



BIO TOY

made from sugarcane

- ✓ Made of sugarcane
- ✓ 95% biobased
- ✓ 100% recyclable
- ✓ 100% sustainable

I'm 
green™



dantoy
launches new
line of bio-
plastic products



dantoy at the cutting edge of bioplastics

dantoy is launching a brand-new “I’m green” line of bioplastic products, thereby enlarging our already eco-friendly selection of plastic toys. Our bioplastic is made of at least 90% sugarcane, a sustainable raw material, and our bioplastic is 100% recyclable. dantoy BIO products have the same qualities as our traditional plastic toys.

dantoy BIO life cycle

- The manufacture of bioplastics reduces carbon emissions
- The sugarcane is cultivated on controlled, pesticide-free plantations in central and southern Brazil.
- The sugarcane is harvested every 6–12 months
- Bioplastic made of sugarcane is a 100% sustainable raw material



Additional information about bioplastic

- The “I’m Green” symbol may only be used after the amount of sustainable raw materials contained in the product has been verified.
- Traditional PE is primarily made of crude oil, whereas “I’m Green” PE (bioplastic) is made from at least 90% sugarcane (ethanol). Ethanol, a form of alcohol, is extracted from sugarcane, after which it is used to make bioplastic.
- The sugarcane used for dantoy bioplastics grows in plantations in the southern and central regions of Brazil, more than 2,500 km from the Amazon region. The enlargement of areas for cultivating sugarcane is managed by “Sugarcane Agroecological Zoning”, formed by Brazil’s federal government. The harvested sugarcane is conveyed by train for further processing, which is more eco-friendly than being transported by lorries.
- Sugarcane can be harvested several times a year. New sugarcane plants are planted every five to seven years. The fields are harvested every six to twelve months enabling them to be classified as a sustainable raw material.
- Sugarcane absorbs carbon dioxide from the air, thereby minimising the greenhouse effect. For the manufacture of bioplastic, the carbon emissions accounts are positive from the budding of the plant until it is manufactured into bioplastic. For each kilo of manufactured bioplastic, 3.09 kg of carbon dioxide are removed from the atmosphere.
- Bioplastic is made on the same equipment and systems as traditional plastic. Thus, no new investments are required.
- dantoy bioplastic and our traditional plastic toys are quality products with a long service life and they are not manufactured to be biodegradable. Although our toys do not contain toxic substances they are not intended to be thrown away in nature as waste. They should be disposed of as prescribed by law. Both bioplastic and traditional plastic are 100% recyclable. If our toys were made to be readily biodegradable, they would not be durable. By contrast, it makes sense to use readily biodegradable material to manufacture disposable products such as water bottles and plastic bags, as these types of rubbish often end up in nature areas as waste.*

IMAGINATIVE PLAY

Imaginative play is characterised by a child freely expressing his/her imaginative world. Healthy imaginative play lets us invent and explore alternative realities and try out different situations.

Imaginative play is a particularly good way to develop social skills and empathy. It teaches us to perceive situations from the perspective of others and to understand the interconnection between the behaviour and intentions of others. Through social imaginative play, children learn to work creatively and constructively with one another's input.

*Source: Play User Lab



The best play experts are children.

Play is important because it is crucial to a child's development and for stimulating his/her senses, imagination and social skills.

dantoy play is a perfect combination of creative, imaginative and physical development where the child immerses himself/herself in the play so completely that it can be difficult to leave it again. Therefore, the mantra for all our products is:

“Prolonged, educational and imaginative play experiences”.

We involve children early on in our product development, including through our rewarding cooperation with daycare institutions. The knowledge and experience we continuously glean from this are an important foundation for the rewarding play we call **dantoy play**.



* Play User Lab is an innovation platform based at Capital of Children Office A/S in Billund. Play User Lab combines general knowledge of children's play, learning and creativity generated in and around Billund over the course of 80 years as the home town of the LEGO Group, and from Design School Kolding's strategic focus on play and design. dantoy took part in a six-month innovation process with Play User Lab, focusing on types of play, etc., involving children early on in the product-development process and adjusting dantoy design processes which define **dantoy play**.
Play User Lab is provided by the cluster organisation D2i – Design to innovate – in cooperation with Capital of Children Office A/S, Design School Kolding and the University of Southern Denmark. The project is supported by the South Denmark Growth Forum and the European Regional Development Fund.



“Our BIO-line is inspired by the future trendy colours of 2019 and 2020.”

dantoy marketing



BIO Dining Set

An excellent set of four place settings (22 pieces) that are easy to wash in the dishwasher. It is also microwave-safe. Comes in an attractive gift box.





“In role-playing, the child plays a specific part familiar to him/her from home, daycare or television, etc.

The child plays a character or depicts a situation, which develops the child both physically and mentally. Role-play is also largely about interacting with others. It helps develop the child’s social skills, such as his/her ability to share and work together.”

dantoy development department



BIO Coffee/Tea and Dining Set

Our well-assorted 79-piece kitchen set stimulates play. It is easy to wash in the dishwasher and it is microwave safe. Comes in a brown cardboard box.

BIO: trendy colours and rustic packaging

dantoy’s new BIO line is designed in refreshing colours conforming to future colour trends for 2019 and 2020. We’re inspired by the Scandinavian Trend Institute, whose vast knowledge also includes future colour trends.

Our BIO gift boxes for our small sets are made of recycled cardboard. They have the same size, making them ideal for stacking and easy to wrap if given as a present.

* The Scandinavian Trend Institute has been disseminating knowledge about future trends to players in the lifestyle sector through trend materials, lectures and conferences since 1975.



Giant BIO Sand Set

50 pieces, splendid sand set, inviting lots of physical expression – well-assorted for maximum fun. Loosely packaged in a brown cardboard box. Also available as smaller set in an elegant gift box.



dantoy BIO...

- Approved for contact with foods
- Microwave safe
- Dishwasher safe
- High quality for many years of use
- Frost-proof
- Contains no toxins



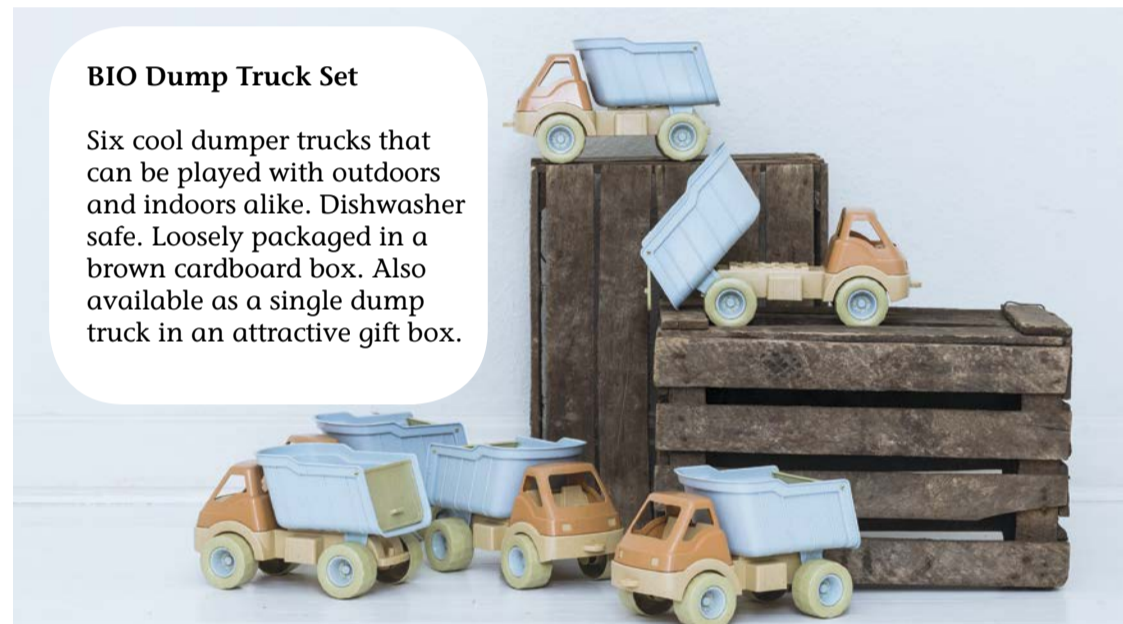


“In our opinion, each child should make his/her own sounds for a toy. When a car drives up a hill, it might say **brrrrr**, but when it rushes back downhill it could easily say **VRROOOM**. We believe that a simple toy supports a child’s imagination. This is one reason why we don’t have built-in batteries in our products.”

dantoy development department

BIO Dump Truck Set

Six cool dumper trucks that can be played with outdoors and indoors alike. Dishwasher safe. Loosely packaged in a brown cardboard box. Also available as a single dump truck in an attractive gift box.



“dantoy bioplastic has the same quality and durability as our core products of traditional plastic.”

dantoy quality department



BIO Front Loader Tractor Set

Six ultra-modern front-loader tractors that can be played with outdoors and indoors alike. Dishwasher safe. Perfect companion for the dump truck set. Loosely packaged in a brown cardboard box.



Who is dantoy?

We are an exciting, accommodating workplace with a large staff. Fifty of us work at the company itself, but we also have affiliated colleagues who assemble our products at home or in sheltered workshops of various types. We experience a high level of reciprocal job satisfaction through these diverse partnerships.

We have 54 years of experience in designing and producing quality products, and dantoy is the preferred toy supplier of many daycare and educational institutions in the more than 50 countries where we are represented. 98% of all dantoy's core products are already licensed for the Nordic Swan Ecolabel and more are on the way. The Nordic Swan Ecolabel is the official ecolabel of the Nordic Countries. Our factory is situated in Hobro, Denmark, and we appreciate and give high priority to continuing to provide toys that are Made in Denmark.

More information about dantoy core products

The world's first toys to be licensed for the Nordic Swan Ecolabel were from dantoy. We received our licence for the Nordic Swan Ecolabel in 2010. Plastic toys licensed for the Nordic Swan Ecolabel must comply with the world's strictest requirements for plastic contents. For instance, ecolabelled products may not contain phthalates, synthetic fragrances or endocrine-disruptive substances.

The Ecolabel stipulates requirements for safety, quality and service life. All dantoy toys are designed to endure the level of play at daycare institutions, which requires heavy-duty strength and high product quality. This is exemplified by the extra thickness of our toys, contrasting with many cheap products made of thin material.

The Nordic Swan Ecolabel is based on the product's life cycle. In other words, it is based on an assessment of the environmental impact from the time the product is "born" as a raw material until it "dies" as rubbish.

Read more about the Nordic Swan Ecolabel on www.ecolabel.dk.

All our products are approved for contact with food, and they are dishwasher and microwave safe. However, it is not advisable to wash products with labels in the dishwasher.

All dantoy products comply with the European EN71 standard, meaning that our products meet strict safety requirements for toys sold in the EU, and they are CE-marked, a key indicator of product compliance with the EU legislation that enables the free movement of products in the European market.

dantoy is certified to environmental standard ISO 14001, meaning that the company's environmental focus aims to minimise harmful environmental impact by using eco-friendly processes, controlling the consumption of energy, water and raw materials, recycling spills and waste, and upholding a healthy working environment.

dantoy is certified to quality standard ISO 9001, which ensures high uniform quality, high product safety, evaluation and retention of high quality, random samples and testing, as well as written procedures to ensure uniform production processes.

See our catalogue at www.dantoy.dk

