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## **Water Quality Association works with members to deal with Amazon's new refrigerator filter policy**

*New restrictions set to take effect May 10, 2017*

**LISLE, Ill.** – The Water Quality Association has been working with members and clients to help them navigate new restrictions that Amazon.com has placed on refrigerator water filters, effective May 10, 2017. Amazon is going to require proof that any refrigerator filter sold on its platform be certified as a system by an ANSI accredited certification body.

“Amazon confirmed last month that certification for these filters must be as system, which includes testing for performance, material safety and structural integrity,” said WQA Executive Director Pauli Undesser. “Amazon stressed that its new policy is designed to protect customer safety, and that this is a product removal, not a business de-listing.”

Amazon said that its new policy is for the U.S. platform only. The online retailer also emphasized that it will reinstate any product as soon as certification can be confirmed.

“We believe Amazon's new policy is an important step forward for our industry, as this will reduce the number of products misleading consumers by making false claims, misusing logos, and infringing patents being sold on Amazon's platform,” Undesser said. “It's something that WQA supports.”

WQA is notifying Gold Seal (product certification) clients to let them know of this policy change, and is working to determine if their products need further testing and validation to meet the requirements. Because the announcement was made just last month, it is likely that some filters now being sold on Amazon's platform will be removed until the new certification claims are met.

Gold Seal clients or other companies needing assistance or clarification about the new Amazon policy can contact WQA Business Development Director Brian Geegan at [bgeegan@wqa.org](mailto:bgeegan@wqa.org).

*WQA is a not-for-profit trade association representing the residential, commercial, and industrial water treatment industry. Since 1959, the WQA Gold Seal certification program has been certifying products that contribute to the safe consumption of water. The WQA Gold Seal program is accredited by the American National Standards Institute (ANSI) and the Standards Council of Canada (SCC).*

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