



TIE Members' Commitment

TIE's work is centred on six values, to which our members are fully committed:

- *prioritising the SAFETY of the toys we produce*
- *ETHICAL manufacturing*
- *tailoring our marketing to respect children's sensitivities and ADVERTISE RESPONSIBLY*
- *reducing or ELIMINATING BARRIERS TO TRADE*
- *respecting INTELLECTUAL PROPERTY RIGHTS in their broadest sense*
- *encouraging ENVIRONMENTAL SUSTAINABILITY*