



## How is a toy actually made?

BRUDER publishes new image videos



At the beginning of 2021, we had the idea of presenting a new image video at the upcoming International Toy Fair - in the end, we had so much to tell about BRUDER, its products and its little fans that it became three videos. Each of the films looks at the family business from a different aspect. You can find the films on our website or our YouTube channel: [www.youtube.com/@BruderSpielwaren](http://www.youtube.com/@BruderSpielwaren)

**The BRUDER product philosophy:** Just like the real thing - the 1:16 scale toys whisk children away to imaginative play worlds. Children learn to discover the world through play. It is truly amazing how true to the original BRUDER realises its vehicles.

**BRUDER product development:** From the idea to the finished toy. How is a BRUDER product actually developed? This film takes those interested behind the scenes of production in Fürth and accompanies the development of a BRUDER novelty.



The BRUDER corporate philosophy and the concept of sustainability: The family-owned company BRUDER has been aware of its social and ecological responsibility for many decades. Sustainable management plays a major role in this.