



Consumer products

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Sweden samples trendy toys of a certain brand; five counterfeits breach chemical and labeling rules

On June 3, 2026, the Swedish Chemicals Agency released a report on the supervisory spot-check of a certain brand of trendy toys. The results showed that among the 9 tested toys, 5 (imitations) had excessive chemical substance limits; The labels of the five tested products were found to be non-compliant, as follows:

Chemical risks

Chemical analysis revealed phthalate compounds in the plastic facial materials of five imitation toys, with all samples exceeding DEHP limits, ranging from about 10% to 26%. Additionally, among these five samples, some showed excessive levels of other harmful substances, including 1 with excessive DIBP, 1 with DBP, and 1 with MCCP.

Among the above substances, DEHP, DIBP, and DBP all have explicit restrictions in Annex XVII of the REACH regulation; As a substance of high concern under REACH SVHC, MCCP must fulfill corresponding information transmission and declaration obligations when its content exceeds 0.1% in the article.

Label violations

Five product labels had multiple non-compliance issues: one pirated product lacked CE marking; 4. Items without indicating the importer's name and postal address; Three products are labeled only as suitable for collectors and decorations over 15 years old and not for children under 14, which is equivalent to being classified as non-toys. However, according to regulations, all products are considered toys, which is incorrect; One product is labeled for children aged 8 and above, but the evaluated product is suitable for children under 3 years old, with inaccurate age labeling.

Handling measures





The Swedish Chemicals Agency contacted five toy retailers, manufacturer representatives, and suppliers whose products failed inspections; all the companies voluntarily withdrew products that did not meet requirements regarding chemical substances or labeling; Another supplier from an EU country failed to cooperate with the inspection, and the case was handed over to the local regulatory authorities. The bureau issued two reports on suspected environmental crimes, five problematic products were entered into the ICSMS system, and prohibited products with excessive standards were simultaneously reported to the Safety Gate warning system.

Original link: <https://www.kemi.se/publikationer>

HCT SOLUTION:

It is recommended that companies clarify the sources and chemical composition of toys' raw materials and establish a full-chain compliance system from design to finished product. The Waltek HCT has tracked and interpreted the latest international and domestic regulatory trends, possessing numerous top-tier instruments and equipment, a professional and efficient operational team, and extensive inspection and testing experience, covering testing services and compliance consulting for toys and children's products.

