

# Starting a small business in the Teething Toy and Dummy Chain industries

Congratulations on starting a new venture! It can be a very exciting time and we have compiled a short checklist of things you should consider before selling your products.

1. Teething toys are highly regulated items and must be constructed to meet certain mandatory standards. Toys fall under AS/NZS 8124.1:2023 – Safety aspects related to mechanical and physical properties. There are other sections relating to toxicity that also apply but if you purchase your beads from us you do not need to retest as we have already done this for you. A licenced copy of the standards can be purchased [here](#), we recommend downloading a pdf version to save to your computer before printing out the sections you need. There are currently no versions available for free. Note standards documents are often being updated so it is important to cross reference any [legislative changes](#) and update accordingly.
2. Dummy/Pacifier chains are also highly regulated items and need to comply with the European standard DIN EN 12586:2011-04, a copy of which can be purchased [here](#). As with the toy standards, we recommend purchasing a pdf copy. Current legislative changes in force can be found [here](#)
3. Get yourself an abn. It's free to do so [here](#). Keep in mind, you may think your business is classed as a “hobby”, but if you are trading with an intent to profit (even if that profit is tiny or non-existent) you will likely need an abn.
4. Once you have read (and reread) the standards and are confident your designs comply, you can send them off for testing at an accredited lab. We recommend using offshore facilities as this will be cheaper than using Australian providers. [PONY](#), [QIMA](#), [Intertek](#) and [SGS](#) are reputable labs that have offices based in China. Note it is NOT compulsory to have your items certified, BUT it IS compulsory that they comply to the standards.
5. Consider getting insurance for your business. This is not compulsory, BUT is it worth the risk? If a baby chokes on a bead that has come loose, YOU PERSONALLY will be liable if you don't have product liability insurance in place. You can be sued for everything you have, including future earnings.
6. If all the above seems a bit daunting, we recommend starting out selling silicone jewellery, keyrings, lanyards etc as these do not need to comply with any standards. It will greatly decrease your initial investment and you can look at introducing the high-risk baby items once you are turning a profit. Note there can be no reference to teething, baby-safe, toys etc when marketing these products, and that they are for 3+ years only.

## A few product safety basics...

1. Just because you see someone else doing it, doesn't mean it's being done correctly (despite what they may say!).
2. Be very careful buying supplies direct from China. There are some companies that will even go so far as to alter safety testing certificates and tell you anything they think you want to hear to get a sale. If in doubt, please ask us – we are happy to help.
3. **Never market a dummy chain as anything other than that.** As soon as you suggest it can be chewed on or attach a teether, it becomes a toy and is subject to the toy standards. A dummy chain will always fail the toy safety standards testing.
4. **Never market a keyring made with silicone beads as being appropriate for a baby to chew on/play with.** It is a choking hazard.
5. **Never refer to a silicone necklace as a "Teething Necklace".** Implying it is suitable for teething classes it as a toy.
6. **Always ensure your products are labelled correctly.** Information on mandatory labelling requirements can be found in the standards.
7. "Car mirror dangles/diffusers" are all the rage – please check with your local state or territory government as in many cases it is illegal to have objects hanging from your rear view mirror.
8. Check any solid (one piece) teethers that you purchase are not too small. There are many wooden animal shapes available (usually direct from China) that [slide right through the choke tube test template](#). There are also many overseas silicone teether designs that will fail when tested to Australian standards.
9. The USA and Canada have softer safety standards than us, so it is important to not take much note of how they construct and market their items. What may pass over there, could very well be a fail in the Australian market.

Please feel free to contact us – [admin@siliconebeads.com.au](mailto:admin@siliconebeads.com.au) with further questions, we are happy to help where we can. Happy creating!

