

# Portuguese manufacturer of 100% eco-friendly educational toys for children seeking distributors and commercial agents across Europe

## Summary

Profile type	Company's country	POD reference
<b>Business request</b>	<b>Portugal</b>	<b>BRPT20230809026</b>
Profile status	Type of partnership	Targeted countries
<b>PUBLISHED</b>	<b>Commercial agreement</b>	<b>• World</b>
Contact Person	Term of validity	Last update
<b><a href="#">Rita ELSTE - TOMSONE</a></b>	<b>9 Aug 2023</b> <b>8 Aug 2024</b>	<b>9 Aug 2023</b>

## General Information

### Short summary

This Portuguese based startup has developed unique toys, made of cork. Toys are functional, educational, fun to play and instigate imagination and creativity while children shape their emotional, social and cognitive identity. The startup sees great potential in the global marketplace and is seeking partners under a distribution or a commercial agency services agreement.

### Full description

The Portuguese-based startup has developed a line of educational toys for children - from blocks to vehicles, animals, puzzles and crayons - that are fun, motivational, educational and 100% eco-friendly.

There are still huge amounts of goods that rely excessively on plastic material and the startup was created to produce eco-friendly toys that are ethically made from sustainable, native raw cork and, ultimately, help to close the gap between consumers' intentions and purchasing behaviors.

Cork is a natural raw material extracted from the cork oak, through an eco-friendly harvesting process that does not resort to cutting the tree down.

It is one of the most natural and sustainable materials known to man. It is lightweight, soft, smooth, hypoallergenic, shock resistant and compostable. Its soft texture and absorption properties also make it compatible with all stages of child development.

In addition, the inks and sealants used in the toy making do not contain phthalates, flavourings or heavy metals.

The team cleverly applies cork benefits to the creation of natural toys that help children learn important motor, sensory, and cognitive skills.

The company is now looking to expand further and is seeking commercial agents to represent their products in new markets.

Additionally, the company welcomes wholesalers and retailers to work with directly under a distribution services agreement.

#### Advantages and innovations

- The company offers significant competitive advantage through the development of toys using an innovative thermoforming technology under a single raw material (cork);
- The 100% natural and recyclable toys minimize their ecological footprint and increase citizen engagement through the adoption for more sustainable approaches;
- The toys are already sold in Europe and are certified and tested by several competent authorities;
- Higher education and technology institutions are key stakeholders in their innovation procedures;
- A highly experienced team with a proven record of R&D and innovative projects.
- Trademark
- CE certification by SGS – Société Générale de Surveillance
- Other mechanical tests by the Portuguese Technological Centre for the Metalworking Industry (CATIM)

#### Technical specification or expertise sought

The company is looking to partner with distributors and commercial agents with experience in the toy industry and established sales channels who can support them to access new markets and introduce the eco-friendly toys to prospective end-users.

#### Stage of development

**Already on the market**

#### IPR Status

#### Sustainable Development goals

- **Goal 12: Responsible Consumption and Production**
- **Goal 3: Good Health and Well-being**
- **Goal 11: Sustainable Cities and Communities**

## Partner Sought

#### Expected role of the partner

The company is looking to partner with distributors and commercial agents with experience in the toy industry and established sales channels who can support them to access new markets and introduce the eco-friendly toys to prospective end-users.

#### Type of partnership

#### Type and size of the partner

## Commercial agreement

- Other
- SME <=10
- SME 11-49
- SME 50 - 249

## Dissemination

### Technology keywords

### Targeted countries

- World

### Market keywords

- 07004008 - Other consumer products
- 07001003 - Toys and electronic games

### Sector groups involved

- Creative Industries

## Media

### Images



[Puzzles](#)



[Toys](#)



[Plane](#)



[Toys](#)



[Toys](#)