

25.09.2024 – 10:30 Uhr

PLAYMOBIL JUNIOR Advent Calendar Delivers on Sustainability: Trays Made from Renewable Materials by PAPACKS®



Zirndorf (ots) -

PLAYMOBIL is staying true to its sustainability strategy with a new eco-friendly innovation. The latest PLAYMOBIL JUNIOR Advent Calendar ditches plastic for renewable materials from PAPACKS®, Europe's leading producer of molded fiber packaging. This innovative solution eliminates single-use plastic from PLAYMOBIL's toddler Advent calendars, marking a significant step towards comprehensive sustainability.

Tahsin Dag, Founder & CEO of PAPACKS®, says: "Our collaboration with PLAYMOBIL is a bold statement for a sustainable future. Our fiber-based trays, made from renewable resources, offer a cutting-edge, eco-friendly alternative to single-use plastic. This not only ensures a sustainable holiday season but also inspires other companies to embrace the shift toward a plastic-free economy."

Since the start of this year, over 90% of materials used in all PLAYMOBIL JUNIOR sets have been made from biobased plastics. These plastics follow a circular economy approach, using byproducts from food or paper production. The new materials in the product line for children aged 1 to 4 maintain PLAYMOBIL's trusted quality—safe for children, durable, and easy to clean. The packaging also features recycled cardboard, and the new molded fiber inlays, crafted from renewable raw materials, are food-safe and child-friendly.

With this sustainable packaging solution for the Advent calendar trays, PLAYMOBIL JUNIOR and PAPACKS® are ensuring that the holiday season can be enjoyed in an eco-conscious way—while toddlers explore a world of fun.

The new **PLAYMOBIL JUNIOR Advent Calendar Snowy Christmas** (Item No.: 70297) is available wherever toys are sold.

Product Highlights Include:

- Reindeer plane with three attachable and combinable elements
- Six stackable footstep stones with control images on the underside
- Nine woodland animals
- Christmas tree with hidden compartments
- Spinning star
- Two angels and Santa Claus
- Dimensions of reindeer plane (without figures): approx. 23.5 x 12 x 5.5 cm Christmas tree: approx. 10 x 5.5 x 13.5 cm

About PLAYMOBIL:

The Horst Brandstätter Group is a global player known for its renowned brands PLAYMOBIL and LECHUZA, delivering quality, innovation, and genuine value to consumers. PLAYMOBIL's imaginative role-playing toy, featuring its 7.5 cm figures, animals, and extensive accessories, has fascinated children for 50 years. With over 3.8 billion figures produced since 1974, PLAYMOBIL's award-winning play worlds are available in around 100 countries worldwide.

This version is designed to keep the reader engaged while effectively communicating the core message. It's tailored to resonate with both environmentally-conscious consumers and companies looking for sustainable solutions.

About PAPACKS®:

PAPACKS® leads the charge in developing and manufacturing sustainable, plastic-free packaging solutions. Specializing in molded fiber packaging made primarily from tree and hemp fibers, PAPACKS® creates food-safe packaging through advanced technology and environmental commitment. Dedicated to a circular economy, PAPACKS® is reducing plastic pollution and invites businesses worldwide to join the movement toward a sustainable future.

Contact:

Press contact PLAYMOBIL:

PLAYMOBIL Press Office, pr@playmobil.de, Tel. +49 911 9666 1436

Press contact PAPACKS:

PAPACKS Press Office, press@papacks.com, Tel. +49 221 30163006

Medieninhalte



PLAYMOBIL und PAPACKS präsentieren den neuen nachhaltigen PLAYMOBIL JUNIOR Adventskalender mit umweltfreundlichen Trays aus nachwachsenden Rohstoffen statt Plastik, ein weiterer Schritt hin zu plastikfreier, kindersicherer Verpackung. / More information via ots and www.presseportal.de/en/nr/125522 / The use of this image for editorial purposes is permitted and free of charge provided that all conditions of use are complied with. Publication must include image credits.

Original content of: PAPACKS Sales GmbH, transmitted by news aktuell

Diese Meldung kann unter <https://www.presseportal.de/en/pm/125522/5872542> abgerufen werden.