

TOYS FROM REPUTABLE BRANDS ARE DESIGNED WITH SAFETY AT HEART

Unfortunately, unsafe toys from dishonest sellers still reach our children

The **EU Safety Gate** helps to stop the spread of unsafe products, including toys, across Europe. When a dangerous product is identified by national authorities, the Commission alerts all EEA countries.

Number of notified toys in the last 4 years



The number of flagged toys went down by about 30% in 2021 compared to 2020. This drop is partially due to UK data no longer being reported. In 2020, data reported by the UK was particularly high thanks to the toy sector's own research on unsafe toys sold via online marketplaces.

Toys picked up by the EU Safety Gate point to a lack of enforcement of the strict EU rules

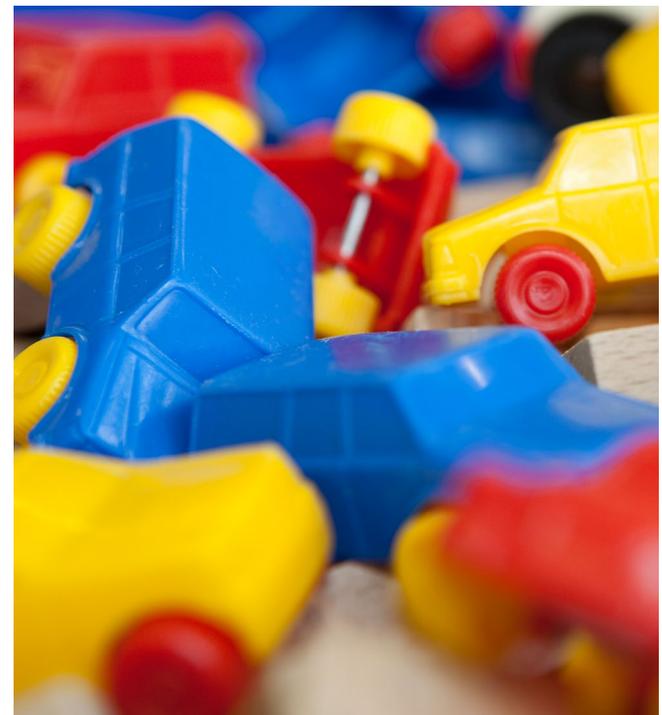
97% of toy alerts linked to illegal traders, half of them with no manufacturer name and address.

Most toy alerts concern producers with no connection to any European toy associations. Half of these producers fail to meet basic requirements.

TIE favours a strong Toy Safety Directive that can keep toys safe, affordable and fun. Toys must meet some of the strictest rules in the world because they are intended for children. But too many operators have no intention to follow the rules, unscrupulously endangering children with non-compliant toys.

Restricted phthalates are one of the most important causes of non-compliance at 24%.

The EU restrictions on phthalates -considered to be endocrine disruptors- are 20+ years old and still they continue to be ignored on a large scale.



Only 13 EU countries notified unsafe toys sold online. 5 of them flagged only 1 toy.

E-commerce has increased dramatically in the last years but legislation is not up to speed. Dishonest traders are often found online.

MOST TOYS ARE MADE BY REPUTABLE COMPANIES WHO INVEST TIME AND MONEY IN SAFETY

Reputable companies:

- Put toys through stringent evaluation and testing procedures
- Make sure they are traceable and their toys are easily identifiable
- Have processes in place to quickly address any issues that could occur
- Demonstrate their responsibility by joining toy associations