

About the company

Description of the company

As Europe's leading brand manufacturer of play and functional dolls and accessories, the name Zapf has stood for creative play concepts and high-quality dolls that promote timeless parent-child role play and teach children social skills since 1932.

Sustainability profile

Sustainable action has always been an integral part of our values and is part of our philosophy, whether our target group is children or not. We want to develop MGA Zapf Creation in an economically sustainable way while also acting with social, ecological and societal awareness, because only sustainably profitable growth secures our entrepreneurial freedom, protects jobs and gives us the opportunity for a long-term sustainability approach.

In our team, we live a culture of diversity and value the individuality of each person. Honesty, openness and straightforwardness are values that we live by every day. With enthusiasm and passion, the team at MGA Zapf Creation contributes every day anew to fulfilling children's dreams for future generations.

MGA Zapf Creation is committed to respecting the UN Human Rights Guidelines and is also committed to ensuring that our affiliated partner companies comply with them. We work with renowned institutes to research alternative materials for our products and support projects that promote greater social cohesion.

Working on our transport routes and more conscious energy consumption are just as much a part of our day-to-day business as the use of sustainable materials for our packaging.

We are involved in associations to make the toy industry as a whole more sustainable, fully aware that broad social change can only take place through cooperation. We are guided by the Sustainable Development Goals of the United Nations and the various standards and guidelines.

Master data

Company headquarters:

Rödental

Year of foundation:

1932

Business areas:

Toys

Toy range:

Play and functional dolls and accessories

Number of employees (toys):

114

Sales of toys (2023) in € million:

62,3

FTO data

Membership category:

Manufacturer

FTO member since:

2020 (founding member)

Sourcing countries:

China

Number of suppliers (Tier 1):

14

FTO classification (level 0 to 3):

1

Assessment Fair Performance Check (score in %):

30

Links

www.zapf-creation.de

www.babyborn.de

www.babyannabell.de

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