

Discover the new pricing scale for the EPR Toys in 2026

19/11/25

Speakers



Céline RAMOS

Key account manager

TOYS

Ecomaison

Key actions for 2024 and to date for 2025

► View the activity report : <https://ecomaison.com/rapport/rapport-activite-2024/>

Contracts & memberships
More than 3000 members**



Eco-modulations : Spare parts, sustainability :
About 80 companies provide spare parts**



Deployment of collection at waste disposal sites
4500 waste disposal sites, ½ are operational; 1/4 have pallet boxes*



Deployment of collection services in toy stores and super / hypermarkets
> 1000 shops**



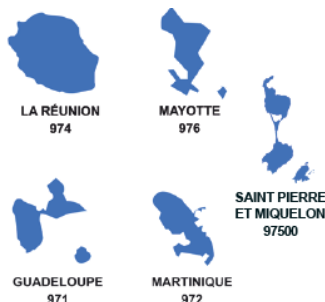
Educational collection with 2 school districts (Versailles and Créteil)
250 schools



Toy Rescue Mission: Reuse – Repair – Sorting
April 2025



French islands : Deployment of collection points across all territories + Enhanced support



Test on integration of recycled plastic with toy manufacturers
(test on plastic Vs toy regulation)



Associations
> 500 associations



In November, it's time for the big charity toy collection

- 1 annual event every November
- 1 brand with 1 advertising film : [LINK HERE](#)
- 1 dedicated website
- 1 visual available in physical and digital formats
- 1 large-scale media and press plan
- In-store promotions

Collection points equipped and decorated throughout November (mainland France + overseas departments and regions)

- 750 toy shops and specialist retailers
- 270 food shops and retailers
- 720 associations involved in reuse
- 700 collection points in local authorities (including Laisse Parler Ton Cœur)



In November, it's time for the big charity toy collection



Agenda

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Why are there
changes to the Toys
rates in 2026?

2

What changes?

3

Summary of all
eco-modulations
applicable to toys

4

New tools to
assist you

1.

Why are there changes to the Toy rates in 2026?





1.1 Regulatory obligations

1.1 A regulatory obligation to implement eco-modulation

Eco-modulation :

- ▶ **AGEC law :** The financial contributions paid by producers who collectively fulfil the obligations referred to in Article L. 541-10 shall be adjusted, where possible in accordance with the best available techniques, for each product or group of similar products, on the basis of environmental performance criteria, including the quantity of material used, the incorporation of recycled material, the use of sustainably managed renewable resources, durability, reparability, possibilities for reuse or reuse, recyclability, the advertising or promotional purpose of the product, the absence of ecotoxicity and the presence of hazardous substances as defined by the decree provided for (...).The adjustment takes the form of a bonus granted by the eco-organization to the producer when the product meets the performance criteria and a penalty payable by the producer to the eco-organization when the product falls short of these criteria. Bonuses and penalties are set in a transparent and non-discriminatory manner. Article L.541-10-3 Code de l'environnement
- ▶ **Specifications for the toy sector :** The eco-organization shall propose to the Minister responsible for the environment, under the conditions set out in Article R. 541-99, bonuses and penalties associated with relevant environmental performance criteria relating at least to the criterion of spare parts availability, where justified by the nature of the products. Under the conditions set out in Article R. 541-99, the eco-organization may also propose bonuses and penalties associated with the other environmental performance criteria mentioned in Article L. 541-10-3.
 - Study on the integration of recycled materials in toys [within 3 years]
 - Study on the recycling of toy waste [within 3 years]
 - Study on the life span of toys [within 2 years]
- ▶ **Decree of 5 September 2025 establishing the adjustments applicable to financial contributions paid by producers when they incorporate recycled plastics**

1.1 The decree: Integration of recycled plastic

- ▶ Application as of 1 January 2026
- ▶ Applicable with modification of specifications for our ERP
- ▶ Premium paid to producers per tonne of post-consumer recycled plastic
- ▶ Exclusion: if composite matrix; if recycling disruptor (identified by Eco-organizations)
- ▶ Eligibility for all recycled raw materials unless a minimum threshold is set by resin. Threshold proposed by eco-organizations.
- ▶ 3 levels of premiums per tonne of recycled raw material incorporated, depending on the source :
 1. €450/tonne for recycled raw materials from another EPR scheme (e.g. Furniture, Gardening, Packaging to Toys)
 2. 550€/T for recycled raw materials from same EPR (Toys to Toys)
 3. €1,000/T if recycled raw material from plastic resins that are difficult to recycle in packaging
- ▶ Funding at the end of the supply chain without fungibility between supply chains or materials
- ▶ Cumulative proximity criterion :
 1. 1,500 km radius around the hexagonal “barycentre” for collection, sorting, processing and incorporation (French Island > centre of the barycentre of the territory + possible exception for sorting, processing and incorporation)
 2. EU countries meeting standards equivalent to those of the Waste Directive
- ▶ The eco-organization defines the traceability requirements necessary for the payment of conditional premiums and verifies the accuracy of the information provided by producers.

1.1 Eco-modulations 2026 – bonus and eligibility conditions

► Recyclability :

- Ineligibility for a bonus (spare parts availability or certification) if recycling disruptor in the product
- No changes in the eco-participation codes

► Sustainable management (wood/paperboard certification) :

- Surcharge of €50/tonne for 95% and 50% wood/cardboard which is not certified
- New codes

► Integration of recycled plastic raw materials :

- Launch in 2026 with PP-PE plastics bonus
- No specific codes as this is a separate bonus from the declaration





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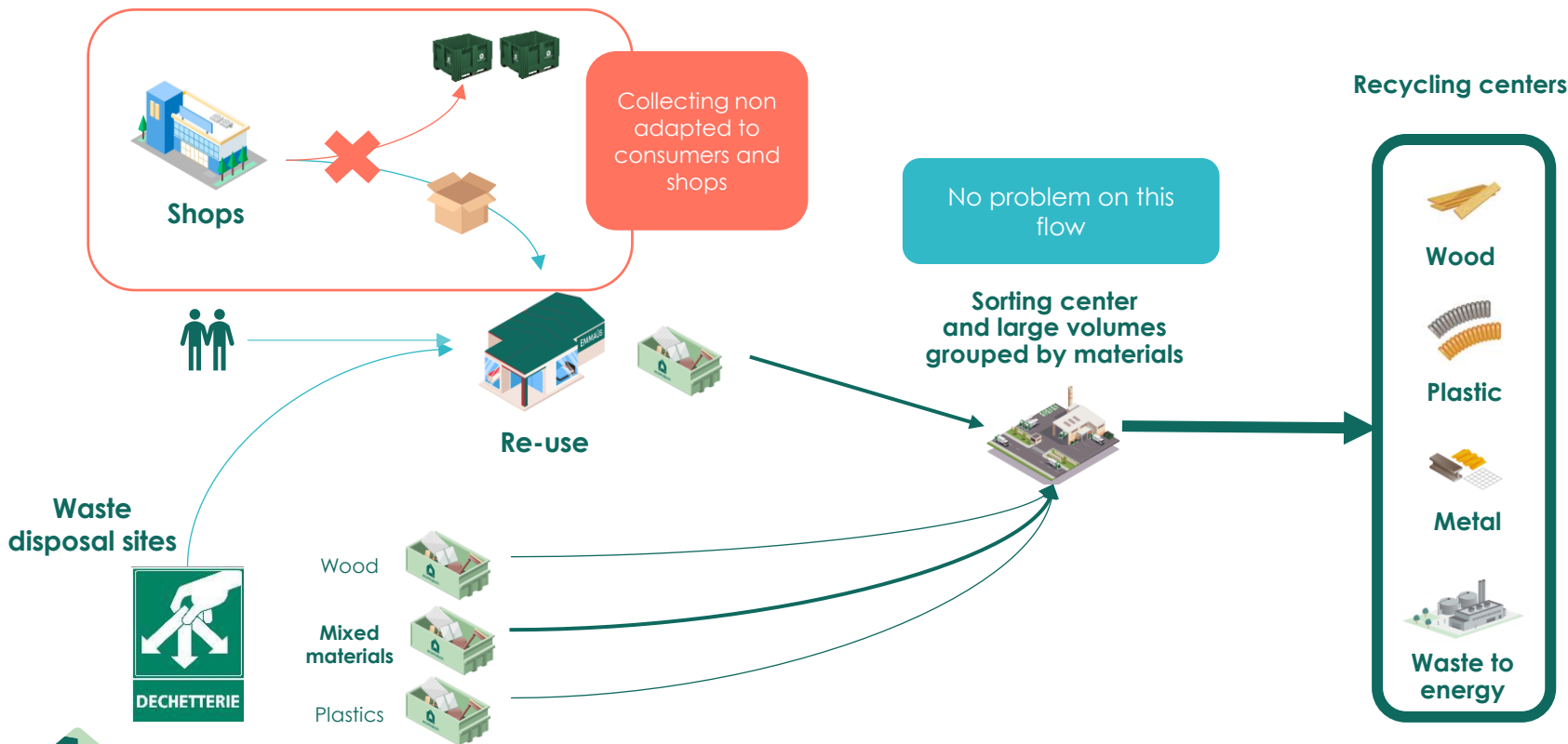
1.2 The implementation of the toy collection, sorting and recycling system

Better alignment of prices for large toys based on their observed collection, sorting and recycling costs

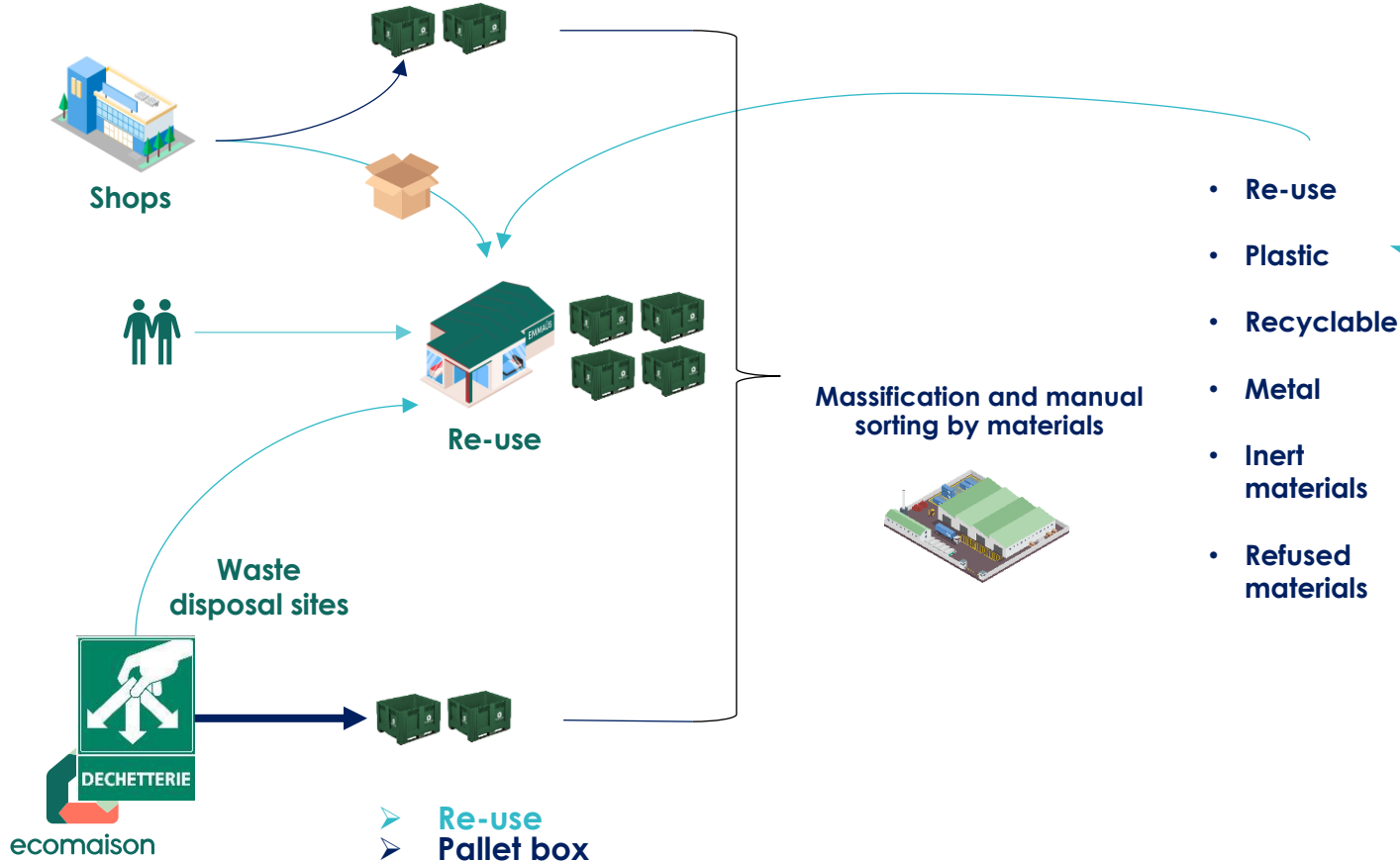
- Since the launch of the scheme, it has been observed that the costs associated with the collection, sorting and processing of large toys (after analysis, those weighing on average >3kg) are lower than for small toys because :
 - Large toys are collected in dumpsters and sorted with grapples along with other Ecomaison products.
 - Small toys are more difficult to collect, and sorting is done manually to enable reuse, prevent the risk of WEEE sorting errors and allow recycling.
- This observation can be made across the various Ecomaison sectors.
- Large items represent 1% of the total toy market.



A collection in a dumpster and a sorting by hand of the large toys



A manual collection and sorting of small, specific items, with limited potential for sharing with other Ecomaison channels



Call for tenders
Plastic 2025 : better
sorting of plastics of
small toys

Collecting and sorting small toys

► Mixed with DIY and gardening products



elles ont différents types
de matériaux

♥ Venez découvrir le centre de tri Brangeon à Cholet où sont triés les jouets.



Ecomaison
1,14 k abonnés

S'abonner



5



Partager



Enregistrer



Télécharger



Link here

2. Which changes ?





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2.1 Changes related to regulatory eco-modulations

Ineligibility for a bonus if recycling disruptor

Capture of the old scale

	Single material over 95% ¹		Main material over 50%				No main material
	Metal	Paper, cardboard certified Wood, PP ¹ , PE ¹ , and mixed PP ¹ and PE ¹	Metal	Paper, cardboard certified Wood, PP ¹ , PE ¹ , and mixed PP ¹ and PE ¹	Other plastics	Other materials	
< 0,1 kg	0,01 €	0,01 €	0,01 €	0,01 €	0,02 €	0,02 €	0,02 €
≥ 0,1 kg et < 0,2 kg	0,02 €	0,03 €	0,03 €	0,03 €	0,04 €	0,05 €	0,05 €
≥ 0,2 kg et < 0,3 kg	0,03 €	0,04 €	0,04 €	0,05 €	0,07 €	0,08 €	0,08 €
≥ 0,3 kg et < 0,4 kg	0,04 €	0,06 €	0,06 €	0,07 €	0,09 €	0,11 €	0,11 €
≥ 0,4 kg et < 0,5 kg	0,05 €	0,07 €	0,07 €	0,08 €	0,12 €	0,14 €	0,14 €
≥ 0,5 kg et < 1 kg	0,08 €	0,11 €	0,11 €	0,14 €	0,19 €	0,24 €	0,24 €
≥ 1 kg et < 2 kg	0,15 €	0,22 €	0,22 €	0,27 €	0,38 €	0,47 €	0,47 €
≥ 2 kg et < 3 kg	0,25 €	0,37 €	0,37 €	0,44 €	0,63 €	0,78 €	0,78 €
≥ 3 kg et < 5 kg	0,39 €	0,59 €	0,59 €	0,70 €	1,01 €	1,24 €	1,24 €
≥ 5 kg et < 7 kg	0,59 €	0,88 €	0,88 €	1,05 €	1,52 €	1,86 €	1,86 €
≥ 7 kg et < 10 kg	0,73 €	1,09 €	1,09 €	1,31 €	1,89 €	2,33 €	2,33 €
≥ 10 kg et < 15 kg	1,21 €	1,82 €	1,82 €	2,18 €	3,15 €	3,88 €	3,88 €

Material codes 00 and 12 not eligible :
no main material &
Other material

Recycling disruptor = not
eligible for any
eco-modulation
(spare parts)

Paper, cardboard: new codes in 2025 & 2026

In €
Average tonnes

2025

Before		Material Code	After	
Designation of Materials	€ Tonnes		Designation of Materials	€ Tonnes
Paper, Cardboard >50%	190	19	Paper, Cardboard >50%	190
Paper >95%	190	50	Paper, Cardboard >95% not certified sustainable	190
Cardboard >95%	190	51	Paper, Cardboard >95% certified sustainable	128

2026

2025		Material Code	2026	
Designation of Materials	€ Tonnes		Designation of Materials	€ Tonnes
Non-existent		59	Paper, Cardboard > 50% not certified sustainable	190
Paper, Cardboard >50%	190	19	Paper, cardboard >50% with certified sustainable management	140
Paper, Cardboard >95% not certified sustainable	190	50	Paper, Cardboard >95% not certified sustainable	153
Paper, Cardboard >95% certified sustainable	128	51	Paper, Cardboard >95% certified sustainable	103

Wood: new codes and renamed materials

In € Average tonnes

2025		Material code	2026	
Designation of Materials	€ Tonnes		Designation of Materials	€ Tonnes
Wood, panels and wood derivatives >50%	190	01	Wood, panels and wood derivatives >50% with certified sustainable management	140
Non-existent	NA	09	Wood, panels and wood derivatives >50% uncertified and without sustainable management	190
Non-existent	NA	10	Solid wood mix and metal, more than 75% uncertified and without sustainable management	190
Non-existent	NA	11	Particleboard and/or wood and/or metal, more than 75% uncertified and without sustainable management	190
Particleboard and/or wood and/or metal, more than 75%	190	24	Particleboard and/or sustainable wood and/or metal, more than 75% with certified sustainable management	140
Particleboard, more than 75%	190	25	Particleboard, more than 75% with certified sustainable management	140
Plywood, more than 75%	190	26	Plywood, more than 75% with certified sustainable management	140
OSB more than 75%	190	27	OSB, more than 75% with certified sustainable management	140
Non-existent	NA	60	Particleboard, more than 75% uncertified and without sustainable management	190
Non-existent	NA	61	OSB, more than 75% uncertified and without sustainable management	190
Non-existent	NA	62	Plywood, more than 75% uncertified and without sustainable management	190

Generator: 'certified sustainable management' drop-down menu

Product code generator - Games and toys

The scale applicable starting from January 1, 2026

RESET

Select the items in the green boxes

Remember to press the 'RESET' button before starting a new generation.

The VAT-inclusive amount of the eco-participation is provided for informational purposes; the applicable rate is the pre-tax rate

1 - Select a category :

Toys

Code: 31

2 - Select a product type :

Construction sets & accessories

202

3 - Select a type of material and then the majority material by weight :

Wood and Wood products

Is it under certified sustainable management? Yes

Wood, panels and wood derivatives >50% with certified sustainable management

01

4 - Select the characteristic (net weight of the product) according to the type of product :

≤ 0.1kg and < 0.2kg

084

5 - Does the product benefit from eco-modulation ?

With Eco-modulation for spare parts

Please make sure to check the eligibility of this product for eco-modulation.

1

6 - Hence the product code:

31202010841



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2.2 Changes related to the implementation of the toy collection, sorting and recycling system

Changes in the grid

Adjustment of prices for toys weighing >3kg of any material to reflect the cost of collection and sorting

	Single material over 95% ⁽¹⁾		Main material over 50% ⁽²⁾				No main material
	Métal	Paper, cardboard certified Wood, PP ⁽³⁾ , PE ⁽⁴⁾ , and mixed PP ⁽³⁾ and PE ⁽⁴⁾	Métal	Paper, cardboard certified Wood, PP ⁽³⁾ , PE ⁽⁴⁾ , and mixed PP ⁽³⁾ and PE ⁽⁴⁾	Other plastics	Other materials	
< 0,1 kg	0,01 €	0,01 €	0,01 €	0,01 €	0,02 €	0,02 €	0,02 €
≥ 0,1 kg et < 0,2 kg	0,02 €	0,03 €	0,03 €	0,03 €	0,04 €	0,05 €	0,05 €
≥ 0,2 kg et < 0,3 kg	0,03 €	0,04 €	0,04 €	0,05 €	0,07 €	0,08 €	0,08 €
≥ 0,3 kg et < 0,4 kg	0,04 €	0,06 €	0,06 €	0,07 €	0,09 €	0,11 €	0,11 €
≥ 0,4 kg et < 0,5 kg	0,05 €	0,07 €	0,07 €	0,08 €	0,12 €	0,14 €	0,14 €
≥ 0,5 kg et < 1 kg	0,08 €	0,11 €	0,11 €	0,14 €	0,19 €	0,24 €	0,24 €
≥ 1 kg et < 2 kg	0,15 €	0,22 €	0,22 €	0,27 €	0,38 €	0,47 €	0,47 €
≥ 2 kg et < 3 kg	0,25 €	0,37 €	0,37 €	0,44 €	0,63 €	0,78 €	0,78 €
≥ 3 kg et < 5 kg	0,39 €	0,59 €	0,59 €	0,70 €	1,01 €	1,24 €	1,24 €
≥ 5 kg et < 7 kg	0,59 €	0,88 €	0,88 €	1,05 €	1,52 €	1,86 €	1,86 €
≥ 7 kg et < 10 kg	0,73 €	1,09 €	1,09 €	1,31 €	1,89 €	2,33 €	2,33 €
≥ 10 kg et < 15 kg	1,21 €	1,82 €	1,82 €	2,18 €	3,15 €	3,88 €	3,88 €



MONOMATÉRIAU PLUS DE 95 % ⁽¹⁾			MATÉRIAU MAJORITAIRE PLUS DE 50 % ⁽²⁾				SANS MATÉRIAU MAJORITAIRE
Métal	Papier carton 95 % Certifié, Bois, PP ⁽³⁾ , PE ⁽⁴⁾ et mixte PP ⁽³⁾ et PE ⁽⁴⁾		Métal	Papier carton 95 % Certifié, Bois, PP ⁽³⁾ , PE ⁽⁴⁾ et mixte PP ⁽³⁾ et PE ⁽⁴⁾	Autres plastiques	Autres matériaux	
≥ 3 kg et < 5 kg	0,26 €	0,39 €	0,44 €	0,53 €	0,76 €	0,93 €	0,93 €
≥ 5 kg et < 7 kg	0,39 €	0,58 €	0,66 €	0,79 €	1,14 €	1,40 €	1,40 €
≥ 7 kg et < 10 kg	0,48 €	0,72 €	0,82 €	0,98 €	1,42 €	1,75 €	1,75 €
≥ 10 kg et < 15 kg	0,80 €	1,20 €	1,37 €	1,64 €	2,36 €	2,91 €	2,91 €
≥ 15 kg et < 20 kg	1,12 €	1,68 €	1,91 €	2,29 €	3,31 €	4,07 €	4,07 €
≥ 20 kg et < 25 kg	1,15 €	1,73 €	2,33 €	2,80 €	4,04 €	4,97 €	4,97 €
≥ 25 kg et < 30 kg	1,27 €	1,90 €	2,71 €	3,25 €	4,69 €	5,77 €	5,77 €
≥ 30 kg et < 40 kg	1,45 €	2,18 €	3,27 €	3,92 €	5,66 €	6,98 €	6,98 €
≥ 40 kg et < 50 kg	1,68 €	2,51 €	4,00 €	4,79 €	6,92 €	8,51 €	8,51 €
≥ 50 kg et < 100 kg	2,51 €	3,78 €	6,32 €	7,58 €	10,96 €	13,49 €	13,49 €
≥ 100 kg et < 150 kg	3,19 €	4,79 €	9,53 €	11,44 €	16,52 €	20,33 €	20,33 €
≥ 150 kg et < 200 kg	4,47 €	6,71 €	13,34 €	16,01 €	23,13 €	28,46 €	28,46 €
≥ 200 kg et < 250 kg	5,75 €	8,63 €	17,15 €	20,59 €	29,73 €	36,59 €	36,59 €
> 250 kg	6,39 €	9,58 €	19,06 €	22,87 €	33,03 €	40,66 €	40,66 €

(1) Plus de 95 % en masse. (2) Plus de 50 % de la masse totale du produit. (3) Le Polypropylène (PP). (4) Le Polyéthylène (PE). Retrouvez le guide des matériaux sur ecomaison.com



3.

Summary of all eco-modulations applicable to toys



1.3 Eco-modulations on spare parts availability

Definition :

- The spare part is a **separate part** forming an integral part of a product and which is made **available** by the manufacturer. It is essential for fulfilling the product's main function, unlike an accessory.
- The **availability of spare parts** is described in the article [L111-4 of the French Consumption Code](#).
- The aim is to make these parts available « under non-discriminatory conditions to professional sellers, reconditioners and repairers, whether certified or not' [...] "within fifteen working days".



Cumulative criteria

1. Only multi-component products are concerned (i.e. those with strictly more than 2 components excluding fixation parts).
2. The spare parts supplied are essential for using the product.
3. Available for a minimum of 2 years after the product reference was last marketed
4. A condition for the application of the premium is the absence of physical or chemical disruptors (as described in the Ecomaison recyclability analysis tool) => 2026.

1.3 Eco-modulations on spare parts availability

- Direct integration of the “spare parts supply” bonus into the 2025 price lists.
- For 2025, the bonus is directly included in the price and the members benefit from it immediately
- There is no longer « cash-back » with payment of the bonus in YEAR + 1 as for the 2024 financial year.

	Code Eco-mobilier à 11 chiffres	Nombre d'unité fonctionnelle (unités, tonnes, m², ml, m3...) [obligatoire]	Tonnage (jusqu'à 3 décimales)	Vos références	Montant HT éco-part
Before	32213450571	1		TOY123	2,55 €
After	32213450571	1		TOY123	2,30 €

- Excluded from this eco-modulation, their rates will not change:
- Prices for the “34 - Gift Toys” category per batch of 1000
- Simplified price list “31208120910” per 100.

Eco-modulations 2026

	Materials		Conception
1. Integration of recycled material	2026	% de PP/PE recycled	
	>2026	% of ABS ; paper, cardboard R % de wood R	
2. Recyclability	2022	Price differences related to material recyclability	2026 Ineligibility for bonus if recycling disruptor
	2025	Addition of >95% paper and cardboard	
3. Life span and useful life			>2026 Penalty on goodies and equivalents
			2024 Availability of spare parts
4. Sustainable management	2025	Sustainable management labels (FSC, PEFC) for wood, paper and cardboard	

4. New tools to assist you



The virtual assistant in your member account

To facilitate your interactions with Ecomaison, we provide you with a virtual assistant on the ecomaison.com website and in your Services Area.

This tool will provide immediate answers to all your questions concerning :

- regulations,
- your administrative procedures,
- the use of our tools.

What the virtual assistant does not do: categorize your products or answer specific questions about your customer account.

Objective: greater autonomy, greater clarity, shorter deadlines.

Benefits for you and your teams :

- 24/7 answers to frequently asked questions
- Reliable, continuously updated information
- Save time on daily exchanges.

The virtual assistant in your member account

Test your new virtual assistant : <https://espace-services.ecomaison.com/>

ecomaison Online help Log in EN

Log in to your member account

Email address
cramos@ecomaison.com

For example: name@example.co.uk

Password View

[Forgot your password?](#)

Log in →

Besoin d'information ?
Posez votre question.

New tools to assist you

[Price guide 2026](#)

[Code generator toys
2026](#)

[Recyclability tool](#)

[Virtual assistant](#)





Any question ?

If you have any questions, please don't hesitate to contact us on **0811 69 68 70** or by e-mail at contact@ecomaison.com

Please include your 7-digit Ecomaison account number and the subject of your request in the subject line.

We'll get back to you as soon as possible.

19/11/25



Thank you
