

THE SCORE DESIGN STUDIO

# Wooden Toy Launch

# WHAT'S WRONG WITH TRADITIONAL TOYS ?



## Statements

Most toys are made of **plastic**.

Plastic is very **polluting**.

Plastic can contain **dangerous substances**:  
*13% of "non-compliant" and "dangerous" toys in 2015*

The vast majority of toys are **imported** from the other side of the world: *1539,3 M€ of imported toys in France in 2010 (excluding video games)*

Most toys are made in **bad working conditions**:  
*61,1% of those imports come from South-East Asia*

*= a dangerous, polluting, and non-ethical material*

# OUR SOLUTION

## An eco-responsible toy

A toy made from certified PEFC wood, not toxic substances.

We guarantee you:

The utilisation of local products ; as well as short distance from the factory to your local store. No plastic, no small pieces a child could choke on.

The use of non-toxic colouring dye, if the use of colour is necessary on the toy. We will avoid the use of varnish on our toys as it can contain harmful substances.

That means, no risks of endocrine perturbators, of cancerogenic substances.

The assurance of a normal hormonal development.

Toys that actually serve their purpose: to awaken your children senses, to help them grow, to help them become responsible adults. Without having an impact on the planet they are going to be growing on.





WHAT WE BELIEVE IN  
**THE GUARANTEE OF A SAFE,  
ECOLOGICAL, ETHICAL TOY,  
ADAPTED TO HELP YOUR  
LITTLE ONE GROW**

**HOW ARE WE GOING TO DO THIS ?**

**OUR BUSINESS PLAN**

**OUR PARTNERS**

**OUR OWN MATERIALS**

**A THOUGHTFUL DESIGN**

# OUR PARTNERS

**First choice partners, paid at fair value.**

Our business model will be beneficial for both our partners and us. Indeed, we will ensure that every person that enters our business chain will be paid at fair value, and will be working in great conditions. It is very important for us that their work is valued and respected. We will of course choose local partners, to limit the pollution due to the transport.

That way, we will get the best of craftsmanship and the best raw materials, to offer you the best products.



# OUR CAREFULLY CHOSEN RAW MATERIALS

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## **Our materials are labelled, and local.**

We worship craftsmanship. Yes, it might only be toys for children. But we want to offer you toys that your children will be able to give to their children.

Of course, our toys will follow the European Union's standards of safety, as well as the American ones to ensure maximum safety to parents. Our wood will be labelled with the PEFC, which ensures that it comes from eco-responsible forests.





# A THOUGHTFUL DESIGN

**Made by kids, for kids.**

We will organise a nationwide drawing contest for kids, where the winners will see their drawings come to life, as an eco-responsible wooden toy.

As a gift, they will of course receive an exemplaire of their toy.

As wood is way better looking than plastic, no need to hide them quickly when an unscheduled visit happens ! Our wooden toys will perfectly fit in your living room.



# OUR COMMUNICATION PLAN



**Sales made on the internet & in toys stores (local businesses as well as toy store chains)**



**Sponsorships in specialised magazines, blogs...**



**Presence on social media, through influencers, via the brand's accounts, in local actors' web pages (officials and non-profit)...**

# CONTACT US

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