



Designing, Manufacturing and Testing for Safety

During the development of products, we routinely work with child development and/or medical professionals as well as outside consultants. Product testing with end users occurs with new product concepts ahead of market introduction.

We operate eight accredited state-of-the-art laboratories around the world to evaluate our toys for safety, quality and durability. At these sites, our products go through rigorous testing to prove they can endure even the roughest play.

Our Quality Safety Operating Procedures include our testing protocols for each product category. All products are subject to random testing. Every *new* product undergoes a rigorous safety assessment that evaluates use, potential misuse and potential hazards that will not be found through regulatory third-party testing during the development process. Those hazards are addressed in the product design prior to manufacture and sale.

In addition, our robust Quality Management system ensures compliance to all internal and external standards at the beginning of production as well as throughout all production runs over the life of the product. Product re-qualification occurs at a regular cadence in accordance with retailer and regulatory requirements.

Proactively Addressing Potential Problems

Part of how we ensure safe products in the future is by actively checking how products on the market today stand up to real life. For that reason, consumer complaints are monitored through various methods. Complaints are logged and data is mined on an ongoing basis.

Corrective action follows a well-defined process. An appropriate cross-functional team is assembled at a regular cadence to review consumer complaints and incidents to ensure regulatory bodies are properly notified and the right corrective and/or market actions are initiated.