



CASE STUDY

# STEM TOY MARK



Supporting STEM skills development by guaranteeing the safety and quality of educational toys

Skills in Science, Technology, Engineering and Mathematics ('STEM') are key for success in advanced, knowledge-based economies.

Our Hardlines and Toys' customers are offering parents educational toys that promote STEM skills to encourage early-development and prepare their children for the future. But as the sophistication of toys increases, so do the safety risks.

We have developed a unique STEM Toy Mark, verifying that our customers' toys have met stringent quality and safety standards, as well as bringing educational benefits to aid STEM skills development.

With the STEM Toy Mark, our customers are able to offer consumers assurance that their products are safe and educational.