

ENABLING SUSTAINABLE TOY DESIGN WITH KRATON SBC POLYMERS



Playmobil's Wiltopia playset made with an average of 80% sustainable material

Sustainable toy design is helping manufacturers reduce environmental impact while maintaining the quality and safety consumers expect. When Playmobil, Germany's largest toy manufacturer under the Horst Brandstätter Group, developed its first eco-friendly toy line, it relied on Kraton polymers to help achieve sustainability and performance goals.

CHALLENGE

Sustainable toy design is critical to the toy industry's efforts to create environmentally responsible products while preserving a healthy planet for future generations. Playmobil has produced and distributed children's toys since 1974 and is known for its plastic figurines and themed playsets that encourage imaginative play. As the company developed Wiltopia, its first eco-friendly product line, it sought to increase the use of sustainable materials while maintaining the durability, safety, and product quality customers expect. To achieve these goals, Playmobil needed a solution that would allow recycled materials to meet the performance requirements necessary for long-lasting children's toys.

Partner: Playmobil®

Market: Plastics Recycling

Product(s): Kraton D

Highlights

- ▶ First eco-friendly product from Playmobil: Wiltopia
- ▶ Recycled Acrylonitrile Butadiene Styrene (ABS) from refrigerator waste was utilized to support sustainability goals
- ▶ Kraton D styrenic block copolymer (SBC) increased impact strength of recycled ABS material
- ▶ Enhanced durability and crack resistance helped extend product life
- ▶ Wiltopia received multiple global awards for toy innovation

SOLUTION

The Wiltopia playsets were designed to teach children about animals, nature, and the importance of sustainability in a fun and engaging way. The product range is made from an average of 80% sustainable material. To achieve this, Playmobil partnered with Coolrec to produce the toys using recycled Acrylonitrile Butadiene Styrene (ABS) plastic sourced from refrigerator waste. Coolrec, part of Renewi, is a leading e-waste-to-product company focused on recovering high-quality raw materials, including non-ferrous metals and plastics.

To meet Playmobil's performance and quality requirements, Kraton D polymer was incorporated as an additive to increase the impact strength of the recycled ABS material while helping maintain good product stiffness. In combination with the recycled material, Kraton's high-performance polymers enabled enhanced durability, crack resistance, and extended product life for the Wiltopia product line.

IMPACT

The combination of recycled ABS plastic and Kraton D SBC polymers enabled Playmobil to successfully launch Wiltopia, its first eco-friendly toy line, while maintaining the quality and durability customers expect from the brand. The durable, sustainability-focused product range has received significant industry recognition, including:

- ▶ 2022 Toy of the Year award in Belgium
- ▶ 2022 Toy of the Year award in Sweden
- ▶ Good Housekeeping's 2022 Best Toy Award
- ▶ 2022 National Parenting Product Award (NAPPA)

CONCLUSION

By combining recycled ABS plastic from refrigerator waste with Kraton D, Playmobil advanced its sustainability goals without compromising product performance. The Wiltopia product line demonstrates how high-performance polymer technology can help manufacturers increase the use of sustainable materials while creating durable, high-quality toys that support environmental education.

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Average of

80%

Sustainable Material

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