



**Environmental  
Social  
Governance**  
Report 2024

# dantoy

## High Quality and Responsible Production

**It is dantoy's vision to be a world leader in sustainability within the materials and categories we work with. We are committed to ensuring environmental protection, social responsibility, and good business practices.**

"We actively work with the UN's global goals to support the world's development in a positive direction. We are dedicated to responsible production, meeting all standards. dantoy aims to take responsibility for our products through reuse and recycling."

**Marck Matthiassen, CEO Dantoy**

dantoy has been developing and producing quality toys in Denmark for over 60 years and is one of the largest producers of plastic toys in the Nordic region. dantoy is a proud family business led by several generations.

We specialize in producing educational quality toys for role play, outdoor play, sand and water play, snow tools, toys for institutions, and much more. In 2010, our products received the official Nordic eco-label: the Swan label. We are proud to say that 98% of our products are labeled with the Swan label. dantoy is located in Hobro, approximately 60 km north of Aarhus in Denmark. The factory area covers 16,000 m2.

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# Dantoy - Great play for many generations



1964  
Founding of  
HP Plast A/S

1992  
ISO 9002  
Certified

1997  
ISO 14001  
Certified

1999  
The Company  
name changes  
to Dantoy a/s

2002  
ISO 9001  
Certified

2010  
Nordic Swan  
Ecolabel Certified

2013  
Supports  
Operation  
Clean Sweep

2018  
Launch of  
a line of  
bio-plastic  
toys

2019  
Accedes to the  
UN Sustainable  
Development  
Goals

2020  
Launch of Green  
Bean, a line of  
recycled toys

2021  
Launch of Take  
Back and Blue  
Marine Toys.

2022  
Launch of  
TINY, our first  
dinnerware

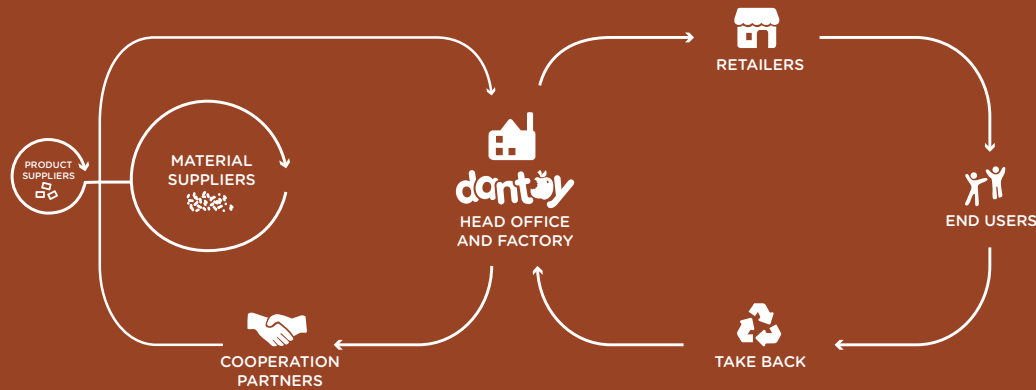
2023  
Launch of CO2  
products model  
(LCA)

2024  
Launch of our  
first cork and  
wooden toys.



# Concept and Supply Chain

The report covers dantoy's entire supply chain. We continuously strive to create a more environmentally friendly lifecycle for our products and take responsibility for the entire process.



## Resource Efficiency

We are committed to making the most of our resources and embracing circular design principles. We aim to create toys that support a more sustainable future.

Our products and packaging can be separated and recycled 100%. In 2023 dantoy has achieved a recycling rate of 88% for our waste.



## Energy Efficiency

Renewable energy is a crucial element of our green strategy.

We continuously track our consumption and use 100% climate-friendly electricity from wind turbines for our production, warehouse, and administration in Denmark.



## Sustainable Materials

In our product range, we are always searching for new sustainable materials, including recycled plastic, bio-plastics, natural materials, and Swan-labelled fossil materials.

Our Bio products, made from sugarcane, absorb CO2 during cultivation, which, in 2023, amounted to 787 tonnes of CO2 equivalents.



## Sustainable Packaging and Distribution

Sustainable packaging and logistics are priorities for us. Our packaging is made solely from FSC-certified paper and cardboard, showing our commitment to responsible sourcing.

Recycling our cardboard allows us to reduce our carbon footprint by 113 tonnes of CO2 equivalents per year.

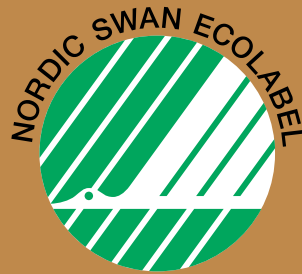


## Dantoy Products

In our 2025 catalogue we have 257 different item numbers representing a broad range of toys. These are some of the items represented in our latest catalogue. Our toys are made from plastic, wood and cork.



# Our Sustainable Development



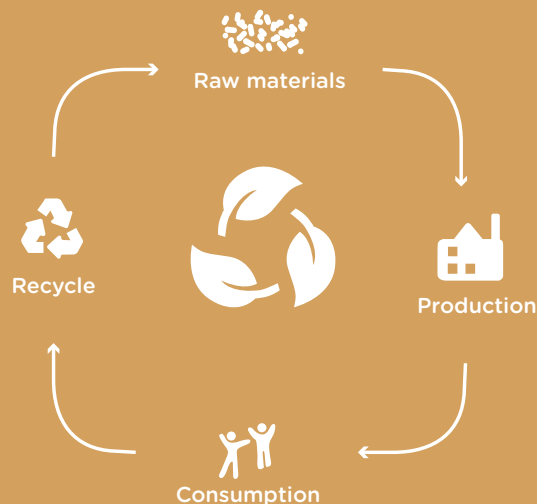
An environmental certification ensuring chemical-free play and addresses the entire lifecycle of the product and its production.

[www.svanemærket.dk](http://www.svanemærket.dk)

## The world's first Swan-labeled toy is from dantoy

We obtained the license for the Swan label in 2010. Swan-labeled plastic toys must meet the world's strictest requirements for plastic content. For example, Swan-labeled products must not contain harmful substances such as phthalates, perfume, BPA, or endocrine disruptors.

The Nordic Swan Ecolabel state that it is one of the worlds toughest and most ambitious ecolabels and you can find the label on products that are amongst the environmentally best products







## ISO 9001 & 14001

This offers dantoy a recognised, effective management tool for documenting its environmental processes to its customers and other stakeholders. Certification, at the same time, ensures continuous oversight and optimization of its environmental management system and processes.

The standard provides an overall framework for managing these impacts, considering everything from legal compliance, product lifecycle thinking, and environmental policy to training employees and setting goals for continuous improvement.



## Take Back: Old toys become new toy

dantoy is collecting old dantoy plastic toys from Danish recycling sites and collaborating with various childcare institutions in Denmark. The old toys are washed and sorted in our factory, and the plastic is recycled into new toys.

We have called our recycling project "Take Back," and we aim to expand it to the rest of Scandinavia.



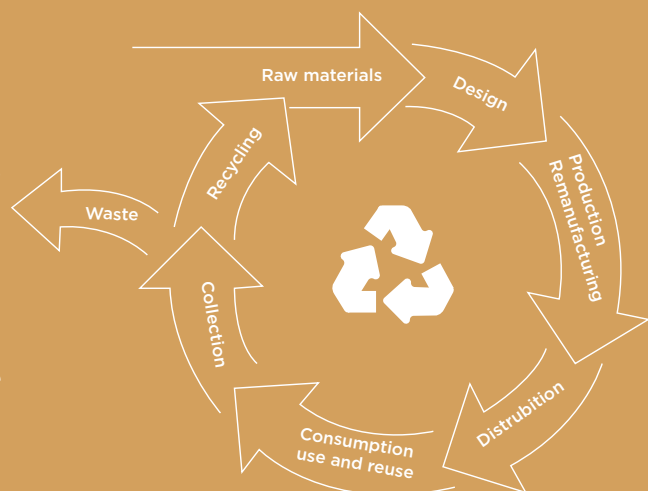


# Circular Economy

In the circular economy, the focus is on materials and products remaining in the economic cycle at the highest possible value for the longest possible time.

Waste can be prevented by ensuring that there are products of good quality and with a long service life – and by making repairs possible.

Finally, we must be able to reuse and recycle the materials from which our products are made – instead of taking new raw materials from nature. It is therefore important to look at how products are designed and which chemicals are used in the products. Here, the Nordic Swan Ecolabel is a good tool to use.







## Awards and certifications

dantoy is one of the largest toy manufacturers in Scandinavia, and we are aware of the responsibility we hold. Therefore we are proud and thankful for the recognition we have received.









# dantoy supports UN's 17 goals

**We are committed to developing Dantoy in alignment with the UN's 17 Sustainable Development Goals.**

dantoy supports the UN's 17 goals through various initiatives. These include setting environmental requirements for suppliers to meet Swan certification standards, making donations, purchasing green power, and more. dantoy selects a few of the UN's 17 goals to focus on for a period of time before shifting attention to new goals. We are currently mainly focusing on goals 12, 13, and 17.



## 12. Responsible Consumption and Production

At dantoy, we ensure a responsible production process by manufacturing our plastic toys in-house at our factory in Denmark.

dantoy demands responsibility from suppliers regarding production and environmental standards.

We focus on reducing packaging, sorting, and reusing materials.

## 13. Climate action

We use 100% climate-friendly power.

We are increasing recycling in packaging — both cardboard and plastic.

We are increasing the utilization of our waste.

We will reduce our use of diesel by switching to hybrid vehicles for our sales cars.

## 17. Partnerships for the goals

Most of our market is certified with the Nordic Swan Ecolabel.

With our TAKE BACK concept, we collect used toys through partnerships. We clean them and create new granulate before making new toys again.

dantoy is a partner in Operation Clean Sweep, an organization working towards a cleaner environment.



# Materials

## dantoy GREEN BEAN

Sustainable toys®



### Waste from our own factory: Not two products are the same

Green Bean – a line about re-thinking, renewing and recycling something you already have.

We reduce the impact we have on the climate by using our own internal excess residual materials from our production. The unique sustainable toys are therefore 100% recycled.

The color nuances of the toys are generated from the mixed plastic waste which is available at that time, and this makes Green Bean a limited-edition line that continues to surprise. The color nuances will vary from set to set.

## BIOplastic

Made from sugarcane



### BIO raw material from sugarcane

dantoy advances green production by using plastic made from sugarcane, a renewable resource that absorbs CO2 as it grows.

#### Bonsucro certification

Bonsucro's Chain of Custody Standard ensures sugarcane is traceable from origin to final product, promoting sustainability.

#### Renewable Raw Material

Our products use residual sugarcane materials, which are 100% recyclable and approved by the Nordic Swan Ecolabel.

# PASTEL

From waste to play



## Waste from a closed loop

Our Pastel line is made from recycled material and is certified by Nordic Swan Ecolabel, as the 1. Certified recycled plastic material for toys.

The light-colored recycled plastic used in this line is collected in a closed loop, where it is cleaned and processed. Making it possible to create a recycled line in delicate pastel colors.

# Blue marine Toys

made from recycled fishing gear ®



## A line made from maritime gear

Waste is turned into toys with beautiful new colors. The colors for the Blue Marine Toys are very suitably inspired by sand, sea and corals.

This product line is made of plastic sourced from nets, trawls, and ropes salvaged from the fishing and maritime industry.

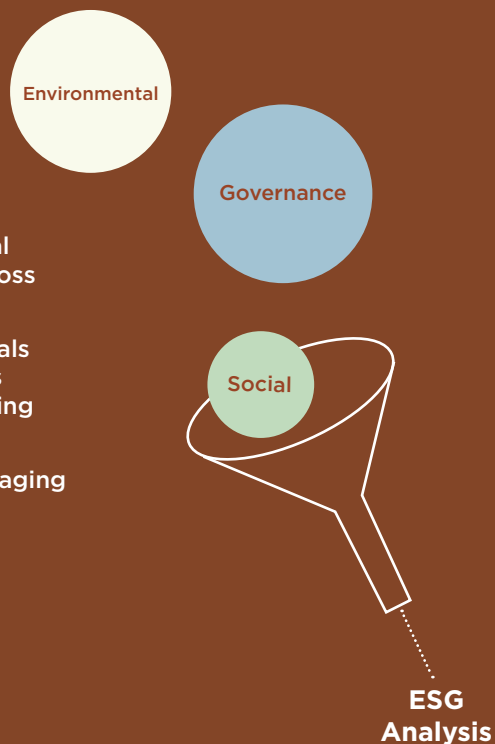
# Environment Social Governance

All in DANTOY DNA // Our commitment to environmental sustainability is seamlessly woven into dantoy's DNA across all operations.

Sustainability ideas influence our product design, materials sourcing, manufacturing processes, packaging processes and employee engagement. We work to support packaging facilities.

We use less virgin fossil raw materials and focus on packaging with recycled materials. We encourage our employees to make environmentally conscious choices and explore innovative solutions.

*All figures apply to the year 2023*



Average year of  
employment at dantoy

**8,3 Year**

Employ well being  
(scale 0-10)

**7.2**

Non virgin fossil  
material in items  
sold

**37,3 %**

Dantoy carbon  
footprint reduced

**16 %**

Dantoy waste  
recyclable

**86 %**

Dantoy accounting  
liquidity rate

**124,4 %**

Dantoy  
accounting  
solvency rate

**32,2 %**



# Our Perspective

**For dantoy, sustainability is not a trend or a new phenomenon, it has always been part of our DNA, which means that our journey towards less environmentally damaging product methods is part of our history and evolution.**

In recent years, we have developed new sustainable universes; Bio from Sugarcane, Green Bean and Blue Marine Toy, which have taken the world by storm. We are proud to say that all three of them are now award winners in EU sustainability.

dantoy will continue to set demands for our suppliers to minimize the use of chemicals, help preserve drinking water, and protect fish populations.

Ensure production sustainability by recycling production waste and through quality assurance.

Minimize waste through planning and filling up boxes and trucks loads with less air when transporting parts for assembly.

dantoy have a goal to reduce the use of fossil virgin plastic material, started in 2020, and our goal is to only have 25% fossil materials in 2030.

dantoy will continue the journey of developing products for children with sustainable material and sustainable packaging.



## A small packaging company with great significance

**We visited one of the packaging companies that assembles toys for dantoy. Here, we met the company's daily manager.**

There are only four employees working at a time, and most of them work a few hours a week. All the employees are individuals facing unique challenges, who need to feel that they can still contribute meaningfully despite the difficulties they face in life. The packaging company works closely with the Danish toy manufacturer dantoy, which provides the tasks to be completed. It is through toy production

that relevant and meaningful tasks arise for the employees. The work mainly involves assembling and packaging toys before they make their way to stores and, ultimately, into a child's hands. When we ask about the significance of the work for the employees, they share a particularly touching story. A few years ago, they hired a young girl who had been forced to drop out of school due to anorexia. At that time, her daily life was marked by loneliness and isolation; she rarely left her home and had little interaction with others.







After the girl's first meeting with the company, she gradually began spending a few hours a week at the packaging facility. It was a big challenge for her, but thanks to the small and inclusive work environment, the company was able to provide a space where she could feel safe. The girl started by working alone in a separate room. As she became more comfortable, she moved to the common area with the other employees. The process took time, but it became a great success.

The daily manager enthusiastically shares how the girl started to feel at ease and even enjoyed being there. Although her days often began with difficulty, she almost always left the workplace with a smile. These many positive experiences

helped restore the girl's joy in life and her courage. The simple, manageable tasks helped her distract herself from the difficult thoughts, and slowly, she became ready to engage with the world again. A year later, she began attending school again.

'It's a success story – one of many,' the manager says, clearly moved. She points to a puzzle hanging on the wall. It was a gift from the girl when she left. In the corner of the puzzle, it reads: 'To the world's best workplace and employees. Thank you for everything and for being you.' It's a touching example of how even the simplest tasks can have profound meaning.







dantoy A/S  
Sjællandsvej 4  
9500 Hobro  
Danmark

+45 9657 4100  
[contact@dantoy.dk](mailto:contact@dantoy.dk)