



## Mattel Launches New Toy Takeback Program Called Mattel PlayBack

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*New program to recover and reuse materials from old Mattel toys for future Mattel products*

EL SEGUNDO, Calif.--(BUSINESS WIRE)--May 10, 2021-- Mattel Inc. (NASDAQ: MAT) today announced the launch of Mattel PlayBack, a toy takeback program that will enable families to extend the life of their Mattel toys once they are finished playing with them. The new program is designed to recover and reuse materials from old Mattel toys for future Mattel products, and supports the company's goal to achieve 100% recycled, recyclable or bio-based plastic materials across all products and packaging by 2030.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210509005020/en/>



"Mattel toys are made to last and be passed on from generation to generation," said Richard Dickson, President and Chief Operating Officer, Mattel. "A key part of our product design process is a relentless focus on innovation, and finding sustainable solutions is one significant way we are innovating. Our Mattel PlayBack program is a great example of this, enabling us to turn materials from toys that have lived their useful life into recycled materials for new products."

To participate in the Mattel PlayBack program, consumers can visit [Mattel.com/PlayBack](https://www.mattel.com/PlayBack), print a free shipping label, and pack and mail their outgrown Mattel toys back to Mattel. The toys collected will be sorted and separated by material type and responsibly processed and recycled. For materials that cannot be repurposed as recycled content in new toys, Mattel PlayBack will either downcycle those materials or convert them from waste to energy. At launch, the program will accept Barbie®, Matchbox® and MEGA® toys for recycling with other brands to be

(Photo: Business Wire)

added in the future.

"At Mattel, we are committed to managing the environmental impact of our products," added Pamela Gill-Alabaster, Global Head of Sustainability, Mattel. "The Mattel PlayBack program helps parents and caregivers ensure that materials stay in play, and out of landfills, with the aim to repurpose these materials as recycled content in new toys. It is one important step we're taking to address the growing global waste challenge."

Last year, Mattel introduced several toys as part of its goal to achieve 100% recycled, recyclable or bio-based plastic materials across all products and packaging by 2030, including the Fisher-Price® Rock-a-Stack® and Fisher-Price® Baby's First Blocks, made from bio-based plastics, three MEGA Bloks® sets made from bio-based plastics, and UNO® Nothin' But Paper, the first fully recyclable UNO® deck without cellophane packing materials.

Last month, Mattel also announced *Drive Toward a Better Future*, its product roadmap to make all Matchbox die-cast cars, playsets and packaging with 100% recycled, recyclable or bio-based plastic materials by 2030, in line with Mattel's overarching goal, and unveiled the Matchbox Tesla Roadster, its first die-cast vehicle made from 99% recycled materials and certified CarbonNeutral®\*, available starting in 2022.

Mattel PlayBack will initially be available in the United States and Canada. The program will extend to France, Germany and the United Kingdom through third-party recycling partners.

Programs like Mattel PlayBack are an integral part of Mattel's broader sustainability strategy and efforts to teach children about the importance of protecting the planet. Mattel PlayBack also supports the company's ongoing commitment to advance a circular economy, which includes pre-competitive collaborations with other members of the Ellen MacArthur Foundation and circular design training, led by global design firm IDEO, for its design, development, global brand and supply chain teams.

For more information on the Mattel PlayBack program, visit [Mattel.com/PlayBack](https://www.mattel.com/PlayBack). For more information on Mattel's sustainability and corporate social responsibility efforts, visit <https://corporate.mattel.com/en-us/citizenship>.

### About Mattel

Mattel is a leading global toy company and owner of one of the strongest catalogs of children's and family entertainment franchises in the world. We

create innovative products and experiences that inspire, entertain and develop children through play. We engage consumers through our portfolio of iconic brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends®, UNO® and MEGA®, as well as other popular intellectual properties that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming, music and live events. We operate in 35 locations and our products are available in more than 150 countries in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering the next generation to explore the wonder of childhood and reach their full potential. Visit us online at [mattel.com](http://mattel.com).

MAT-CORP

*\* The Matchbox Tesla Roadster is certified CarbonNeutral® by Natural Capital Partners with carbon offset credits going towards preserving grasslands in Colorado and Montana.*

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