

# SAFE PLAYING EXPERIENCES

Children have a right to safe play. The safety of the children who play with our products is at the very top of our priorities.

We work systematically to integrate safety in a product's entire lifecycle. All our products have been tested thoroughly to make sure they are safe to play with, and our toys naturally always comply with all relevant EU and national safety regulations. In the case of chemical content and for some toys aimed at children under the age of three, we set ourselves higher standards than those of the EU Toy Safety Directive.

We help support good and meaningful safety regulations by collaborating with the European Committee for the Standardisation of Toys (CEN TC 52) and the Danish Standardisation Agency. We also encourage market surveillance by relevant authorities to ensure a level playing field.

**Development**

Every product design is assessed for its chemical and mechanical safety and quality. The design may be changed and improved before products are approved for production.

**994**  
products assessed

**Sales**

Once products are on the market, we continue to monitor their safety by collecting feedback from consumers. This provides input for any future product redesigns or potential product recalls. Due to our strict safety and quality control, we have had very few recalls in recent years.



**Production**

Quality checks and inspections are performed during production as a safeguard against potential safety risks. We pay special attention to critical points in the manufacturing process, for example the use of chemicals. Complex products such as cosmetics are subject to particular scrutiny. If we find parts or materials that do not meet our requirements, they are improved or reworked as early in the production process as possible.

**3,973**  
product inspections

**3,651**  
verified  
new products

**Verification**

All finished products are assessed to ensure they meet the strict European standards for mechanical and chemical safety.

**1 recall**