

16 May 2005

NEW CHAIR SET TO PUSH FOR 'NO PASS NO SALE'

The Board of the Proof of Age Standards Scheme (PASS) is pleased to announce the appointment of Robert Humphreys as its new Chairman.

The British Retail Consortium (BRC) initiated PASS in 2003 with support from the Home Office and other relevant trade associations, to tackle the problems with fake ID and to create a nationally accepted proof of age scheme. The PASS hologram is extremely difficult to replicate which means an ID card carrying the PASS hologram can be produced and accepted with confidence.

Robert has been involved with PASS since its inception and is well qualified to take up this role from the retiring Chair. One of Robert's first initiatives was to announce the cut-off date of 1 September 2005 for retailers to enforce the message of 'No PASS, No sale'.

Mr Humphreys commented: "The 'No PASS, no sale' message is very clear and will bring confidence to both the retailer and the customer.

"Young people who are legally entitled to purchase age-restricted products should be able to have every confidence that their identification will be accepted. They also have the right not to carry expensive documentation, such as their passport, around with them to prove their age.

"In addition, retail staff will be reassured that the identification provided is legitimate and ensures that they fulfill their legal obligations.

"More than one million PASS approved cards are currently in circulation amongst those 16, 17 and 18 year olds who need them. The PASS Board will be working closely with retailers over the coming months to ensure UK-wide recognition of the hologram logo - key to ensuring the ongoing success of PASS."

ENDS

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