



Choose certainty.
Add value.

Toy Mark Certification

Universally recognised assurance of trustworthy toys.

Your challenges

Manufacturers and retailers of toys need to ensure the quality and safety of their products. The quality of materials used in the final products must be consistent, and they must not contain any banned chemicals or restricted substances. Quality at the point of sale is particularly important because toy product quality is a very sensitive topic around the world. All items sold in the EU must comply with the Toys Safety Directive (2009/48/EC). Compliance to global safety, social, legal and environmental standards will help meet customer expectations and maintain consumer confidence.

What is the TÜV SÜD Toy Mark?

Developed by the TÜV SÜD team of toy experts, the TÜV SÜD Toy Mark covers safety tests (electrical, mechanical, chemical) for toys. Manufacturers and retailers must undergo comprehensive testing in the area of electrical, mechanical and chemical safety (as well as other directives such as EMC, RTTE, LVD, etc. if applicable) to confirm compliance with the EU directive

and receive the Toy Mark. TÜV SÜD conducts a factory inspection in parallel to the testing to be sure of the manufacturer's ability to produce quality products. An annual follow-up check is performed to ensure that quality is maintained. The Toy Mark is awarded based on the certification of products that are used by infants and children up to 14 years. The Mark covers the needs of retailers/discounters, importers/suppliers and manufacturers.

Why is the Toy Mark important for your business?

The Toy Mark is a universally recognised symbol of trust indicating that your toys meet the standards for marketability. It provides confidence to customers that the certified product meets all safety regulations, and that quality is ensured by a trustworthy partner. TÜV SÜD Toy Mark creates trust in the high quality of your toys. Ensuring product quality and safety will reduce business risks and help avert the possibility of a product recall.

How can we help you?

TÜV SÜD enables your business to uphold safety and quality at every stage of toy production, from design all the way through to the point of sale.

SIX STEPS TO YOUR CERTIFICATION

Order for test mark.

Customer provides samples, product information and test reports and certificates (if available).

Examination of the product and relevant documents according to the electrical, chemical and mechanical requirements and to all other additionally applicable EU directives.

After successful testing and a positive factory inspection, a test report will be issued and the certification process will be initiated.

Issuance and release of certificate.

Annual follow-up check to ensure compliance.

The TÜV SÜD Toy Mark



The TÜV SÜD Toy Mark adds value to your products and promotes consumer trust. Beyond testing to legal requirements in option 1 (safety tested), you may request further chemical testing by TÜV SÜD to qualify for option 2 (toxic tested).

Your business benefits

- **Save time and money** – by ensuring compliance to European safety standards and hazardous chemical substance limits even more stringent than legal requirements in the case of option 2 (safety tested and toxic tested).
- **Minimise risk** – by reducing the threat of claims, penalties or recalls from market authorities and thus protecting the reputation of your brand.

- **Gain a competitive edge** – by demonstrating to clients that your product meets legal and partly additional chemical test requirements for option 2 (safety tested and toxic tested).
- **Work with an expert partner** – with first-hand insights and awareness of upcoming technical trends through participation in relevant regulatory committees.

Why choose TÜV SÜD?

TÜV SÜD is a one-stop provider of a full range of auditing and certification solutions on a global scale, guaranteeing uniform quality of service for organisations no matter where their factories are located. The blue octagon mark and the TÜV SÜD logo are widely recognised worldwide, increasing customer confidence in the quality and safety of your brand. TÜV SÜD has more than 100 accreditations worldwide, enabling us to expedite your testing, inspection and certification needs by rendering multiple services simultaneously. Our dedicated experts are highly qualified in toy testing, providing safety services from product inspection through risk analysis to the finished article. We also harmonise all testing processes between the target and sourcing country. We provide extensive customer service and technical support, ensuring that our clients always come first.

Choose certainty. Add value.

TÜV SÜD is a premium quality, safety and sustainability solutions provider that specialises in testing, inspection, auditing, certification, training and knowledge services. Represented in over 800 locations worldwide, we hold accreditations in Europe, the Americas, the Middle East, Asia and Africa. By delivering objective solutions to our customers, we add tangible value to businesses, consumers and the environment.

Related services

TÜV SÜD provides the following related services:

- Electrical and mechanical testing
- EMC testing
- Flammability and physical testing
- Business Social Compliance Initiative (BSCI) audit
- Ethical Trading Initiative (ETI)
- All other relevant testing according to the corresponding EU directives, such as RTTE, LVD, etc.