

Information on existing packaging labelling

This information page is aimed at both customers and our retail partners. It explains the statement 'On average, over 80% recycled and bio-based materials' used on some PLAYMOBIL packaging and is intended to help you understand this statement correctly.

On some PLAYMOBIL packaging that is currently still available in shops, you will find information regarding the use of recycled and bio-based materials:

"On average, over 80 per cent recycled and bio-based materials."

The following information explains the meaning of this statement and the basis on which it is calculated.

What does "on average, over 80 per cent" mean?

The term 'on average' refers to the specific product wave to which a product belongs.

A product wave comprises several products that were developed and launched onto the market together. The number of products within a product wave may vary.

Example: Item 71351 Waterfall Ranch is one of 20 products in the 'Horses of Waterfall'

To determine the stated value, the materials used and the quantities of these materials across all products in the relevant product wave were taken into account. On this basis, the average proportion of recycled and bio-based materials for the entire product wave was calculated.

The proportion of recycled and bio-based materials in an individual product within a product wave may therefore be higher or lower than the stated average value.

The calculation was based on the material information, specifications and supplier declarations available at the time of product development and production, in accordance with a documented internal calculation methodology. The principles of the assessment procedure in accordance with ISO 14021, Section 7.8.4, were taken into account.

What does PLAYMOBIL mean by recycled and bio-based materials?

Recycled materials are materials that originate from a recycling process and are reused as raw materials.

Bio-based materials are materials whose production is based wholly or partly on renewable biological raw materials. The mass balance approach is used to determine the bio-based content. Recognised certification procedures are used to verify that, for the corresponding quantity of materials we use, an equivalent quantity of biological raw materials was used in the manufacturing process.

Bio-based materials are not automatically biodegradable or compostable.

The statement 'recycled and bio-based materials' describes the origin of the raw materials used and does not make any claim regarding the recyclability, biodegradability or overall environmental impact of the product in question.

What does "„Let's act more responsibly" mean?



The symbol on some packages is not an environmental or sustainability label. It is intended to encourage the responsible use of products and resources, for example by using products for as long as possible, passing them on to others, or disposing of them appropriately.

Why do these claims still appear on some packaging?

The products and packaging in question were produced and packaged before 27 September 2026. From 27 September 2026, new requirements will apply in the European Union for certain environmental claims and labelling under Directive (EU) 2024/825 ("EmpCo").

PLAYMOBIL has reviewed the labelling for new products and packaging in light of the new requirements and, where necessary, adapted it.

However, products that have already been manufactured and packaged may still be present in supply chains, warehouses and retail outlets and may therefore remain available for sale after this date.

The information on this packaging continues to be based on the material and supplier data available at the time of production. The subsequent adjustments to the labelling do not alter either the material composition of products already manufactured or the data on which the original calculations were based.

Why is PLAYMOBIL providing additional information about these details?

We would like to give consumers the opportunity to better understand and interpret the information used on existing packaging.

We are therefore making this supplementary information available digitally via , via **QR codes** on the packaging and in the building instructions, and via this information page.

The aim is to provide a transparent explanation of the information used, the underlying calculation methodology and the terms employed.

Information on packaging already produced (Stock on hand – 'old stock')

Products that have already been manufactured and packaged may still be in circulation and on the market.

The European Consumer Protection Cooperation Network (CPC) has published guidance on how to deal with goods produced before the new requirements came into force. This guidance is not legally binding, but may be taken into account when interpreting and applying European consumer protection regulations in practice. This information relates to products and packaging bearing environmental or sustainability claims that were manufactured, ordered, distributed or placed on the market before 27 September 2026.

PLAYMOBIL aims to provide consumers with transparent information about the meaning of the claims used, even in the case of packaging that has already been produced.

Further information on the applicable European consumer and environmental information requirements can be found on the European Commission's information pages.

→ [\[Link to the European Commission\]](#)

Note

The values stated on the packaging represent average values for the respective product batch and do not necessarily apply to every single product within that batch. The underlying calculations were based on the material and supplier data available at the time of product development and production.

Which products does this information apply to?

[List of articles](#)