

CPSC Bans Magnet Spheres, Zen Continues Fight

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DENVER, CO, September 24, 2014 /EINPresswire.com/ -- Today (9/24/2014) CPSC Commissioners voted to approve the final rule on the Safety Standard for Magnet sets, which bans small high powered magnets, like Buckyballs and Zen Magnets.

The meeting was broadcast [live from CPSC headquarters](#) in Bethesda at 10AM Eastern. Four of the commissioners voted to approve it. Commissioner Buerkle declined to vote, noting it was inappropriate to proceed with rulemaking, prior to hearing the active recall litigation against the Zen Magnets.

The CPSC's concern is that the magnets are an ingestion hazard to children, and may stick in the intestines if multiple magnets are swallowed, requiring surgery to remove.

Zen Magnets LLC, the last remaining US commercial magnet sphere company vows to appeal the rule. The criticisms cited are: insufficient consideration of public comments, inaccurate cost-benefit analysis, and disingenuous injury analysis.

Along with a direct apology to the Owner of Zen Magnets, commissioner Kaye read from a letter he received: "It was in a moment of awe and lucidity that I decided to start Zen Magnets. These magnet spheres are a window to a universe of curiosity and inspiration, utterly unlike any other product before it. To me, an adventure in to geometry, photography, physical forces, and most importantly my own mind. As an adult, they still bring me the childhood wonder that I once had for much of the world around me. These magnets function exactly like they should. That they require more care in use than many other products, doesn't mean magnets should be feared, but that they should be respected."

The CPSC has argued that no warnings could be devised that would be appropriate, since, like balloons, the magnets are too small for individual warnings.

Approximately 88% of US consumers believe it's inappropriate to ban magnet spheres to all-ages, according to Public Policy Polling (1. July 2013) and Google Consumer Surveys (2. July 2014).

The rule will become active in 180 days. Zen Magnets is required to appeal within the next 60 days in a District Court, and has stated it's intention to do so in a spontaneous [blog post](#). Until then, it continues to sell high powered magnets at ZenMagnets.com, and Neoballs.com.

(1) <http://www.publicpolicypolling.com/NationalSurveyResults.pdf>

(2)

<http://www.google.com/insights/consumersurveys/view?survey=tfztutgoo725s&question=5&filter&ha=5&dataGen=24>

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