

# Sustainability

## One toy at a time

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 the sun shines, and Northwest Arkansas sheds the grays of winter for the colorful warmth of spring. April happens to also be the month we celebrate Earth Day, but at Mattel, we're practicing Earth-conscious sustainability each and every day of the year. We've made it our priority to minimize our environmental footprint for the future of our children, as well as the generations to come. We're working hard to reduce the environmental impacts of our products and packaging — using better materials, design optimization and increasing recyclability.

One of our top initiatives at Mattel is sustainable packaging. Specifically, we had two goals to drive this improvement. We aimed to improve our packaging material efficiency by 5% by 2015, a feat we successfully achieved an entire year ahead of schedule and by 15.8%. We also challenged ourselves to increase the amount of recycled or sustainably-sourced paper and wood fiber in our packaging by 85%. While we're still crunching data, we know at least 80% of our packaging met this goal in 2014.

We know the materials we use in packaging are key to reducing waste. In 2011, we made a commitment to sustainable sourcing by pledging to increase recycled and sustainably-certified paper and wood-fiber in our packaging. We also expressed a preference for Forest Stewardship Council (FSC). And how has this commitment materialized? Take a look at one example — the Fisher-Price Learn with Lights Piano. We reduced cardboard used in the product's packaging by over 40%, saving 540,080 square feet of cardboard in 2014 and 2015. That's equivalent to 114 Razorback basketball courts! In 2015, we switched from PVC to PET (Polyethylene terephthalate) in our single-use packaging because PET has a greater likelihood of being recycled. And in a move that honors the environment and parents' sanities, we eliminated wire twist ties, saving approximately 363 tons of material. That's a win for everyone.

We've made some great gains, but we're not stopping there. We want to make our packaging even more recyclable and look for new ways to create our products with environmentally-friendly materials, like our current implementation of water-based coatings. Our packaging designers and engineers have found opportunities to reduce the amount of materials we use, and we're just getting started.

At Mattel, we're more than just toys and games. We pride ourselves on the fun and entertainment we bring to children and families, but we do so with a vigilant eye on protecting our planet and our quality of life. We've made significant strides in sustainability, and with the success of these goals, we're excited to set even greater targets for 2020.

