

What is Mattel PlayBack?

Toys should not have a shelf life or be tossed away. We design toys to be loved, cherished and passed on from one generation to the next. We aim to make them from materials that can live on in new toys and in new ways. We also believe that parents should have guilt-free solutions for toys that have reached the end of their useful life. The Mattel PlayBack program helps put valuable materials back into play and out of landfills so that the fun comes full circle. With Mattel PlayBack, when possible, we'll recover the materials and reuse them as recycled content in new toys. For materials that cannot be repurposed as recycled content into new toys, Mattel PlayBack will either downcycle those materials into other plastic products or convert them from waste to energy.

At launch, the program will accept Barbie®, Matchbox® and MEGA™ toys for recycling with other brands to be added in the future. Please see FAQs for more information.

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