



**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 45276-2025

**Juvenile products - Guide for the design and application of
labelling and marking**

婴童用品 标识设计及应用指南

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Foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for standardization work Part

1. Structure and drafting rules for standardization documents" Drafting. Please note that some of the contents of this document may involve patents. The issuing organization of this document does not assume the responsibility for identifying patents. This document was proposed and coordinated by the National Working Group on Standardization of Infant and Child Products (SAC/SWG18). This document was drafted by: Shenzhen University of Technology, Shenzhen Zhibiao Technology Co., Ltd., Yike Testing and Certification Co., Ltd., Dongguan Novi Testing and Certification Co., Ltd. Co., Ltd., Guangzhou Customs Technology Center, Beijing Shenchuangshiji Information Technology Co., Ltd., Hubei Hongtu Instrument Co., Ltd., Mingmen (China) Children's Products Co., Ltd., Shenzhen Huohuotu Smart Technology Co., Ltd., China Customs Science and Technology Research Center, Shenzhen Customs Industrial Products Inspection Testing Technology Center, China National Institute of Standardization, Guangzhou Academy of Fine Arts, State Administration for Market Regulation Defective Product Recall Technology Center, Guangdong Province Dongguan Quality and Technical Supervision Standards and Coding Institute, Jiangmen Customs Technical Center, Jinan University Shenzhen Tourism College, Beijing China Light Industry Federation Certification Center Co., Ltd., Shanghai Customs Mechanical and Electrical Products Testing Technology Center, Pigeon Management (Shanghai) Co., Ltd., SGS-CSTC Standards Technical Services (Shanghai) Co., Ltd. Company, Dimai (Shanghai) Enterprise Management Co., Ltd., and China Consumer Product Quality and Safety Promotion Association. The main drafters of this document are.

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In the new era of comprehensively promoting the construction of a healthy China and deepening the protection of children's healthy growth, the safety and quality of baby products not only bear the earnest expectations of the family and is related to the long-term future of the country. As the group in need of the most care in society, the healthy growth of infants and children cannot be separated from the safety of the environment. The Outline for Children's Development in China (2021-2030) has a far-sighted vision and emphasizes "preventing and reducing product-induced child health risks". Strengthen product quality and safety supervision. Improve the mandatory national standard system for children's products and improve product safety warning labels. Important documents such as the Outline for Building a Strong Country in Quality and the Outline for the Development of National Standardization also put forward quality and standardization requirements for children's products. It has drawn up a blueprint for the standardized development of product labeling. In recent years, with the surge in market demand, the types of baby products have expanded rapidly, covering daily wear, feeding, body care, training, and other fields. The safety and applicability of furniture are directly related to children's well-being, from learning, carrying, travel, safety protection, rest and sleep to special furniture. However, the rapid development of the market has brought a series of challenges to the field of baby and child product labeling. On the one hand, some manufacturers and traders attach great importance to labeling. Lack of awareness of the importance of logo design leads to random logo design, incomplete logo content and irregular application. On the other hand, consumers are faced with a dazzling array of When buying products, they do not know which products are suitable for infants and children, and often find it difficult to make choices and use them safely because the labeling information is unclear or missing. In addition, despite the industry's positive efforts, the diversity and inconsistency of labeling standards remain. To a certain extent, it has hindered the healthy development of the market and affected consumers' trust in product quality and safety. In order to actively respond to the strategic deployment of the "14th Five-Year Plan for Market Supervision Modernization" and the "14th Five-Year Plan for National Health", we will build a safer In order to create a safe and healthy baby and child products market, this document is committed to establishing a set of A scientific, unified and clear standard system for labeling of baby and child products. The system not only clarifies the classification, design principles and application guidelines of labels, but also emphasizes The label conveys the basic information, application scope, usage instructions and safety warnings of the product to ensure the safety and applicability of the product. Labels can guide consumers to use products correctly, provide consumers with a convenient experience, and enhance product

quality. Transparency and promoting market self-discipline. The application of this document will effectively solve the problems of inconsistent labeling, confusion and lack of information in the current baby and child products market, and comprehensively improve consumers' product quality and performance experience, creating a safer and more secure growth environment for infants and children, and effectively protecting their legal rights and interests as well as health and safety. This document is mainly used to guide manufacturers and sellers to correctly and standardizedly design and compile labels for infant and child products, and to improve product safety. integrity and identifiability, ensuring that consumers can obtain product information clearly and accurately. This document is intended for.

---Manufacturing and selling enterprises of baby products;

---Regulatory agencies and testing agencies that supervise and test baby and child products;

---Consumers who purchase and use baby and child products, etc. Baby and Child Products Label Design and Application Guide

1 Scope

GB/T 45276-2025 is the Chinese guide to designing and applying the labelling on infant and juvenile products. Labelling on a baby product is not decoration: the age grading, the weight limits, the assembly and use warnings and the maintenance instructions are what stand between a correctly designed product and a misused one, and most incidents with prams, carriers, high chairs and bath seats involve use outside the stated limits. At 40,000 words this is a substantial document. It covers the information that has to appear, where it has to appear and how permanently, the design of the warning itself, its wording, its signal words, its symbols, its size and contrast and its placement so that it is seen at the moment of use rather than at the moment of purchase, the age grading and how it is expressed, the language and the multilingual case, and the verification that the labelling survives the product's normal cleaning and use. For a manufacturer or an importer of juvenile products selling into China, this is the reference the labelling is designed from.

This document establishes the general principles for the design and application of baby and child product labels, and provides label design guidelines, label design and application procedures. Guidance on the process, content information of the label, label application and label durability. This document is applicable to the labeling of all infant and child products. The labeling design and application of toy products can also refer to this document.

2 Normative references

The contents of the following documents constitute essential clauses of this document through normative references in this document. For referenced documents without a date, only the version corresponding to that date applies to this document; for referenced