



A Comprehensive Look at Toy Quality: We Recognize Outstanding “Play Performance”

Does a toy deliver the quality it promises? This is a question on many consumers' minds as in addition to safety considerations, purchasing decisions are also influenced by whether a toy is built to last and can be enjoyed over a long period of time, and whether it features an age-appropriate design and functionality. Our “Play Performance” certificate provides consumers with guidance they can trust when making purchasing decisions.

PUTTING TOYS TO THE EVERYDAY TEST

The true level of a toy's quality usually becomes apparent only through daily use. This is when its design, workmanship, and materials are put to the test, revealing whether the toy can withstand the many big and small challenges of daily play, whether it continues to function reliably over the long term, and whether it delivers on its promise of age-appropriate fun.

To help consumers confidently assess the quality of toys already before a purchase, TÜV Rheinland offers the "Play Performance" test mark. Our experts have identified the relevant parameters and developed a set of requirements to evaluate a toy's long-term quality.

The following properties are tested – and verified with a test mark if the requirements are met:

- Usability
- Functionality in everyday play
- Workmanship and materials
- Age appropriateness
- Durability

In short: The TÜV Rheinland "Play Performance" test mark confirms that the toy truly delivers on its promises.

THE "PLAY PERFORMANCE" TESTING CRITERIA

At its core, the certification is based on central European standards:

- Toy Safety Directive [2009/48/EC](#)
- EN 71 & EN 62115
- EU Regulation [2023/988 \(GPSR\)](#)
- Age rating guidelines and expert assessment

In addition, our experts conduct a comprehensive assessment of the toys using the following criteria:

1. Manufacturing quality

- Proper workmanship without defects
- Smooth, safe surfaces
- Expected appearance and feel

2. Ease of use

- Easy and intuitive operation
- Child-friendly use
- Reliable performance even with frequent use

3. Assembly

- Easy to assemble for the target age group
- Precise, well-fitting connections
- Sturdy, solid construction

4. Product claims (product promise)

- Consistency between the product and its representation on packaging
- Accuracy of dimensions, colors, and contents
- Realistic and appropriate age recommendation

5. Durability

- Sturdiness beyond standard requirements
- Stability even under increased force and repeated use
- Testing for long-term performance

The assessment is conducted in a transparent manner, i.e., your product will be evaluated in a way that is clear and easy for you to follow.

Only products with a satisfactory overall performance receive the test mark.

YOUR PLAY PERFORMANCE BENEFITS

- **Greater trust** among retailers and end consumers in your product, along with decision-making support in your favor during product selection, thanks to objectively certified quality.
- **Verified product quality** made visible through our recognized test mark.
- **Improvement in brand image** overall, resulting from the proven quality of the products and the willingness to verify relevant quality criteria beyond legal requirements.
- **Fewer customer complaints**, as comprehensive product testing allows any potential design issues to be identified and corrected early in the process.

Why TÜV Rheinland?



INTERNATIONAL BRAND

With 150 years of experience in testing, inspection, and certification, we are internationally recognized and trusted by major brands all around the world.



ONE TEAM

Our highly experienced specialists combine hands-on knowledge across the entire product lifecycle with in-depth expertise in testing and certification requirements.



EFFICIENT AND RELIABLE SOLUTIONS

Our international team of experts provides clarity on the product-specific regulations relevant to your product and simplifies the testing process for entry into multiple markets.



PARTNER FOR QUALITY

Unser weltweites Netz von akkreditierten Our global network of accredited laboratories offers you access to a comprehensive range of services, along with additional support in key production and target markets.

Ready to learn more?

Visit our [website](#) to learn more about our range of product testing services, particularly in the field of toy testing. Or contact us directly to address any specific questions or to receive a non-binding quotation.

Partner with us to benefit from our reliability, specialist expertise, and our in-depth industry knowledge.

[CONTACT US](#)