

BLAIR®

Blair Media Contacts

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Consumer Hotline Contacts

Blair's Recall Hotline: (877) 392-7095
CPSC Recall Hotline: (800) 638-2772

"Blair has a 99-year history as a retailer of safe, quality products. We care deeply about our customers, and are distressed by this situation. We therefore are 100% focused on getting as many of the robes back as we can, as quickly as we can. We strongly encourage anyone still in possession of a recalled robe to call our consumer hotline at (877) 392-7095 and return it immediately. In addition to our outreach to get these robes out of the hands of consumers, we are redoubling our efforts to ensure the products we sell are safe."

- Shelley Nandkeolyar

President and Chief Executive Officer

Background on Recall

- Blair has recalled the Full Length 100% cotton Chenille Robes with the following item numbers: 3093111, 3093112, 3091113, 3091114, 3091115 and 3091116.
- The safety of our customers is Blair's highest priority. While some of the recalled robes meet the federal flammability standard, Blair is recalling all lots of the Chenille Robe at issue out of an abundance of caution. We want customers to return the robes and we are working aggressively and urgently to get the robes back.
- Blair sold about 162,000 units of this Chenille Robe, and over a five-year period beginning when the product was first sold in 2003, had never received a report concerning possible flammability issues with the robes from either a customer or a responsible agency before the first report in late 2008.
- Prior to accepting the robes for sale, the Company received passing test reports from the independent commercial testing labs it uses, which indicated that every lot of the robes met Class 1 of the federal flammability standard. The labs Blair used to test this product are Bureau Veritas, SGS and STR, which are three of only a handful of leading multi-national commercial labs recognized and used widely by top manufacturers, importers, and retailers.
- After receiving three complaints regarding flammability of the robes in late 2008 and early this year, one of which included a report of injury, the Company immediately retested every lot of the Chenille Robes which it had in stock.
- Blair then initiated an aggressive, multi-level response, including:
 - Immediately halting sales of all of its Chenille Robes (even the lots that tested in compliance with the federal flammability standard);
 - Voluntarily contacting and working closely with the Consumer Product Safety Commission (CPSC);
 - Requesting permission from the CPSC and quickly initiating a voluntary recall for all of the robes; and
 - Severing its relationship with the manufacturer of the robes.
- Blair has been aggressive in this product recall and continues to go to great lengths to educate and motivate customers to return any recalled robe still in their possession. These efforts include:
 - Publicly issuing two joint press releases with the CPSC (on April 24th and June 11th) about the recall;
 - Mailing a letter on April 21st to the address of every catalog and internet customer who ever purchased one of these robes to alert them to the potential risks;
 - Sending a follow-up letter on June 9th to all customers who did not respond to the first mailing;
 - Emailing customers who purchased a robe either online or through one of our catalogs and did not respond to the mailings;
 - Calling approximately 63,000 customers with robes still in their possession;
 - Placing advertisements in local papers to alert consumers to return the robes;
 - Offering a full refund of the purchase price of the robe or a \$50 gift card for Blair merchandise; and
 - Posting information about the recall on its website.
- Blair is redoubling its efforts to ensure the products we sell are safe. For example, for raised fiber products, the Company has instituted testing from every lot of raised fabric in the country of origin at the end of the manufacturing process (in addition to the required testing of unfinished fabric at the beginning). The Company is now also conducting random sampling and testing of finished raised fiber products in the U.S. by independent domestic laboratories.