



CORPORATE PHILOSOPHY

The child at play is at the centre of every single product made by BRUDER.

Playing is not an end in itself, but lets children make experiences in the adult world which they can use for their own development.

In line with this principle, BRUDER products are developed as "model-sized toys." Model-sized to encourage children to imitate real life in the form of role plays; functional to help them understand the technical correlation by allowing them to "grasp by grabbing." Special attention is paid to the well-balanced interaction of easy-to-handle play functions and models that are true to life and offer the greatest possible level of durability. BRUDER's company slogan "just like the real thing" manifests itself, in particular, in the products of the Pro Series and bworld.

It is thanks to our high-quality products as well as our know-how that we rank among today's leading manufacturers of plastic toy vehicles in Europe. We constantly strive to achieve a high level of customer satisfaction that is rooted in our innovation, our expertise in plastic technology and our concern for the environment while using our resources in a responsible manner. Our utilisation of resources is based on the principle of sustainability. Our in-house recycling loop and our energy-saving production process combined with our customer service who can provide spare parts for the repairs of our toys make our products particularly long lasting.

Since we are a family-owned business, we are well aware of our environmental and social responsibilities. Fair play when dealing with our business partners, our employees and the children who play with our toys is a central concern of ours.

BRUDER Spielwaren GmbH + Co. KG

A handwritten signature in black ink, appearing to read 'P.H. Bruder', written in a cursive style.

Dipl. Ing. (FH) Paul Heinz Bruder