



Sustainability

"Manufacturing and running a business always has an impact on the environment. We must all strive to keep this to a minimum." (Quote Paul Heinz BRUDER, Managing Partner at BRUDER Spielwaren GmbH + Co. KG)

BRUDER Spielwaren has always been committed to taking on environmental and social responsibility.

For the company, which is based on the principles of the Honourable Businessman, this means that the course of business must be geared towards sustainable and therefore economic, social and ecological aspects. This has always been the case with BRUDER Spielwaren, as the company wants to contribute to a liveable future for everyone and has set itself the goal of dealing with human and energy resources in a reciprocally compatible manner.

Responsible value chain

In dealing with resources, the globally oriented company BRUDER takes responsibility for careful handling throughout the entire value chain. Plastic is a recyclable material! For this reason, the company currently uses primarily recyclable engineering plastics in the manufacture of its toys. All plastics used meet or exceed the requirements of the chemical section of the toy standard for Europe and North America.

Around 98% of internal material used comes from recycling, which means that there are few waste materials.

The regeneratively manufactured plastics currently available on the market are also closely monitored so that we are prepared as soon as they have the properties required for BRUDER toys, and are available in sufficient quantities and at economical cost. Nevertheless, the heterogeneous toy industry in Germany and Europe has a demand for plastics of less than one per cent, and can hardly exert any influence on the sustainability efforts of the major chemical companies. Despite the fact that European environmental laws are complied with here, European framework conditions are required in this context.

However, purchased recycled material is not used because it does not comply with the standard for materials used by BRUDER to manufacture toys.

When selecting raw material suppliers, BRUDER Spielwaren relies on renowned partners who are known for their reliability and quality. These are all located in Europe and are therefore subject to European environmental legislation, which is constantly being updated. This also ensures short transportation routes.



Manufacturing with state-of-the-art machinery

Our toys are manufactured within the European Union and are therefore subject to EU legislation.

A state-of-the-art and energy-saving machine park is available for this purpose.

Any sprues are recycled and reintroduced. Investments in material distributors and a highly efficient cooling system as well as additional insulation measures also have a positive effect on the energy balance of the ISO 50001-certified company. Production creates almost no plastic waste and energy savings result in a positive ecological balance. The entire production process, along with the maintenance of the machines, is subject to continuous monitoring in order to immediately identify and eliminate any potential waste of resources. A separate energy management system was installed for this purpose.

Packaging made from recycled material

The packaging of BRUDER items is kept to a minimum and often comprises paper and corrugated cardboard, which mainly comes from FSC-certified suppliers. BRUDER also uses recycled paper wherever possible and where stability is not an issue. This means that the recycled paper content of the packaging is well over 90%. Innovations in the design of the packaging of our toys result in considerable material savings and valuable resource conservation.

High resource productivity and safety with long-lasting toys

In order to ensure that all BRUDER toys that reach the hands of children are safe, all products are subjected to an in-house inspection by an independent testing institute. They comply with the standards for toy safety in the respective sales country, e. g. EN71 in Europe and ASTM in the USA. Because of the high quality of the materials used, BRUDER toys are extremely durable. In addition, replacements for any lost or damaged parts can be ordered from BRUDER via customer service. Consequently, the toys are often used by several generations of children.

When a toy finally meets its maker after a long service life, the aim today is to continue to use the thermoplastic plastic by means of material recycling at cost-effective prices. However, this still requires a legal basis at European level.

Employee retention has positive effect on ecological footprint

Employee satisfaction is a priority at BRUDER Spielwaren. In this way, efforts are always made to take into account the different needs and requirements of the individual employees and thus to foster their loyalty to the company. As a result, BRUDER Spielwaren has a great many long-standing employees who live in the immediate and nearby vicinity of their workplace. Because of this, and also due to flexible working time models, many employees are able to come to work by public transport or bicycle. In addition, modern office equipment and communication tools facilitate virtual meetings, so that the amount of business trips, and especially air travel, can be reduced enormously. Work-from-home positions have also been created. Of course, waste has been separated throughout the company for many years.



Appreciation and respect for all parties

BRUDER Spielwaren is aware of its responsibility in terms of being a sustainable business. Our commitment to the environment and social concerns, such as health and safety, is close to our hearts. It expresses our appreciation and respect for all those involved.

BRUDER Spielwaren GmbH + Co. KG
Management

January 2026