



SIX REPORTED DEATHS PROMPT URGENT RE-ANNOUNCEMENT OF BLAIR RECALL OF WOMEN'S CHENILLE ROBES CONSUMERS URGED TO CHECK FOR FLAMMABLE ROBES

Release # 09-241

Firm's Recall Hotline: (877) 392-7095

CPSC Recall Hotline: (800) 638-2772

CPSC Media Contact: (301) 504-7908

WASHINGTON, D.C. - The U.S. Consumer Product Safety Commission (CPSC) and Blair LLC, of Warren, Pa., are re-announcing the voluntary recall by Blair of 162,000 women's full length Chenille Robes. Since the recall was originally announced in April 2009, Blair has received reports of six deaths due to the robes catching on fire. Five of the six victims were female, and all five were cooking at the time of the incidents. Three of the victims were in their 80s.

CPSC and Blair announced the recall for the robes after Blair learned of three robes catching on fire, including one report of second-degree burns. Blair was subsequently made aware of the fatalities after the recall was announced and after Blair had sent letters of the recall to consumers who purchased the robes.

The Women's Chenille Robes have the following item numbers: 3093111, 3093112, 3093113, 3093114, 3093115, and 3093116. The item number is identified on a label in the garment's neckline. The robe is a one-piece garment made of plush sculpted chenille, a shaped stand collar, and horizontal chenille front and back yolks and cuffs. The robe has a full-button front with seven matching button closures, long sleeves with self cuffs, a straight bottom with self hem, and two sideseam pockets. The robe's sewn in label states: "100% Cotton, RN 81700, Made in Pakistan".

The robes were sold in Blair catalogs and Web site, and Blair stores in Warren, Pa., Grove City, Pa., and Wilmington, Del., from January 2003 through March 2009 from about \$20 to \$40.

CPSC and Blair once again urge consumers to stop wearing the garments immediately and contact Blair LLC for information on returning the robe and to receive a refund or a \$50 gift card for Blair merchandise. Contact Blair toll-free at (877) 392-7095 between 9 a.m. and 9 p.m. ET Monday through Saturday, visit the firm's Web site at www.blair.com/recall, or contact the firm by e-mail at blairproductrecall@blair.com

"CPSC urges all consumers to report any incidents or injuries involving consumer products, even after a recall has been announced," said Acting CPSC Chairman Thomas Moore. "Contact the CPSC so that we may help prevent tragic deaths or injuries like those that might be related to the Blair robes."

To see this recall on CPSC's web site, including pictures of the recall product, please go to:

<http://www.cpsc.gov/cpsc/pub/prhtml/09/09241.html>



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