

DON'T BE BLIND, BE CHILD CORD SAFE

**APOLLO BLINDS LAUNCHES NEW SAFETY INITIATIVE FOR CHILD SAFETY WEEK
- 21 to 27 June 2010 -**

One of the UK's largest suppliers of made-to-measure blinds, [Apollo Blinds](#) has pledged to give away thousands of safety devices during Child Safety Week in a bid to reduce the risk of child strangulation associated with blind cords in UK homes, which has claimed eight young lives in the UK during the past two years.

The free giveaway is part of Apollo's national campaign 'Make Blinds Child Safe', which launches today, to heighten awareness of the perils of unsecured window blind cords. 70 Apollo Blinds stores throughout the UK and Ireland are taking part in the initiative, working with their local communities to get the message out and help parents of young children take action.

The British Blind and Shutter Association (BBSA) estimates that there are 100 million window blinds in the UK and, while Apollo Blinds already supplies the safety clips as standard with new blinds, Apollo is keen to assist parents and grandparents take the simple measures required to make blinds already fitted in homes safe by fitting a P-Clip or Safety Cord Cleat to secure looped blind cords, most often fitted to roller and vertical blinds.

Gary Chambers, general manager at Apollo Blinds, explained: "There are industry regulations in place relating to child safety for new blinds, but we think more needs to be done in terms of the 100m blinds already fitted in UK homes; which is why we are championing child safety in an effort to prevent further tragedies.

"We are working with the BBSA, CAPT and ROSPA, supporting their efforts to raise awareness of this type of accident in the home; and CAPT's Child Safety Week is the perfect time for us to launch this initiative."

ApolloBlinds

CAPT is urging parents to take time for child safety. They say “just 10 minutes can prevent your young child being strangled by getting tangled in a blind cord. Fit a cleat hook to keep cords out of reach of climbing children, and make it a habit to tie the blind cord back every time.”

To find your nearest Apollo Blinds stockist giving away the free safety devices visit www.apollo-blinds.co.uk or call 0800 915 3030.

NOTES TO EDITORS

The Risk

Looped window blind cords can slip around a child’s neck if they fall on to it, or they become entangled in dangling cords. All recent deaths have involved children under the age of four.

Apollo Blind Solutions

- *Apollo Blinds is compliant with the child safety aspects of European Standards for internal blinds (EN 13120)*
 - *All Apollo products come with a safety warning sign attached to them to alert customers to the potential dangers of looped cords, and relevant safety devices are supplied with all new products (break-out units on chains, chain retaining P-Clips and cleats for pull cords)*
- *Apollo also offers a range of other safety products including uniwand operating systems, gear systems, chain guards, easy break chain connectors with clips, motorised blinds and concealed cord systems that operate with a simple push and pull.*
- *Apollo has also produced a new Child Safety brochure that focuses on how to manage the risks and safety features available.*
- *Apollo’s experienced staff can offer more advice on safety tips and the best types of operation devices to fit to blinds, particularly if being fitted to children’s bedrooms on in homes where there are young children.*
- *The free giveaway is subject to availability.*

Useful Links

*Child Accident Prevention Trust – Working to reduce children’s accidents www.childsafetyweek.co.uk
www.capt.org.uk*

ROSPA – Working to reduce injuries in all areas of life www.rospa.com

BBSA – Trade Association www.bbsa.org.uk www.makeitsafe.org.uk

Download the [British Blind and Shutter Association leaflet](#) for more information

CEN – The official standard EN 13120

