

# Media Release

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## Shake, rattle and roll - infants in danger

The Office of Consumer and Business Affairs (OCBA) have issued a warning to parents of infants following the recall of a dangerous baby rattle. The "Shake the Bell Baby Fun Rattle" set is being recalled by Drake Foodmarkets as babies playing with the rattle may cause small parts to break loose and pose as a choking hazard.

The Commissioner for Consumer Affairs, Mark Bodycoat said that the toy is extremely dangerous as children could swallow the small pieces.

"This toy is hazardous for infants. There is a very real danger if babies are able to take apart the rattle and swallow the small pieces. By law, toys suitable for children under three years must not be so small that a child could choke on them or release small parts that a child could choke on."

This matter was brought to the attention of OCBA by a concerned parent who had found their baby had taken the rattle apart.

"When tested by Product Safety Officers, the set consisting of 7 toys had 5 rattles which failed the mandatory requirements of the toy standard for small parts."

The toy does not comply with the Australian Standard for Childrens Toys AS 1647-1992 and the South Australian Trade Standards Act 1979.

Drake Foodmarkets advises that 306 "Shake the Bell Fun Rattle" items were stocked and were being sold in South Australia at 11 stores including Fulham, Newton, Aberfoyle Park, Ascot Park, Hallett Cove, Seaford, Elizabeth Park, Para Hills, Parafield Gardens, Surrey Downs and Gawler. The Shake the Bell rattle set was available at the above stores from 2/12/2004 until its recall on 30/3/2005.

"Drake Foodmarkets have been cooperative and have voluntarily removed them from the shelves."

Consumers should cease from using the rattles and return the dangerous items to their store of purchase for a full refund.

Any enquiries about these rattles should be directed to Drake Foodmarkets head office by telephoning 82342990.

OCBA regularly monitors products that are available for sale across the State. Random samples are checked to ensure that they comply with safety standards. A list of banned and dangerous goods can be found on the OCBA website ([www.ocba.sa.gov.au](http://www.ocba.sa.gov.au)). Consumers and traders are encouraged to visit the website to check that particular products are safe, or telephone 8152 0732 or 131 882 for regional callers if they have any concerns.



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of South Australia