

“ BR is the authority on making children happy with its recognisable mascot and its own loyalty programme Club BR ”




249
STORES

MORE THAN
118,000
FACEBOOK LIKES

~88%
CUSTOMER BRAND AWARENESS

Over 1,000
FULL-TIME
EMPLOYEES




13.2 million
CUSTOMERS SERVED

24%
REVENUE
BASED ON BR PRODUCTS
AND OWN BRANDS


27
million
PRODUCTS SOLD

BR – THE AUTHORITY ON MAKING CHILDREN HAPPY

BR is TOP-TOY's high street toy retailer with stores in prime locations, a strong brand with a recognisable mascot, well-established customer relationships and, not least, our loyalty programme Club BR.

The authority on making children happy

Our ambition is to make BR the authority on making children happy – known for understanding what children want and making them smile. We want BR to remain the no. 1 specialty retail chain in the Nordic markets and the customers' preferred place to go for personal service, easy and convenient shopping and a targeted assortment of inspiring, quality products. Celebrating children's birthdays is important, so all Club BR members can collect a free gift in their local BR shop when their big day comes around.

As part of the exciting journey towards modernising and re-focusing BR, we have rolled out a more modern, Scandinavian BR identity concept in all our stores to strengthen the customer shopping experience.

While children can still enjoy all the colours and magic of wonderful products at their eye level, adults are treated to a more accessible store with easy navigation signs and a smart layout.

BR store network

We opened the first BR store in 1963. Today we have a strong market position and a network of more than 240 stores, all located close to our customers in shopping malls and other prime locations in Denmark, Sweden, Norway, Finland, the Faroe Islands and Germany. Customer awareness of the BR brand is strong, averaging 88% in our Nordic markets. We work continuously to optimise our network by opening new BR stores in markets with growth potential and closing unprofitable ones.

Fun, inspirational, safe toys of high quality

BR offers a focused assortment of fun, inspirational and high quality toys and other products that target young children. The assortment

comprises our own brand, our private label brands and many well-known brands from our suppliers. BR offers a broad range of creative and educational products such as baby and toddler toys, children's books, roleplay costumes and accessories, interactive toys, video games and much more.

BR own brands – responsible products focused on child development

To differentiate BR from other retailers, we invest in developing our own brand products, sold exclusively in our BR stores and web shops. Our focus is on products that target babies, toddlers and young children. We continuously develop our own brand products and product lines, such as our creative BR line, BR Wood and BR Bath. Both BR Wood and BR Bath have been designed with the physical development, learning abilities and creative thinking of 0 to 3-year-old children in mind. Safety and sustainability considerations are naturally integrated in the development and design of these products.

RESPONSIBLE BR PRODUCT LINE

This BR stacking soldier is sold in all our stores and web shops. It is part of BR's wooden product line and intended for children from 18 months of age.

Children's right to safe play

Children have a right to safe play. To protect them, the BR stacking soldier has gone through a thorough safety and quality procedure to ensure it meets the highest mechanical and chemical safety standards. It has been subjected to several mechanical tests.

Safe for children to chew

It is perfectly safe for children to put the soldier in their mouths. All ingredients in the paint have been evaluated to make sure there are no harmful substances.

Packaging and the environment

The packaging is made of recycled cardboard with a UV coating that ensures quality and environmental standards are met.



Working conditions

China is the country of origin. Like all our products from China, the soldier is produced in a factory that has been audited for its working conditions.

Child development

The BR stacking soldier has been designed with much consideration for the physical development, learning and creative thinking of children. It is great for challenging and developing hand-eye coordination and problem-solving skills.

Timeless design

The design of the stacking soldier is based on Scandinavian traditions. It is durable, classic and evokes a sense of nostalgia.

Sustainable wood

The stacking soldier is made from FSC® certified wood. That means it supports responsible forestry and is certified in accordance with FSC standards.

