



# TESTING GUIDELINES and PROCEDURES

The independent testing procedure employed by The National Parenting Center to judge for the Seal of Approval involves a multi-step process conducted over an eight week period.

The Seal of Approval testing process gives parents, children, educators and staff the opportunity to examine and explore a wide variety of products and services either already released or coming to market. Testers are encouraged to play with, build, read about, and judge by the reactions of their children, the worthiness of each submission.

Participants fill out questionnaires for each product or service they test. Evaluated are the level of appeal, design and presentation, desirability, sturdiness, interactive stimulation, and other elements which are essential in the make-up of a superb product or service. Test results are based on both statistical averaging and comments received by testers.

All submitters will be responsible for a nominal product testing fee to cover the testing operating costs. All entries become property of TNPC. Products receiving the Seal of Approval will be kept at the main offices of The National Parenting Center, other products will be donated to various charitable organizations for distribution.

The Seal of Approval is designed to continue the ongoing efforts of The National Parenting Center, which was chartered in 1989, to help create better informed parents as they tackle the challenges of parenting in these unique times.

*Please submit my product/service for consideration of The National Parenting Center's Seal of Approval*

Product/Service Name: \_\_\_\_\_

**SHORT** Description: \_\_\_\_\_

Suggested Age: \_\_\_\_\_ Suggested Retail Price: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Website: \_\_\_\_\_

Corporate Contact: \_\_\_\_\_

Email: \_\_\_\_\_

*Each product must be accompanied by a \$295 submission fee.*

*(Discounts available for multiple submissions - See attached table)*

Check: \_\_\_\_ or Credit Card (Amex/MC/Visa/Discover are accepted)

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on card: \_\_\_\_\_ CVV: \_\_\_\_\_

CC Billing Address & Phone: \_\_\_\_\_

PR Firms or other third party submitting agents	
Agency:	_____
Contact:	_____
Address:	_____
Phone:	_____
E-Mail:	_____
<input type="checkbox"/>	Check if this is the primary contact

SUBMISSION CHECKLIST:	
___	<b>3 Samples of product</b>
___	<b>Electronic image of product</b>
___	<b>Completed submission form</b>
___	<b>Submission payment</b>

**Please note mailing & shipping procedures and locations:**

<b>Ship submission packages &amp; boxes to:</b>	<b>Mail submission forms, CD's &amp; checks to:</b>
The National Parenting Center	The National Parenting Center
Product Testing Division	4240 Lost Hills Rd.
4200 Shadow Hills Rd.	Unit 903
Calabasas Hills, CA 91301	Calabasas, CA 91301

FOR OFFICE USE ONLY	
Testing Period:	SP FA HO _____
Received:	_____
TNPC ID#:	_____

For further information call TNPC at: 818-225-8990 Fax: 818-446-2795

# Important Information

As noted in the chart below, there are three testing periods held throughout the year. Testing begins on the first day noted, however we accept submissions through the deadline date. We encourage participants to have their submissions at our testing sites as soon as possible, this ensures a wider range of evaluations and comments.

Report Period	Testing Begins	Submission Deadline	Testing Ends	Report Issued
<b>SPRING `18</b>	<b>February 15th</b>	<b>March 8th</b>	<b>April 14th</b>	<b>May 1st</b>
<b>FALL `18</b>	<b>June 1st</b>	<b>June 24th</b>	<b>July 31st</b>	<b>August 17th</b>
<b>HOLIDAY `18</b>	<b>September 1st</b>	<b>September 21st</b>	<b>October 29th</b>	<b>November 16th</b>

## FYI about the SOA

- \* Winners of the Seal will be announced in a media release which is distributed to over 4700 media outlets including Facebook, Mommy bloggers and TV station websites.
- \* The report is also forwarded to buyers at over 350 major retail and on-line stores including Amazon, Walmart and Target. Amazon features Seal winners on product pages.
- \* Each report is featured at TNPC's web site: <http://www.tnpc.com> as well as TNPC's Twitter feed and Facebook Fan Page.
- \* Links to company websites and license to utilize the Seal of Approval artwork on marketing, packaging and web design are available exclusively to Seal winners. (\*Optional)

Any questions? Call us at 1-818-225-8990

## TESTING TIDBITS

- This form can be filled out & emailed to [SOAForms@tnpc.com](mailto:SOAForms@tnpc.com)
- Send all related materials including full packaging, instructions, manuals, batteries etc.
- Beta products should be sent with as much information as is currently available. New materials should be forwarded as they become available.
- Web sites and apps should include information [access codes, user ID's & passwords] to facilitate full access to the site/features.
- Please forward three samples of each submitted product. [Video games should be sent in all game system formats.]
- Please include an electronic image of your product on a CD or FlashDrive. Emailed images (lo-res: 216x216) are accepted at [SOAPics@tnpc.com](mailto:SOAPics@tnpc.com)

## SEAL OF APPROVAL MULTIPLE SUBMISSION DISCOUNT TABLE

1	\$ 295
2	\$ 565
3	\$ 815
4	\$ 1,045
5	\$ 1,265
6	\$ 1,455
7	\$ 1,625
8	\$ 1,775
9	\$ 1,950
10	\$ 2,120
11	\$ 2,245
12	\$ 2,450
13	\$ 2,575
14	\$ 2,690
15	\$ 2,815