

Highlights of the year

2014/15 was filled with exciting achievements that help us create value for our customers and build an even stronger TOP-TOY.



Launch of our 2020 strategy

We launched our 2020 strategy to ensure TOP-TOY's continuous growth and capture market share, particularly in Sweden and Norway and online. Our key strategic focus is our core competence within retail. For this reason, we are planning a series of long-term investments in our retail chains, BR and TOYS'R'US, and online channels. The aim is to continue improving the shopping experience of our customers.



Launch of BR product lines

We introduced new lines of exciting BR products. Our BR Wood and BR Bath product lines have both been designed in a modern Scandinavian look to support children's creativity, learning and development through play. Our well-known line from FOOD'N'FUN has been modernised and is now sold exclusively in our BR stores.

Search for a strategic partner

The founding family began the search for a strategic partner with the capability to help build a stronger TOP-TOY that will continue to thrive for decades to come.

Community investment projects for BR and TOYS'R'US

We initiated the development of two new community investment projects for BR and TOYS'R'US respectively to promote the well-being and development of children in need.



Closure of wholesale business

Following our renewed strategic focus on retail, we decided to close our wholesale business, NORSTAR, after the Christmas season sales at the end of 2015.

LED lighting in BR stores

We replaced the existing lighting in our BR stores with LED lighting, reducing energy consumption by 60%. This corresponds to a 1,800 kg reduction in CO2 emissions and savings of approximately DKK 3.2 million a year.

An executive team to lead TOP-TOY

We established an executive management team to improve our agility and ensure the successful implementation of our 2020 strategy.



Store network optimisation

We opened 4 new BR stores and 1 TOYS'R'US store and closed 9 BR stores as part of our continuous effort to optimise our store network.

Click and collect

We introduced a click and collect service, which enables our customers to buy products online and collect them later in any of our BR or TOYS'R'US stores.



New BR store look

We implemented a new BR concept in stores across all our Nordic markets. This included the launch of our new BR logo. The aim is to improve our customers' in-store shopping experiences.

New policies

We launched three new policies that reflect our continuous commitment to respecting human rights, reducing our impact on the environment and protecting children from exposure to products with the potential to cause emotional or physical harm. Our policies are available on www.top-toy.com, where more information about the progress of our responsibility work can also be found.

Human rights assessment

In cooperation with Save the Children Sweden, we have carried out an initial human rights assessment with focus on children's rights. The results give us a better understanding of the measures we should take to mitigate the potentially adverse effects of products and marketing and undesirable impacts on younger and migrant workers in the manufacturing process.