

# PLAYING IS AN IMPORTANT PART OF GROWING UP



Toys from reputable brands are designed to provide children with the most safe and fun play experience possible



Toys are at the top of the statistics because they have to meet some of the **strictest safety rules** in the world and are subject to more **frequent inspections** – rightly so, as they are intended for children!

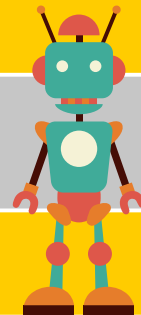


**EU Safety Gate** helps stop unsafe products – including toys – from reaching consumers.

When an unsafe product is identified by national authorities, the Commission alerts **31 EEA countries**.



**30% of products notified on the EU Safety Gate were toys from dishonest traders**



The vast majority of toys are made by reputable companies who invest time and money in safety.

### Reputable companies:

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



**96% of toy alerts linked to illegal traders.** Around 2 in 5 were from “ghost companies” that cannot be traced.

To make toys even safer, EU authorities should:

- Focus on suspect traders**
- Take action to deter repeat offenders**
- Ensure sellers are accountable – whether selling online or in brick and mortar stores**

