

1 April 2023

ODL
215 East Roosevelt Ave.
Zeeland, MI 49464 USA

Subject: Congratulations on Receiving the PFWBS Mom-Approved™ Seal of Approval

Dear Jim,

On behalf of Parents for Window Blind Safety (PFWBS), I am writing to extend our heartfelt congratulations to ODL for successfully achieving the PFWBS Mom-Approved™ Seal of Approval for your products following rigorous safety testing from April 2023 to April 2024. The following products that passed are: Add-On Blinds, Blinds between Glass, Blinds+Blinds and Light Touch enclosed blinds.

Our Mom-Approved™ program was established with the aim of providing clarity to both consumers and retailers in the marketplace in the United States and Canada. As individuals navigate through a myriad of products in stores or online, having your products tested and certified to meet the Mom-Approved™ criteria is a commendable step that positively impacts your company's brand and aids consumers in making informed choices.

What sets our program apart is its unbiased nature, developed by safety experts who operate independently of the window covering industry. This ensures a thorough and impartial evaluation of products, emphasizing safety as a top priority. We understand that consumers seek unique, personal, meaningful, and memorable experiences when selecting products for their homes. The Mom-Approved™ seal, with its underlying narrative of a Mom's heroic story, establishes a personal connection with the consumer, instilling confidence in the safety, quality, and suitability of the product for their child and home.

By receiving our seal of approval, ODL has not only demonstrated a commitment to safety but has also positioned itself as a brand that prioritizes the well-being of families. This recognition reflects positively on your products, making them stand out in a crowded market and contributing to the overall trust consumers place in your brand.

We believe that this achievement will not only benefit ODL but will also serve as an inspiration for other manufacturers to prioritize safety and quality in their products. We look forward to continued collaboration and success in promoting window blind safety and enhancing the overall well-being of families.

Once again, congratulations on this significant accomplishment, and we appreciate your dedication to creating products that meet the high standards set by the PFWBS Mom-Approved™ testing program.

Sincerely,



Linda Kaiser
President
Parents for Window Blind Safety

