



Wonderworld was launched in 1985 as a small wooden toy workshop with only 6 employees. 29 years later, Wonderworld has grown into a world renowned premier marketer of wooden toys.

Wonderworld offers learning and fun to children and their parents through brands - WONDERWORLD and SOFTWOOD.

Research and Development:

At Wonderworld, research and development play a very important role in the design process. We make sure that safety and value-added play are built into every product we make.

We conduct field tests in order to monitor children's interaction with the toys. We then make adjustments to the toys based upon our observations of how the children play with them.

Product Design:

Our design process focuses on the learning and creative process for children and their parents.

Our outstanding in-house design team uses the latest child development studies to maintain constant product innovation.



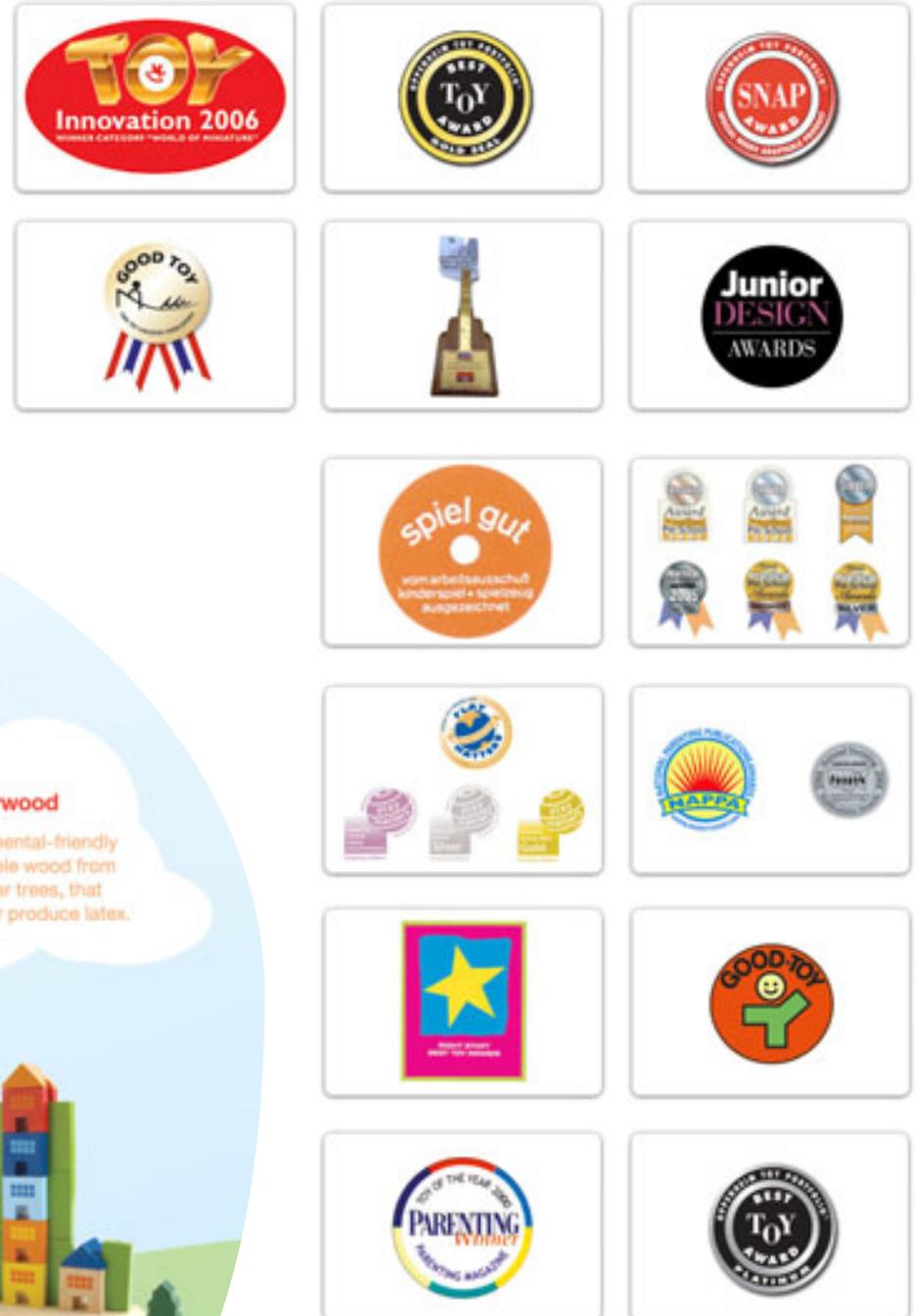
Environmental Concern:

Wonderworld is a strong advocate of protecting the environment. We insist on using rubber-wood, an environmentally friendly, renewable resource. Rubber-wood is harvested as by-product from the culling of rubber trees that are in excess of 25 years of age. These trees no longer produce latex for commercial applications are cut down in order for new rubber trees to be planted.

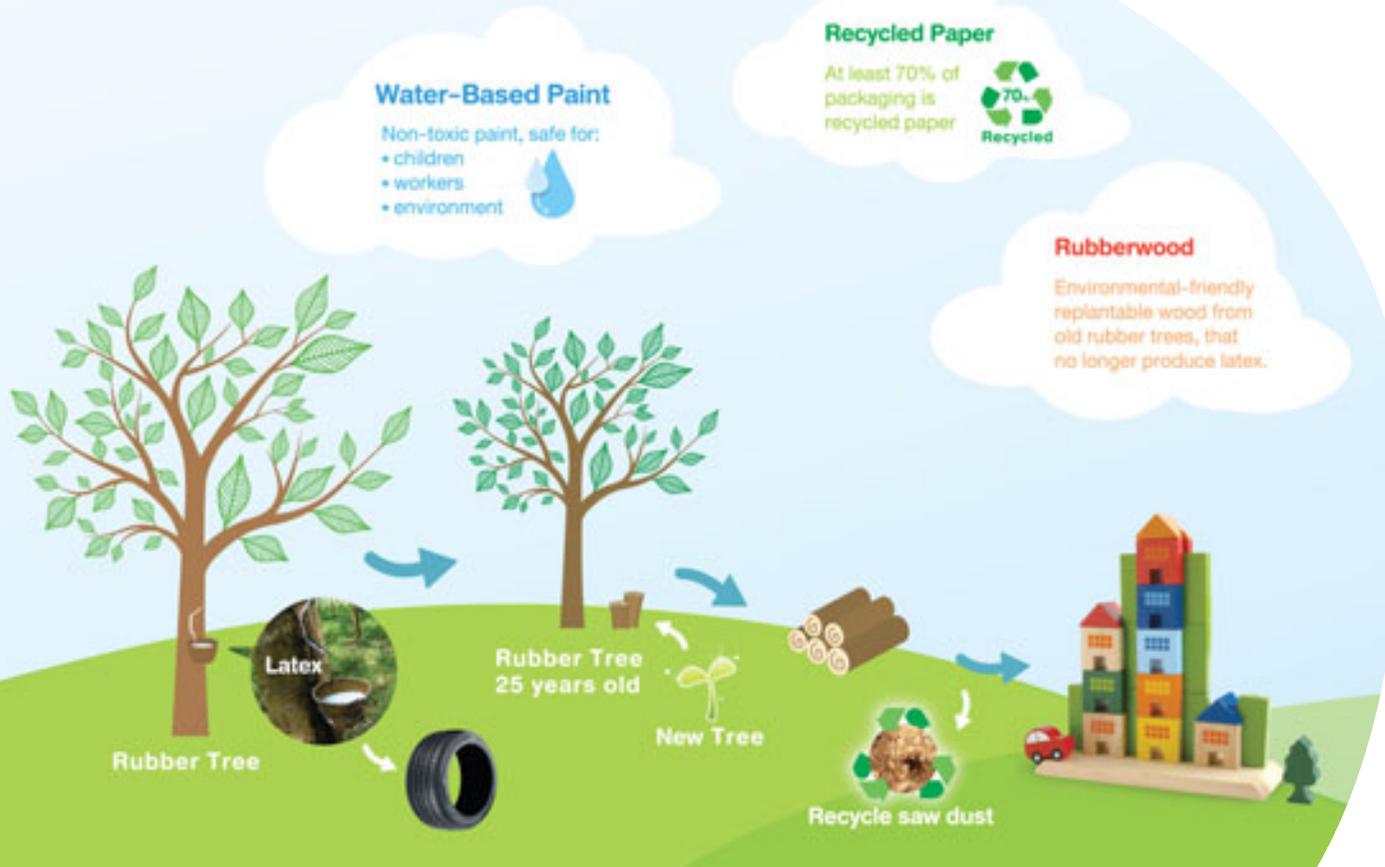
Not only is there no deforestation but every part of the tree is employed to its maximum use.

Wonderworld's commitment to the environment has prompted it to launch "Tree plus," a program in which we plant a new tree for everyone we harvest.

Our Awards:



Environmentally Friendly



Our Quality:

EN 71

European standard EN 71 specifies safety requirements for toys. Compliance with the standard is legally required for all toys sold in the European Union.

Our Beliefs:

Our business is small but beautiful. Wooden toy industry is considered as a small industry comparing with the other industries. Although there are 500 employees working at Wonderworld, we are still small.

With our high quality products, we are proud of being a part of essential growth and development of children around the world in their early years.

Good design brings new customers, good quality keep customers. At Wonderworld, we believe in consistency of good design and high quality which bring us sustainable growth in the long run which consistence with our practice in CSR about consumer concerns. To maintaining our customer trust, we have achieved the highest standard of safety and quality complying with ASTM F963-08 of the USA as well as EN-71 of the EU.

To be a good organization: smart and civilize the society. As a part of the society, we believe that social responsibility is the right thing to do. There are many activities enhancing the society according to our belief to be a good organization

Including: Corporate governance, Labour standard, Human right, Consumer concern, Fair Trade, Environmental concern and Social giving.

WONDERWORLD TEAM



Exclusive distributor:



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