

# JOUETS ECOIFFIER GENERATIONS OF PLAY

A GLIMPSE INTO THE LIFE OF A TOY SME



## PLASTIC KNOW-HOW

Jouets Ecoiffier's catalogue currently includes between 400 and 500 products and its turnover reached €26 million in 2013.

In 1946, Albert Ecoiffier set up a company that manufactured plastic targets for shooting galleries at funfairs. Thanks to his expertise in moulding, he later refocused solely on producing plastic toys after his two children, Jacques and Eliane, joined the company. Continuous growth enabled the acquisition of a local competitor in 1986, after which building blocks were added to the company's portfolio of outdoor and role-play toys for children from 18 months to 5 years old.



In order to benefit from a wider distribution network and additional toy sector expertise, Jacques Ecoiffier partnered with the Smoby Group after his sister's retirement in 1994.

His two daughters, Stéphanie and Julie, joined the company in 1991 and 1999, respectively, and carry on the family's toy tradition. In 2008, Jacques Ecoiffier decided to split his father's company from the Smoby Group and re-hired 42 former employees. The company has since hired seven more employees and has modernised its production processes, which has enabled it to sell around 10 million toys every year.

## PRODUCING LOCALLY

Jouets Ecoiffier contributes directly and indirectly to the creation of around 350 jobs in the Oyonnax area.

The company is well-established in the area of Oyonnax, in the East of France. As the birthplace of traditional wooden toys in France, this region is now known as the Plastic Valley because of its strong network of more than 600 companies specialised in all aspects of the plastic sector. At the end of 2013, Jouets Ecoiffier settled in its new offices in Veyziat close to Oyonnax, which includes a logistics centre, a factory and the company's headquarters on a 6-hectare site. While some of the toys are produced in-house, Jouets Ecoiffier's 49 employees also rely on the plastic know-how of various local suppliers. Working with these local companies means that toys

produced externally are delivered to Jouets Ecoiffier as soon as they are ready, which enables it to deliver orders throughout the European Union (EU) within two working days of manufacture.



## STRENGTH IN EXPORTS



Already at the beginning of the 1960s, Albert Ecoiffier understood the need to extend his products' reach beyond the French market. Today, international trade is one of the company's strengths as it generates around half of its turnover. Jouets Ecoiffier exports first and foremost to other EU countries and is a strong supporter of the EU's Internal Market. The company recognises the importance of efficient market surveillance controls in a single market in which products circulate freely. Such controls are needed to prevent substandard toys from non-reputable businesses from reaching children. Like all reputable companies, children's safety is Jouets Ecoiffier's number one priority and, from their initial design, Jouets Ecoiffier's toys are created and manufactured to comply with all applicable requirements.

Local Chambers of Commerce support Jouets Ecoiffier in exporting its products to emerging markets such as Chile, Russia and Vietnam.

## CREATIVE INSPIRATION



In order to adapt to children's evolving wishes for toys, the company constantly comes up with new ideas and products. Jouets Ecoiffier's creative design team takes inspiration from everyday life: even the owner's dog is now in the company's catalogue! The transformation of innovative ideas into new toys takes place in collaboration with expertise provided by the neighbouring *Pôle Européen de Plasturgie*, the Technical Centre of Plastics Engineering. Each year, around 30% of Jouets Ecoiffier's product range consists of new toys.

## DELIGHTING CHILDREN

Each year, Jouets Ecoiffier gives around 5,000 toys to the Secours Populaire, a renowned French association that fights against poverty and exclusion.

Jouets Ecoiffier believes that its toys have a very positive effect on children's development and well-being. It contributes to a national play campaign, which provides play areas and toys for children at school to help them to gain confidence and learn about cooperation. The company's mission is to provide children with positive memories and play experiences. For example, in 2013, the company offered toys to a Russian hospital for children suffering from cancer. The following year, Jouets Ecoiffier supported hundreds of children who did not have the opportunity to go on holiday by giving them 3,000 outdoor toys to play with during a day at the beach.

*'Well-funded market surveillance activities are required to ensure that children only play with high quality and safe toys.'*

Jacques Ecoiffier, CEO



**France** is the second largest toy market in the EU with annual sales exceeding €3 billion. This represents more than 210 million toys. With around 490 toy companies based in France, production is mainly concentrated in the regions of Franche-Comté and Rhône-Alpes. The French toy production represents around 5% of annual sales. Around 20,000 people work in the French toy sector. The French toy market is very seasonal with one in two toys bought during the Christmas period.

The **European Union (EU)** is the largest toy market in the world (27% of global sales), meeting the diverse and evolving demands of its 79 million children. Over 99% of the almost 5,000 toy companies are small and medium-sized enterprises (SMEs). With over 220,000 people working in the sector in the EU, toy companies play a key role in Europe's economic fabric. The toy industry is highly international and is one of the most dynamic business sectors in Europe: around 60% of toys on the market each year are newly developed. The sector is also highly seasonal, with consumers making the majority of purchases during the Christmas period.

The **Fédération Française des Industries Jouet - Puériculture (FJP)** is the official representative of the toy and child care professionals vis-à-vis the Public Authorities, Medef's technical bodies, consular agencies, European and international authorities, influencers, consumer associations, social partners, media and distribution. Jouets Ecoiffier is a member of the FJP.

**Toy Industries of Europe (TIE)** is the trade association for the European toy industry. Members include companies and national associations from across Europe, including the FJP.

