

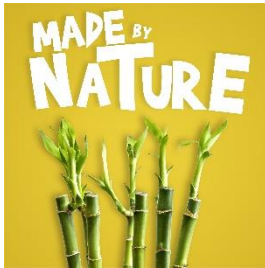
Innovative Toys go Green products at Spielwarenmesse Digital

- Sustainability is becoming ever more important
- Examples, rich in variety, from four categories

Sustainability has become a highly significant topic worldwide. To highlight its huge importance to the toy industry, the Spielwarenmesse is focusing on sustainable and ecological toys in the Toys go Green megatrend. Together with the experts on the TrendCommittee, the trade fair team has defined four categories relating to this trend and assigned appropriate products to each. 'Made by Nature' will display toys made of natural materials – from wood, bamboo, cork and maize to wool and rubber. The items in the category 'Inspired by Nature' use bio-based plastics such as sugar, starch, cellulose and proteins. 'Recycle & Create' focuses on production using recycled raw materials and creating new toy ideas with upcycling. In 'Discover Sustainability', the topics of environment and climate are portrayed through toys, while raising awareness of environmental protection and sustainability.

Moreover, daily presentations on the topic of Toys go Green can be found on the stream from the Toy Business Forum on Spielwarenmesse Digital. All the information on the megatrend are conveniently summarised at www.spielwarenmesse.de/en/toysgogreen. The appendix below shows products from international exhibitors at the Spielwarenmesse in the four product categories, 'Made by Nature', 'Inspired by Nature', 'Recycle & Create' and 'Discover Sustainability'.

Spielwarenmesse Toys go Green– Product examples



Organic cotton lion rattle and bunny doudou, Apunt Barcelona (Spain) www.apuntbarcelona.com

The lion rattle and the hare are made from GOTS-certified organic cotton. The cotton fabric is soft and has a pleasing feel. The heads are stuffed with corn fibre. The colours and the noise of the rattle attract babies' attention and promote the development of their sense of touch and hearing. Both the lion and the hare are certified as organic and vegan products.



Geometria Natural, Cocoletes (Spain) www.cocoletes.com

Maths can be fun with Geometria Natural. Its characteristics include shapes, colours, the development of logical reasoning and imagination, spatial intelligence and the understanding of concepts. The basic idea is to roll the three dice (geometric shape, colour and pattern), find the corresponding pieces and assemble the figure with the characteristics that they indicate. The company works in a traditional way, using hands as the main tool. It uses PEFC or FSC® certified wood from the environment. And in addition, its oils and paints are environmentally friendly and non-toxic, in accordance with European standard EN 71-3.



La Colmena, Cocoletes (Spain) www.cocoletes.com

This two-level puzzle recreates a beehive. The first layer represents the environment where the bees live. In the second layer, the interior of the hive is portrayed. The pieces come from various types of wood (e.g., oak, juniper, beech), sawn and sanded by hand, making it a precious and unique material. The packaging is 100% sustainable. The product is FSC® certified. And for the production of the materials, only clean energy from 100% renewable sources is used.



Balance game SEA LION with fish, Diakonie Pfingstweid e.V. (Germany) www.pfingstweid.de

A balancing game for infants aged 18 months and above. The pieces are made from domestically produced wood. The sea lion is made from German alder. The six fish are of walnut, maple and alder. The Product is crafted in Diakonie's workshops.



Garden Friends, dsl lanka [pvt] ltd (Sri Lanka)
www.tikiri-toys.com

My First Tikiri Garden Friends (teether rattle and bath toys) are GOLS certified.



Solimeter, Ditoh e.U (Austria)
www.ditoh.com

Our solar system is misrepresented in most illustrations. The reason for this can be found in the gigantic distances between the planets and the sun in relation to their size. On the Solimeter, you can read the proportions as well as the distances from the planets to the sun, true to scale. The graphics of the Solimeter fit perfectly on a frisbee .



Wooden tractors Ferdinand and Korbinian, Dynamiko Holz und Spiel GmbH (Germany)
www.dynamiko-gmbh.de

The new wooden tractors from Dynamiko combine innovation and fun. They are equipped with a special hitch to which all sorts of equipment, such as a trailer, a ballast weight, a clearing blade and many more, can be attached. Like all Dynamiko products, the tractors are 100% made in Germany and manufactured exclusively in wood from sustainably managed forests (PEFC or FSC®). Suitable for children from 3 years.



Magic marble seed bomb (Green Warriors), Fun2Give (The Netherlands)
www.green-warriors.nl

These magic marble seed bombs from Green Warriors are made of natural clay. You can play with the marbles and afterwards put them in the soil to create a display of wild flowers that will attract bees and other insects. Made from organic natural ingredients.



FSC® certified latex balloons, Gemar SRL (Italy)
www.gemar.it

Gemar is proud to announce that its new range of Gemar balloons is 100% FSC® certified. This means that all the forest-sourced materials used to produce both the balloons and the packaging come from sustainably managed forests.



Skittles set 'Active', Legler OHG small foot company (Germany)
www.legler-online.com

This skittles set made of FSC® 100%-certified wood will get the ball rolling for both young and old! The nine solid wood skittle pins, in a modern 'active' design, and the wooden balls are a handy size for children and can be played with indoors and outdoors. This makes it a particularly flexible skittles set and promotes the development of the player's own ideas – even outside the classic skittles lane.



Soft book fehnNATUR, Fehn GmbH & Co.KG (Germany)

www.fehn.de

The fehnNATUR soft book is a baby book made of 100% organic cotton. The various sustainable materials train the child's senses in a fun way. The book's special shape invites the baby to grasp it and browse. With fastening cords for use at home and on the go. All materials used are 100% organic cotton from controlled organic production. The company's products are manufactured in its own production facility in Sri Lanka, which is certified to ISO 9001 and regularly audited by the Business Social Compliance Initiative (BSCI).



The Wood Bricks, LOOP TOYS Ltd – FabBrix (Hong Kong)

www.fabbrixtoys.com

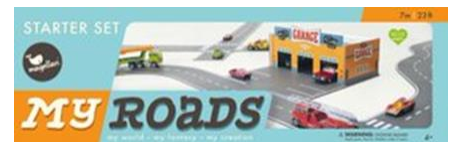
Eco-certified FSC® wooden blocks, 100% compatible with plastic bricks. Made with sustainability in mind.



MyRoads Starter Set, Magellan Verlag (Germany)

www.magellanverlag.de

This 44-piece set includes stretches of roads in different sizes. The heart of the set is the garage with its timeless retro design. This toy set is made to last using recycled wood from responsible sources. Made in Germany. PEFC-certified wood, plant-oil based dyes, solvent-free adhesives, water-based paints.



Peacock, MIER EDU PTY LTD – ECO 3D BUILD (Australia)

www.mieredu.com.au

Based on the STEAM Education approach – discover and build animals and plants. The set includes cue cards to teach children about the animals and puzzles they are building – great for children's development. It helps develop native intelligence, hand-eye coordination, spatial awareness and cognitive skills. Both product and packaging are made of FSC® paper from sustainable sources. Printed with vegetable inks. Children can build an eco-friendly and lifelike 3D animal model with no plastic components.



ECO Color Bears, MINILAND S.A. (Spain)

www.biobuddi.com

Educational game with 64 bioplastic bears derived from sugar cane, a flexible and durable eco-friendly material, organic and 100% recyclable. The foam base on which the bears are placed is made of recycled and recyclable material and the activity sheets are of paperboard. The product helps children to develop hand-eye coordination and physical orientation and gives an introduction to maths.



Pyramido, Pyramido GmbH (Germany)

www.pyramido.de

Children are curious and love surprises. This is the starting point for the Pyramido's new sustainable gift for boys and girls. It is exciting and fulfils three wishes at once: each little pyramid contains a different wooden gift to work on and create, as well as a new booklet and an organic treat.



Scrollino 123 ZOO, ABC ZOO und ZOO by Dots, Scrollino (France)
www.scrollino.com

Scrollino – the rewinding book is a simple, eco-friendly and interactive tool that inspires and awakens creativity and imagination. Scrollino ABC ZOO invites kids to learn the animal alphabet by playing, discovering and having fun, while developing their fine motor skills. It is FSC®, ECF, PEFC and ETV certified.



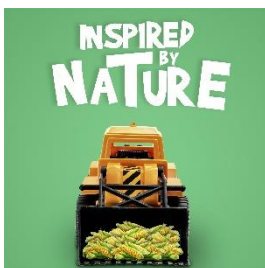
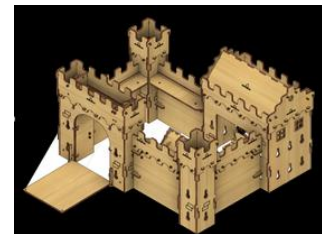
Pen box Dino | Stegosaurus, WERKHAUS Design + Produktion GmbH (Germany)
www.werkhaus.de

As a pen box and desk organizer, this stegosaurus keeps your desk tidy. The pen box is made of sustainable MDF. The raw material, Homanit HDF/MDF, is made of wood from sustainably managed forests close to the production site.



Castle Click & Play Plan, WoodHeroes GmbH (Austria)
www.woodheroes.at

The simple click & play system, made of birch plywood, is pre-cut by laser and ensures that it is very easy to assemble and stable.



Tipper truck with sand toys in bioplastic, Ab Plasto Oy Ltd. (Finland)
www.plasto.fi

This sustainable bioplastic set consists of four parts. Age recommendation for the set is 1 year +. The plastic in this toy is over 90% bio-based. Made in Finland. The plastic in this toy is produced from sugar cane that is 100% renewable.



Train with numbers, BiOBUDDi Group b.v. (The Netherlands)
www.biobuddi.com

Get to know the train and numbers set. This toy set is suitable for children aged 1½ to 6 years. It consists of 38 different parts. BiOBUDDi's organic toy and blocks are made from sugar cane plants and are produced in the Netherlands.



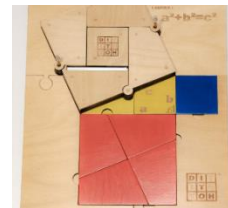
Digger Bio Mobby-Dig, BLS GmbH (Germany)
www.bls.net

The Mobby-Dig digger is also available in a version made of organic plastic based on sugar cane. Sugar cane is rapidly renewable and forms the basis for sustainable bioplastic. The toy is every bit as good as the classic Mobby-Dig in terms of durability and robustness. Mobby-Dig is 'Made in Germany' and can withstand loads of up to 100kg.



Pythagorean board, Ditoh e.U. (Germany)
www.ditoh.com

All children learn Pythagoras's theorem in school. For many of them, however, the concept is not so easy to grasp. With the large Pythagorean board we have succeeded in creating a small masterpiece. Together with the patented Pythagometer®, the theorem can be presented with a simplicity and clarity that is second to none. A product with great added value. Made of CreaBLOCKS wood blocks.



Nabbi BioBeads Einzelfarben und Schatztruhe, efco creative GmbH (Germany)
www.efco.de

Iron-on Nabbi BioBeads are made of Biodolomer®, a product based on renewable raw materials such as grain components and vegetable oils from Europe. It is fully biodegradable, contains no microplastics and has a beneficial effect on the CO₂ balance. The matching box is made of high-quality sustainable cardboard.



eKorace-Murbles, Ekoala srl (Italy)
www.ekoala.eu

eKorace are, according to the manufacturer, the first marbles in the world to be made entirely of BIOplastic from Mater-bi (<https://materbi.com/>). They are 100% biodegradable and release none of the microplastics that are so harmful to our animal friends.



H2 Fuel Cell Car, fischertechnik GmbH (Germany)
www.fischertechnik.de

How does a fuel cell work and how can it be used to produce hydrogen? And how are eco-friendly vehicles be propelled by hydrogen? The H2 Fuel Cell Car kit shows in a fun way how hydrogen is produced and explains how this can be used to propel a car.



Flower seed confetti popper, Fun2Give (The Netherlands)
www.re-cycle-me.com

According to information from the manufacturer, this is the world's first sustainable confetti popper filled with flower seed confetti. Just spread the confetti to create wild flowers. The popper itself is made of recycled materials and can be re-filled over and over again.



552-09 BIO by GOWI Pyramid Forest, Gowi GmbH (Austria)
www.gowi.at

The BIO by GOWI Pyramid Forest is made of sugar cane-based plastic. It consists of eleven colourful cups with different nature and animal motifs. These can be stacked to form a 73 cm high tower and can help promote children's fine motor skills. To save space, all of the cups can be inserted one inside the other again after playing.



LÄSSIG Geo crockery, Lässig GmbH (Germany)
www.laessig-fashion.de

LÄSSIG Geo crockery is made from plant fibre and is 92% bio-based. Bio-based plastics are produced by extracting vegetable starches – from maize, beet or starchy grass crops – and processed into bioplastics. Products made from this material have properties resembling those of traditional plastics but without the use of scarce fossil-based resources. LÄSSIG Geo crockery is free from BPA and melamine.



UNO Nothin' But Paper, Mattel GmbH (USA)
www.mattel.de

This special Nothin' But Paper edition is 100% recyclable. The cellophane wrapping around the deck has been replaced by paper to make it environmentally friendly – the entire deck and package can be recycled. The soy-based ink used for these paper cards produces rich, natural colours that are non-toxic and distinctive. Game play is just like classic UNO®, with wild and challenge cards to vary the momentum of the game.



Collection of accessories Miniland Dolls, MINILAND S.A. (Spain)
www.minilandgroup.com

The five wooden kits – the Doll Doctor Set, Doll Tea Set, Doll Nurse Set, Doll Feeding Set and Doll Care Set – are made of FSC® certified wood from sustainably managed forests.



Bio-cup, Pellianni AB (Sweden)
www.pellianni.com

This is a biodegradable drinking cup for babies. Made from PLA, wheat fibre and PBAT.



Binabo, TicToys GmbH (Germany)
www.tictoys.de

One chip, endless possibilities – that's Binabo! Simply clicking them together creates not only stable balls but also infinite variations of the toy. Binabo is made from Arboblend®. This flexible biomaterial consists of sugar and wood fibre and is 100% natural. Binabo is manufactured entirely in Germany.





Barbie® Loves the Ocean, Barbie® Mattel (USA)
www.barbie.com

Barbie® Loves the Ocean is a doll line made from recycled plastics. Featuring fabrics and accessories made from recycled materials, these beach-bound Barbie® dolls inspire all kinds of fun in the sun! Each Barbie® doll makes waves in a stylish, summer-ready fashion with fabric made from recycled plastics. The sunglasses are also made from recycled plastics. Featuring recyclable packaging and sun-sational looks with details kids love, Barbie® Loves the Ocean dolls make great gifts for 3 to 7 year olds.



BRUDER Scania R-Series Liebherr Crane Truck, BRUDER Spielwaren GmbH + Co. KG (Germany)
www.bruder.de

This truck has been conquering children's hearts for ten years now. The plentiful availability of spare parts ensures a product that lasts and provides years of enjoyment. The company is ISO 50 001 certified. Its products are especially durable and are produced from recyclable thermoplastics. The packaging comes from FSC® certified suppliers.



MUST BACKPACK MONOCHROME PLUS rPET LIGHT GREEN, DIAKAKIS IMPORTS S.A (Greece)
www.diakakisimports.gr

Using a remarkable and durable RPet fabric made from 30 recycled plastic bottles, this rucksack stands out for its comfort, quality and intelligent design and is suitable for use as a day pack or a school bag.



Bottle2Buddy Animals, Heunec Plüschspielwarenfabrik GmbH & Co.KG (Germany)
www.heunec.de

The 'Bottle2Buddy' plush range aims to both raise awareness of the dramatic plastic pollution of natural habitats and contribute to sustainability and environmental protection. All items are made of 100% recycled materials from post-consumer fibres. The range includes various forest animals and sea creatures including the hedgehog, fox and octopus. Such animals and their habitats are highly vulnerable to pollution. Materials and production meet the Global Recycle Standard (GRS). The products' entire manufacturing process, including transportation to the consumer, is CO₂ balanced and climate neutral.



la cosa Pigiama, Italtrike srl (Italy)
www.italtrike.com

The la cosa body is robust and its material includes at least 30% Italian-made Mepol, a recycled and recyclable polymer. The stickers around the product are made from a printed soft felt, made in Italy of recycled PET bottles. 2.3 such bottles are used for each la cosa Pigiama.



ALICE INDIAN SCHOOLBAG, Lilliputiens SA (France)
www.lilliputiens.be

This satchel is made from 100% recycled PET.



Mini Micro Deluxe ECO, Micro Mobility Systems AG (Switzerland)
www.micro-mobility.com/de/

About 10% of the plastic waste in the oceans comes from fishing. Every year, an estimated 640,000 tonnes of nets, lines and other equipment are left behind in the sea. The platform and brakes of the Mini Micro Deluxe ECO are made from recycled fishing nets, lines and other plastic waste from the maritime industry.



Sheep Sheepmilla dangling and Theodor in snowsuit, NICI GmbH (Germany)
www.nici.de

NICI Green is the sustainable range of products from NICI. All NICI Green products are made almost entirely from recycled materials derived primarily from PET bottles.



Flot, OPPI® (France)
www.oppitoys.com

The Flot collection of animal bath toys comes in two parts, each made from innovative and responsible materials: one part is made of natural wood fibre waste (100% bio-based) and the other of flexible, recyclable and non-toxic bio-based eco-plastic. The two parts can be separated, which prevents mould formation.



PLASTICANT MOBILLO® ECO BUILDER, Plasticant Mobilo GmbH (Germany)
www.mobilo-eco.com

With this German-made ECO range of learning toys, educationally valuable play goes hand in hand with sustainability. The 92 building blocks, packed in a sustainable cardboard bucket, are made of bioplastics and recycled plastics (25% bioplastics, 63% recycled plastics and 12% conventional plastics).



Happy Petis, Promotion Pets GmbH (Germany)

www.promotion-pets.com

The Happy Petis from the ECO soft toy collection are made from 100% used and recycled plastic bottles and are also GRS certified. No additional plastic parts are used in their production, so the plushies are also themselves recyclable. From its fair production conditions and sustainable materials, plastic-free packaging and climate-friendly delivery to efficient handling, the company is contributing to greater sustainability.



Eco fingerprint set with apron – 100% recycled (24924), SES Nederland BV

(The Netherlands)

www.ses-creative.com

These fingerprints in four colours are made from natural ingredients, developed and manufactured in Holland. The pots are recyclable or reusable. The roll of recycled paper and the apron are what make this set special. The apron is made of 100% recycled PET bottles (RPET). The packaging is recycled cardboard and production of all SES products is CO₂-neutral.



Math Game – Hundred Board, Wissner GmbH (Germany)

www.wissner-aktiv-lernen.com/de/

The RE-Wood® material is manufactured in a resource-efficient process from shredded wood scrap – generated as a waste product of wood processing at German production sites – together with a natural adhesive, at a ratio of 80:20. RE-Wood® comprises 100% recycled and natural materials and is PEFC certified. Products made of RE-Wood are stable, light, saliva-resistant and very safe to use.



Blue Marine Toys Water mill, Dantoy A/S (Denmark)

www.dantoy.dk/en/

Blue Marine Toys are a range of sand and water toys with colours inspired by sand, sea and corals. The toys are made of plastic that comes from nets, trawls and ropes, collected from the fishing and maritime industry. By recycling materials from obsolete maritime products and giving them new life, Dantoy contributes towards a healthier ocean environment, for the benefit of us all.





Eating in Season & Hungry Bins, Adventerra Games Sag (Switzerland)
www.adventerragames.com

An original and fun concentration game that teaches players how to eat healthily and help the environment by choosing seasonal products. The pieces feature illustrated backgrounds that show children which season is best for eating each food. Hungry Bins is a classification game that introduces children to recycling and composting. Children discover different types of materials and learn to recognize their respective collection bins. To make the sorting process easier, each token features the colour of the corresponding bin. The products are made from recyclable and recycled materials and are FSC® certified. No plastics are used and all printing uses vegan inks.



Zesty – The Slow Game, CreativaMente (Italy)
www.creativamente.eu

Zesty is a cooperative game that helps players learn how to protect the environment. The game is played in groups over a period of several days and covers five topic areas: nature, consumption, environmental pollution, society and emotions. The paper, cardboard and wood used in this game are FSC® certified and come from sustainably managed forests. The paper content (book, cards and block) is 100% recycled, non-chlorine bleached paper, printed without the use of chemical derivatives and with offset inks that are based on vegetable oils. The pencil is 100% eco-friendly and lead-free: it is therefore non-toxic and biodegradable, as well as recyclable by turning it into a plant. The box is made of 100% FSC® Recycled cardboard, with a layer of FSC® Mix certified paper printed with non-toxic colours.



MULTIGO CITY SET, Efko-karton s.r.o. (Czech Republic)
www.efko.cz

The set contains figures relating to urban recycling. The cars are completely made of single-type recyclable plastic (ABS). The construction is designed so that the cars can withstand even rough handling and the toy can serve multiple generations of children. The set complies with EN-71 (Safety of Toys). The paper/cardboard parts of the packaging are made only with FSC® certified paper and cardboard. The packaging is recyclable. The entire set, including the packaging, is manufactured in the heart of Europe in the Czech Republic.



Animal Friends, fischertechnik GmbH (Germany)
www.fischertechnik.de

The Animal Friends kit is designed to be a sustainable product and as such it draws attention to the importance of using renewable raw materials. Its replacement parts are made of bio-polyamide, at least 60% of which is from renewable raw materials. The packaging and instructions also use recycled materials. Replacement parts from fischertechnik can be used over several generations. They are now, for the first time, also manufactured using at least 60% renewable raw materials.



Green Energy, fischertechnik GmbH (Germany)

www.fischertechnik.de

With the Green Energy construction kit, not only do the 14 different models allow different forms of regenerative energy to be explored in a fun way, but the manufacturers also attach great importance to ensuring that the scientists of tomorrow understand what exactly is going on and how the energy generated can best be used. By illustrating possible combinations of energy forms, as in the eco-house model, the children learn about tomorrow's energy supply.



'Lass dieses Buch verschwinden', moses Verlag GmbH (Germany)

www.moses-verlag.de

Every snippet is reusable or recyclable – even the spine, the cover and all the little cut-out pieces. Each page turns into a project that makes the world a little better: from plastic checklists to insect hotel rooms to seed plant trays. The paper is FSC® certified.



DKT – Das klimaneutrale Talent, PIATNIK (Austria)

www.piatnik.com

The themes of this game are climate change and protection of the environment. It therefore deals with preserving nature conservation areas, planting woods and trees, and transforming fossil fuel power stations into sources of renewable energy. Natural catastrophes and other unpredictable events provide added difficulties. In the pursuit of the common goal and individual victory, players meet a wide variety of realistic challenges and tasks.



Save Our Oceans, Selyn Exporters (Pvt) Ltd (Sri Lanka)

www.selyn.lk

Save our Oceans is a little carry-on pouch which comes with adorable aquatic animals in bright and eye-catching colours. Their life underwater is under threat as all kinds of rubbish swims along with them. This is a fun and interactive way to learn about life underwater and how to keep their home clean. Production uses natural fibres (100% cotton with a kapok filling and wood), meaning that it is environmentally friendly and involves no animal testing. It is also biodegradable, with the exception of the zip and magnet. Safe, non-toxic dyes are used.



Breeding kit 'wild bees' compact, with voucher, TimeTEX HERMEDIA Verlag GmbH (Austria)

www.timetex.de/en

This compact wild bee nesting block is ideal for beginners in beekeeping and is ready to use right away. It provides 30 nesting tubes for wild bees and its hinged lid allows the beekeeper to observe the development (metamorphosis) of the red mason bees. It also includes a voucher for 30 cocoons.



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Spielwarenmesse®

The trade fair and marketing services provider Spielwarenmesse eG is the organiser of the Spielwarenmesse® – the leading international trade fair for toys, hobbies and leisure. This B2B fair creates a comprehensive communication and ordering platform for national and international exhibitors. Its presentation of innovations and comprehensive overview of the industry represent a valuable pool of information for specialist retailers from around the world, guiding them through the market every year. Since 2013, the term Spielwarenmesse® has also been a protected word mark in Germany.