



We understand the value of playing – with "Excellent Play Value".

The market for toys is becoming increasingly diverse and the product range is huge. It is very difficult for consumers to assess or determine which products have educational value. The test mark with the keyword "Excellent Play Value" was established to provide information about the educational value of a toy. It assesses whether the toy promotes the educational/psychological development of a child.

WHAT MAKES A GOOD TOY?

A good toy promotes the desire to play, it is safe and durable, and it has an attractive design. Toys should support a child's age-appropriate and healthy development. Experts from TÜV Rheinland, together with psychologists and educators, have developed an in-depth testing concept with a catalog of requirements that, depending on the toy and the manufacturer's specifications, defines the minimum standards for an "Excellent Play Value" when used as intended. This includes the assessment of educational aspects such as the development of cognitive and motor skills, perception, language, identity formation, social and emotional development, motivation, and playability.

To evaluate the toys, the children's age groups have been divided into the following ranges:

- **Baby and toddler:**
up to 36 months of age
- **Preschool, primary school and secondary school:**
3 to 14 years of age

ELEMENTS OF THE TEST MARK AWARD ARE:

Safety and functionality

- Document review in accordance with the Toy Safety Directive and current regulatory requirements
- Testing of functional properties

Educational evaluation

- Assessment of the educational aspects by recognized experts based on various assessment criteria

Psychological aspects

- Evaluation and assessment based on developmental psychological criteria

A requirement for the certification of the play value is the conformity of the toy with the Toy Safety Directive (2019/48/EC).

Display the "Excellent Play Value" test mark and make the value of your product visible to your customers.

HOW YOU BENEFIT

- Improve your market position with our recognized test mark
- Provide guidance to help consumers with selecting products
- Boost your image with a comprehensive view of your toy that goes beyond the legal requirements

THE MARK MAKES THE DIFFERENCE

You can see it right away. Our nationally and internationally recognized test mark speaks a thousand words. You can access the key features of the certification program at any time by simply scanning the QR code with a smartphone.



EASY. QUICK. TRANSPARENT. – AT ANY TIME.

Visit the TÜV Rheinland certificate database at www.certipedia.com and enter the test mark ID to find the corresponding quality proof.

AROUND THE WORLD

Do your products need a "passport"? We support you successfully wherever you are (or want to be) – in any country in the world.

NEW TRENDS, NEW KNOWLEDGE, NEW QUESTIONS.

See for yourself – www.tuv.com



Subscribe to our newsletter:
www.tuv.com/en/newsletter

ONLINE CONTACT

TÜV Rheinland LGA Products GmbH
Tillystraße 2
90431 Nuremberg
Germany
Tel. +49 911 655-5225
Fax +49 911 655-5226
service@de.tuv.com

 **TÜVRheinland®**
Precisely Right.