

# 1 Problem

<b>What</b>	Problem(s)	3.1 million spill-proof cups recalled, mold found
<b>When</b>	Date	May 27, 2016
	Different, unusual, unique	Recalled cups all use same white one-piece removable valve
<b>Where</b>	Facility, site	Cups sold in U.S. and Canada
	Unit, area, equipment	Cups designed for children aged 4 to 12 months
	Task being performed	Drinking

<b>Impact to the Goals</b>	
<b>Safety</b>	68 cases of illnesses reported
<b>Customer Service</b>	More than 3,000 consumer reports of mold in cup Significant negative social media
<b>Regulatory</b>	Voluntary recall of 3.1 million sippy cups
<b>Economic</b>	Cost of recall
<b>Labor/ Time</b>	Investigation into issue, redesign of cups

# MILLIONS OF SIPPY CUPS RECALLED

Cause Map

## More than 3,000 reports of mold growing in cup valves

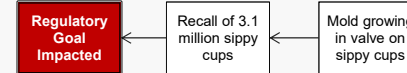
On May 27, 2016, it was announced that 3.1 million Tommee Tippee Sippee spill-proof cups were being recalled because of concerns about mold. The issue came to light after consumers called the company to complain about finding mold in children's cups and several alarming photos of moldy cup valves were posted on the company's Facebook page, some shared thousands of times.

"Mold can develop on the removable, one-piece, white valve inside the spill-proof Tommee Tippee Sippee cups when it remains wet/moist and is infrequently cleaned."

- Recall notice

# 2 Analysis

**Basic Level Cause Map** - Start with simple Why questions.



**Basic Cause-and-Effect**

Mold is growing in the one-piece valve used in this model of cup. The valves remained moist, likely because they are not allowed to dry between uses, and they were not cleaned frequently enough to prevent mold growth. Many consumers have complained that it is very difficult or even impossible to adequately clean the cup valve which has contributed to the mold issue.

**More Detailed Cause Map** - Add detail as information becomes available.



Photo of recalled valves from Tommee Tippee website.

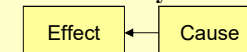
Cause Mapping is a Root Cause Analysis method that captures basic cause-and-effect relationships supported with evidence.

## CAUSE MAPPING

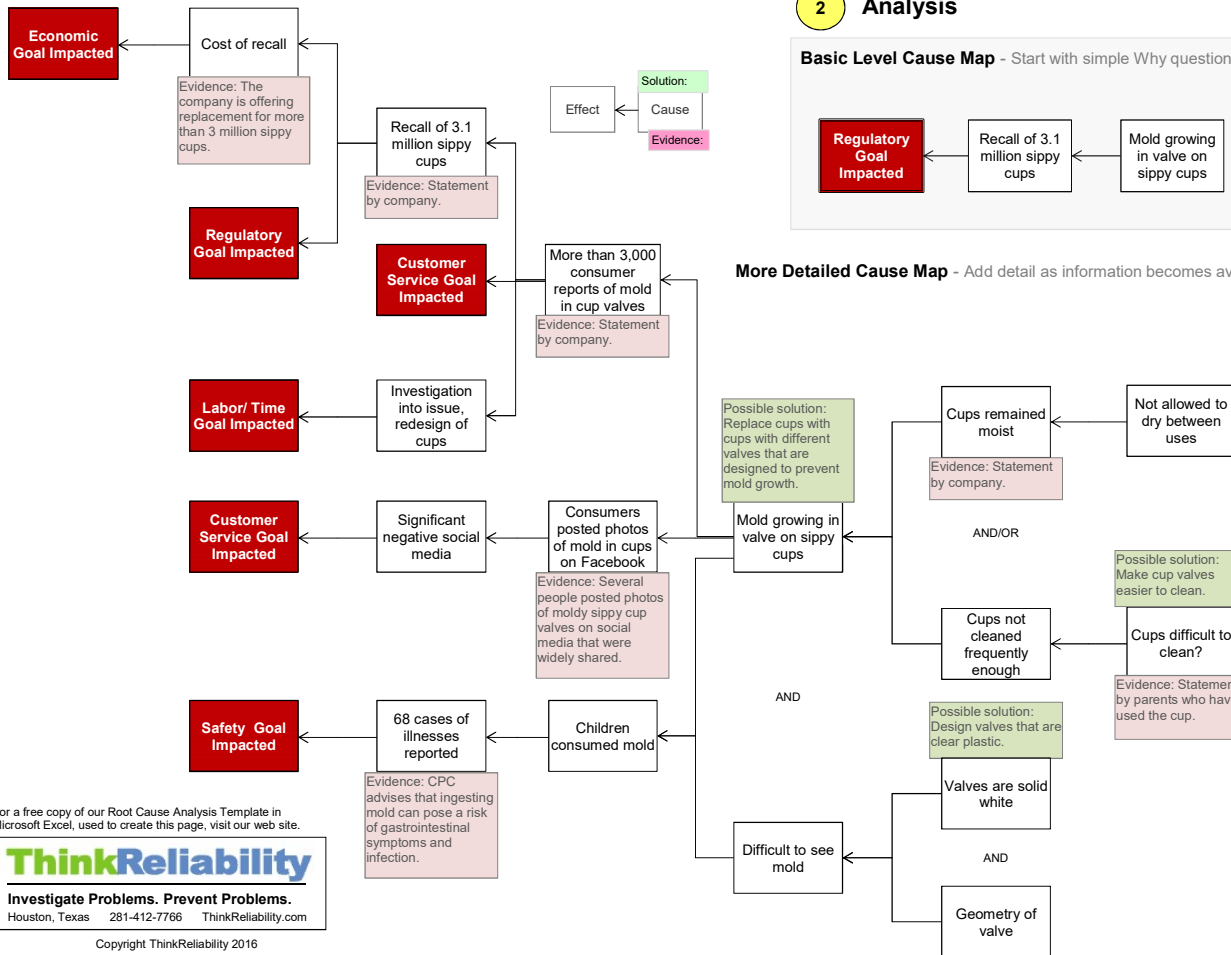
Problem Solving • Incident Investigation • Root Cause Analysis

- Step 1 Problem** - What's the Problem?
- Step 2 Analysis** - Why did it happen?
- Step 3 Solutions** - What will be done?

### Why?



NOTE: Read the Cause Map from left to right with the phrase "Was Caused By" in place of each arrow.



For a free copy of our Root Cause Analysis Template in Microsoft Excel, used to create this page, visit our web site.



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