

About the company

Description of the company

HEUNEC Plüschspielwarenfabrik is an internationally active, traditional family business based in Neustadt near Coburg in Upper Franconia - founded in 1891 and on a cuddly mission since 1972. The company is currently owner-managed in the 3rd and 4th generation. HEUNEC is one of the top 5 traditional plush toy manufacturers in Germany. In addition to its own creations, the portfolio also includes various licensed products such as "Our Sandman", "Maya the Bee", "Bibi & Tina" etc. HEUNEC's aim is to make the world a little cuddlier every day.

Sustainability profile

People at the centre: special attention is paid to global compliance with high social standards and sustainable relationships with employees, workers in the supply chain and customers. Climate, sustainability and environmental protection are a matter of the heart at HEUNEC. HEUNEC has been setting a good example for years in the responsible use of natural resources. The entire team is committed every day to implementing the environmental management system that has been developed and to continuous further development to improve sustainability. In addition to ISO 9001, there has been a certified environmental management system in accordance with ISO 14001 since 2014. HEUNEC has also been climate neutral since 2021; all CO2 emissions from business operations are offset with the help of certified projects from ClimatePartner.

In addition to the Kuschelmanufaktur at the headquarters in Germany and the subsidiary Heunec International based in Hong Kong, there are 12 supplier companies in China. 95% of production takes place in Asia (China) and 5% in Germany. All 12 suppliers are either amfori BSCI, ICTI or SA 8000 certified. All production facilities are personally known to the company and are visited at least once a year (only until 2019 due to coronavirus). According to the company, the ILO social and labour standards are complied with or checked annually by ICTI, amfori BSCI audits. The company has its own Code of Conduct, based on the requirements of ICTI and amfori BSCI, which is binding for all business relationships. Among other things, the company offers GOTS-certified cuddly toys and products in accordance with the Organic Standard, and only FSC®-certified wood is used for wooden toys. An annual social and progress report, which is based on the Fair Toys Organisation's Code of Conduct, is in progress.

Master data

Company headquarters:

Neustadt near Coburg

Year of foundation:

1891

Business areas:

Toys

Toy range:

Soft toys

Number of employees (toys):

39

Sales of toys (2022) in € million:

7

FTO data

Membership category:

Manufacturer

FTO member since:

2020 (founding member)

Sourcing countries:

China, Germany

Number of suppliers (Tier 1):

13

FTO classification (level 0 to 3):

3 and [FTO seal](#)

Assessment Fair Performance Check (score in %):

75,9

Links

[Heunec - Climate Partner](#)

Contact us

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