



PRODUCT INTEGRITY POLICIES

PRODUCT INTEGRITY POLICY STATEMENT

Hallmark Cards, Incorporated and its subsidiaries (collectively “Hallmark”) and licensees will design, produce and procure products in a manner that upholds the customer and consumer expectations associated with the brand under which they are sold or licensed and preserves Hallmark’s social license to operate. All entities will comply with all applicable laws and regulations.

BATTERY POLICY

Hallmark and its licensees will comply with all safety and regulatory requirements for all of its consumer products, and will apply additional requirements to anticipate future regulatory direction and reduce the potential for risks associated with batteries.

Regulations currently exist for the secure attachment of batteries in toys and specific children’s products through 16CFR1500.18 and ASTM F963. In anticipation of future regulatory change and to improve the safety of products not currently subject to these standards, Hallmark will apply the above regulations to ALL consumer products with batteries – those intended for either children or adults.

Lithium batteries that fit completely within the small parts test cylinder are prohibited in all Hallmark products. Exceptions are only granted with full engagement of Hallmark senior management.

Hallmark is committed to being environmentally responsible and desires to increase product recyclability. All products that use batteries (regardless of size or type) will be labeled as follows: “Please recycle or dispose of batteries properly.”

MAGNET POLICY

Hallmark and its licensees will apply standards for hazardous magnets as defined by ASTM F963 to all consumer products. All products and packaging that include a magnet must meet one of the following:

- The flux index of the magnet is 50 flux or less, or,
- The accessible magnet or magnetic component with a flux index >50, shall be larger than the small parts test cylinder “as received” and after use and abuse testing, or,
- The magnet or magnetic component with a flux index >50, shall not be released from the product or packaging after use and abuse testing or if released, the magnet or magnetic component shall not fit into the small parts test cylinder.

PVC POLICY

Hallmark and its licensees are committed to eliminating the use of polyvinyl chloride (PVC) in all products and packaging manufactured or sold by the entities. This includes raw materials, components, product and packaging.

CHEMICAL MANAGEMENT POLICY

The goal of Hallmark and its licensees is to offer products that do not harm, or have the potential to harm, human health or the environment. This applies to all products and packaging manufactured or sourced for distribution to customers. To this end, we seek to achieve the following:

- Go beyond regulatory requirements for chemical management.
- Engage with our suppliers using a Restricted Substance List (RSL) to encourage the identification, reporting and substitution of hazardous substances with safer alternatives.
- Conduct a thorough testing program that verifies products comply with our policy.

PROGRESS AND ACTION PLAN

In 2018 Hallmark implemented a RSL consisting of more than 100 chemicals that are restricted and/or reportable. These chemicals, many of which are not regulated, are often used in dyes, textiles, plastics and other materials. Hallmark's RSL was communicated to suppliers along with training support to assist them in identifying where these chemicals might be found.

Suppliers are expected to identify and report the presence of RSL chemicals in Hallmark products, with a goal of reducing or eliminating their use through the use of safer alternatives. Products are audited to ensure they comply with our RSL requirements.

Hallmark is committed to monitoring chemicals of concern identified at the state, federal and international levels, and looking for opportunities to reduce or eliminate hazardous chemicals from our products.

ADDITIONAL POLICIES

Hallmark focuses on transparency in product quality, consumer product safety, and code of conduct strategies, and as part of a flexible global supply chain, it also provides a [Supplier Code of Conduct](#), a [Paper Policy](#), and a statement of adherence to the [California Transparency in Supply Chains Act of 2010](#).

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