

We treat rumours about PVC like water off a duck's back

The Safe Choice...



and



No-one could ever dispute the fact that, above all, toys should be safe. We also think that the one thing we should never play with is people's emotions. That's why we're delighted that more and more toys are being made from PVC and we're happy to tell you why.

Young children have no way of knowing if what they are doing might cause them harm. They rely on those with the knowledge and experience of life to keep them safe from hazards. The European PVC industry takes this trust very seriously indeed.

PVC is the most researched of all the plastic materials and we're convinced it is totally safe in manufacture, use and disposal. PVC is not just light weight and flexible, it also offers special qualities which enable it to be made into soft yet rugged toys which are exceptionally durable.

Even when it comes to disposing of PVC, we should have no fears. PVC recycling technology is well proven and the recovery of energy from PVC in modern incinerators offers an environmentally sound alternative.

So, when it comes to protecting the health of future generations, our industry is never going to duck its responsibilities. If you want to learn more about PVC, please ask us first.



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