



Consumer Product Recalls

Recall Notice

Date

November 3, 2009

Product Name

29 Rainbow Rollers by ALEX®

Full Product Description

This recall involves the classic wooden race car cascade with wooden track, sold under the brand name "Rainbow Rollers" by ALEX®. The Rainbow Rollers is made of four-tier hardwood roadway, and sold with brightly colored roll-over race cars. Two single unit cars, and one double unit car is included in the package. The wheels of the race cars are made of wood.

The recalled product can be identified by item number 29, UPC number 731346002907 and the following lot numbers: 13118, 13262, P000353, P000494, P000832, P000990, P0001151, P0001255.

Product without lot numbers on the bottom of the track are included in this recall. New production of this product is not included in this recall, and will be distinguished between affected product by a lot number that is clearly marked on the bottom of the track.

Hazard Identified

Testing by Health Canada has revealed that the wheels and/or axles of the cars may break off and release small parts, posing a choking hazard to young children.

ALEX® has received no reports of injury to Canadians related to the use of this toy.

Health Canada has received one report of an incident to a Canadian child related to the use of this toy.

For some tips to help consumers choose safe toys and to help them keep children safe when they play with toys, see Health Canada's: [Toy Safety Tips](#).

Corrective Action

Consumers should immediately take the recalled toy away from children and contact ALEX® to receive a replacement product.

Consumers are asked to please verify that the bottom of the race track is not marked with a lot number to ensure that their product is included in this recall.

For additional information, consumers may call ALEX[®] toll-free at 1-800-666-ALEX (2539), or by email at recall@alextoys.com.

Number Sold

Approximately 963 of the toys were sold at various retailers across Canada.

Time Period Sold

The recalled toys were sold from January 2008 to October 2009.

Manufactured in China.

Companies

Manufacturer

Alex-Panline USA Inc. / Alex-Toys, of New Jersey

Images

Image 1

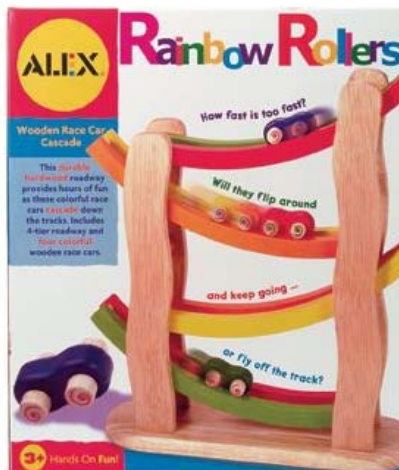


Image 2



Image 3

