

BEHIND THE SCENES ONLY CORDLESS BLINDS AND CURTAINS

Product safety is the highest priority for IKEA. For young children, exposed cords on window blinds and curtains pose an unnecessary risk, a strangulation hazard. We have been working for almost four years to develop alternative solutions to exposed cords in window blinds and curtains. From 1 January 2016 IKEA only offer safe window blinds and curtains with no cords or non-accessible cords.

Strangulation hazard

Window blinds and curtains with exposed cords are a strangulation hazard for children. According to research done by the US Consumer Product Safety Commission (CPSC), between 1996 and 2012 an average of nearly one young child per month died from window cords strangulation. CPSC also reported more than 100 non-fatal strangulation incidents during this same time period.

Safety first

Product safety is the highest priority for IKEA and for over a decade, IKEA has taken several actions to increase awareness of the risks with window coverings with cords. Safety devices and warning signs have been added but eventually a bold business decision took form. A decision to remove all window coverings with cords, even though that would mean having gaps in the range.

FACTS

As of January 1, 2016 IKEA across the globe only offer window blinds and curtains with no cords or non-accessible cords.

The new range consists of cordless blinds, a cellular/honeycomb blind with non-accessible cords, and curtains with heading tape, where the cord has been removed.

"So far we have not been able to solve a cordless alternative for Venetian blinds, that's why we decided to simply take these out of the range. We will continuously work to find safer solutions for Venetian blinds as well, but until that innovation is on the market we will have a gap in our range" says Petra Färe, BA Manager for Business Area Textiles.

As the biggest home furnishing retailer in the world, we have a great responsibility to develop products, which with little effort can help people live a safer life at home. Our hope is that this product improvement can drive change on a global level. By driving this change on a global basis we can truly offer a better everyday for the many people.

How do you know that the new blinds are safer to use?

Removing cords and having non-exposed cords reduce the risk of strangulation. In our new blinds and curtain range, we are for example using a magnetic solution for raising and lowering our Roman blinds. We have been working with many different parties to improve this segment of our range and the products have been thoroughly tested according to safety standards at accredited test laboratories.

We advise all consumers to check their window coverings to ensure that they do not pose a strangulation risk to young children. If customers have blinds with accessible cords without a safety device we strongly recommend them to remove and replace the products with new safer blinds, from IKEA or any other retailer to ensure safer homes.