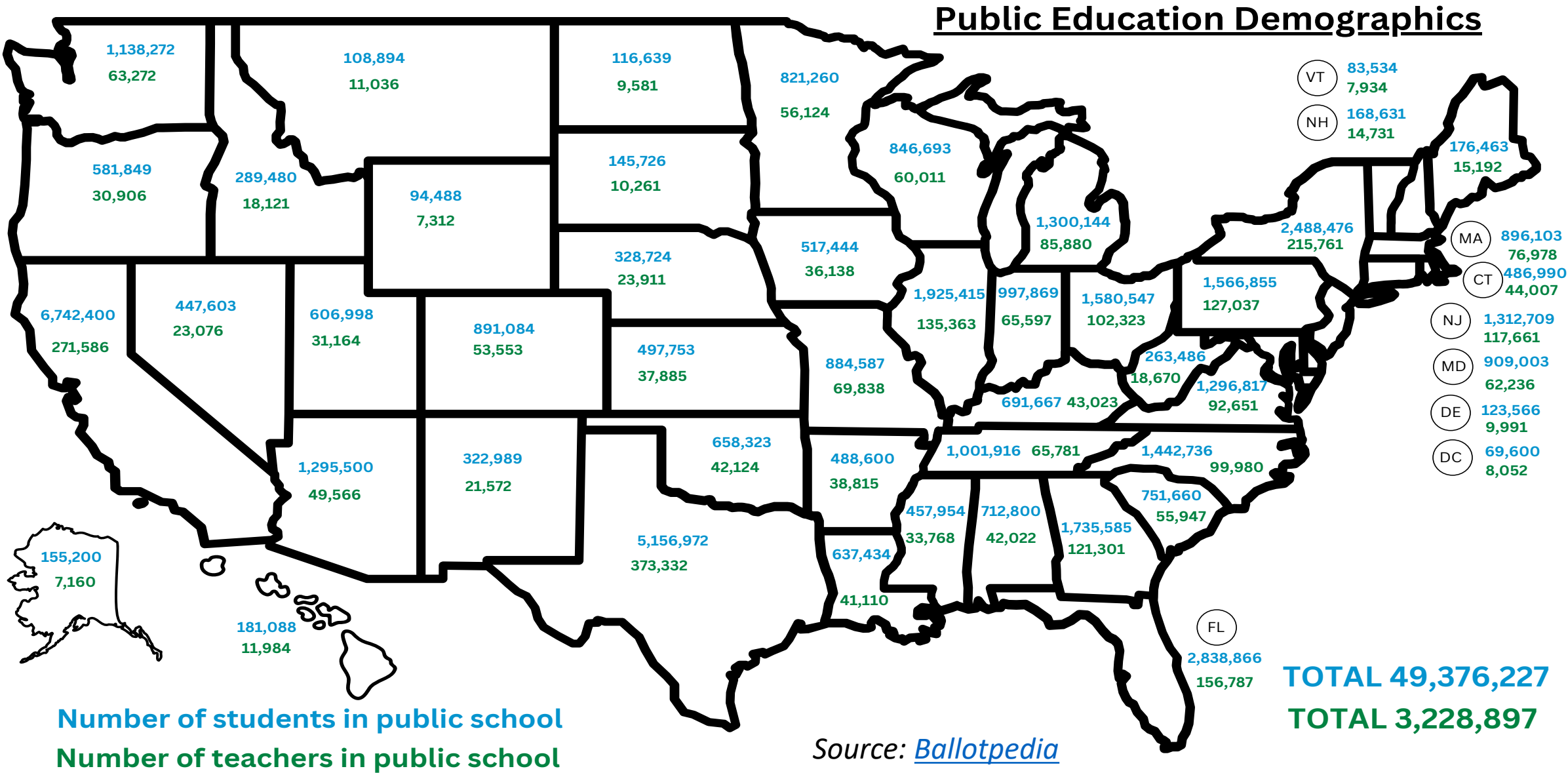


According to an NSF Study (aka Public Health and Safety Organization), **85%** of consumers trust independent, third-party certification organizations to verify product claims.

BENEFITS IN HIGHLIGHTING PMA SEAL

- Third-party certification is highly trusted. Across all four product categories in the survey, **85%** trust independent, third-party certification organizations and **78%** trust claims made by government agencies.
<https://bit.ly/3Ys8IvO>
- **61%** of Americans are concerned about the products they put in, on and around their bodies
<https://bit.ly/3Ys8IvO>
- **71%** of consumers are willing to pay a premium of **37%** for more information on product origin and ingredients
<https://bit.ly/3zAyyUw>
- Because unsustainable products cumulatively pose a threat to the environment and public, sustainability of products is increasingly being considered part of consumer safety. <https://bit.ly/3zyOwhM>





PMA SEAL CERTIFICATION PROCESS

- To establish or update a toxicological approval for a finished pencil product, the pencil manufacturer should provide the pencil formulation information directly to the Third-Party Toxicologist. The Toxicologist will review the formulation for acute and chronic hazards, and flammability, according to the requirements of ASTM D-4236, LHAMA and 16 CFR Part 1500.14(b)(8) "Art Materials," 16 CFR 1500.3(b)(5), (7)-(10), and 16 CFR 1500.135 (Federal Hazardous Substances Act regulations). In addition, the toxicologist will indicate if testing is required. Upon approval, the Toxicologist will provide the participant with a toxicological approval (TA) to use the PMA Seal for the pencil products. The member then shall send the TA to the WIMA Executive Director who will authorize the use of the PMA Seal.



BENEFITS IN HIGHLIGHTING PMA SEAL

- Consumer demand for transparency & authenticity
- As more consumers shift towards healthier and environmentally conscious choices, companies specializing in non-toxic products are experiencing increased sales and profitability: Ref: <https://bit.ly/3LBQHU9>
- The demand for non-toxic products continues to rise; a [Nielsen](#) study yielded that 41% of shoppers are willing to pay more for better-for-you products.
- By aligning your company with the demand for non-toxic products, you contribute to a healthier future for your customers and the planet while also positioning your company for long-term success.
- Capitalize on the trend of verification for social media & products



Companies in the Marketplace have Committed to the PMA Seal Certification
Manufacturers/Distributors



PENCIL MAKERS IN THE USA Since 1889
GENERAL PENCIL COMPANY, INC.



Companies in the Marketplace have Committed to the PMA Seal Certification

Licensees

Lifelines™



Component Suppliers

Cedar Alliance



What Committed Companies are Saying about the PMA Seal

- Blackwing

“At California Cedar Products, we hold ourselves to the highest standards of quality and safety, which is why we proudly align our company and our Blackwing brand with the Writing Instrument Manufacturers Association's PMA certification program. The PMA Seal is more than just a mark of compliance—it’s a symbol of our commitment to delivering products that meet rigorous safety standards while preserving the integrity and craftsmanship that define our pencils. By participating in the PMA third party certification program, we ensure that every Blackwing pencil not only adheres to industry-leading safety guidelines, but also reflects our core values of responsibility, transparency, and care for our consumers.” Charles Berolzheimer, Chairman & CEO

- Dixon Ticonderoga Co.

“The PMA Certification is a thorough process of confirming a writing instrument meets the highest product safety standards. The combination of quality raw materials and accredited lab testing, it ensures consumers the product they are purchasing is safe.”

Steve Boyea, CEO



What Committed Companies are Saying about the PMA Seal

- LaRose Industries

“USA Gold and USA Titanium can be bought in almost every major retailer and school district in the country. We proudly acknowledge our commitment to the PMA Program by displaying the PMA Seal on all our packaging for consumer confidence. Teachers, school districts, parents, and retailers alike all give preferential treatment to products that carry the PMA Seal because it truly means something. We are so proud of doing so for over 75 Years right here in the United States.” Timothy M. Gomez, Vice President of Strategic Initiatives

- Musgrave Pencil Co.

“The Pencil Makers Association (PMA) has worked diligently to secure the trust of consumers through our rigorous, standards-based testing and qualification program, advocating for consumer product safety and toxicology testing. Musgrave Pencil Company views the PMA Seal and testing program as foundational to establish and retain high credibility and peace of mind for our customers in the delivery of our products.” Scott Johnson, President



What Committed Companies are Saying about the PMA Seal

○ SHEPENCO

For SHEPENCO, providing our clients with high-quality and safe products is of the utmost importance. Knowing the products we offer carry the PMA seal of approval lets our customers know this is exactly what they are getting. The PMA has worked for years to ensure that the products approved to carry their seal have been thoroughly tested and meet or exceed all applicable standards.” Daniel Townes, COO SHEPENCO

○ TG Global Enterprises

“TG Global Enterprises customers require re-assurances that my products are of the highest quality as well as highest compliance to industry standards and environmental compliance. PMA Seal provides the recognition and confidence that customers depend on. I consider the PMA Seal another way I can provide re-assurances to my customers my products are Safe! There are less than 10 companies world-wide that can claim they comply with the stringent program requirements of the PMA Seal. TG Global Enterprises is one of those companies and that is extremely useful for Marketing purposes when collaborating with new customers.” Timothy M. Gomez, CEO



COLLABORATION IDEAS

- Online retailers develop a filter in their search tool for PMA seal/non-toxic
- Create a special “storefront” within the online store highlighting the pencils with the PMA seal when one searches pencils
- Expand on what the PMA seal means, EDUCATE the consumer; display in store shelf cards that offer a list of what the PMA seal guarantees – i.e. non-toxic casing, lacquer, eraser, ferrule, adhesives, etc.
- Declare a commitment to only sell pencils that are PMA seal approved; sourcing brand pencils from WIMA members, a brand that is PMA seal approved because that is what the consumers are seeking
- Demonstrate behind the scenes of these pencils being made, the sources of the ingredients, showing from tree to factory to pencil – full transparency.
- List everything the PMA seal products are free of on displays and product description



SAMPLE MESSAGING LANGUAGE

- Stand out in the market with the PMA Seal, a mark of quality and safety that consumers trust.
- Ensure your products meet rigorous safety standards and regulatory requirements with the PMA Seal.
- Simplify compliance and demonstrate a commitment to safety with the PMA Seal on your products.
- Earn customer confidence with the PMA Seal, indicating thorough testing and approval by industry experts.
- Safe, Reliable, Trusted – Look for the PMA Seal on our pencils!
- Quality you can trust, safety you can rely on. Choose PMA Seal approved pencils.
- Today's consumers are more aware than ever about the products they purchase, especially for their children. By carrying pencils with the PMA Seal, you address the growing demand for safer school and office supplies, enhancing customer satisfaction and loyalty.
- Position your store as a leader in providing top-notch, trusted supplies that meet the needs of discerning customers.
- Stocking PMA Seal-approved pencils can attract repeat customers who prioritize quality and safety in their purchases.

