

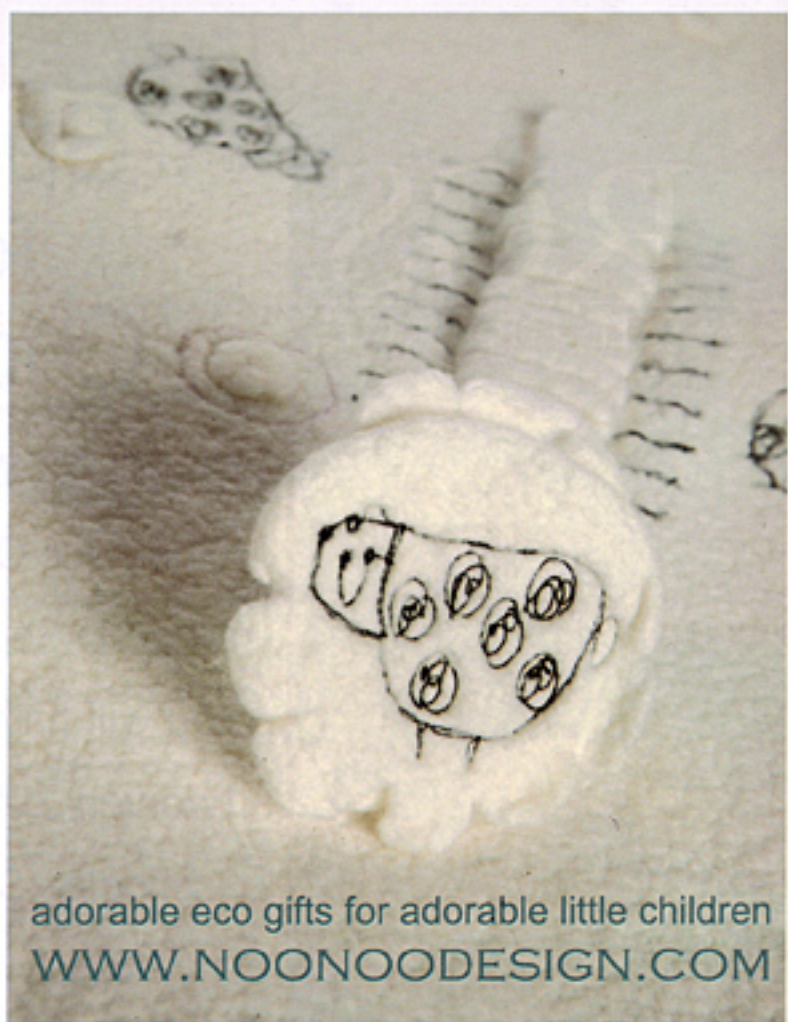
roundabout

Toys without Tantrums

There are now plenty of alternatives to the rack 'em stack 'em products for kids, manufactured in moulds and moved with global-logo trucks – and little thought. So why not look at birthdays, festivals and gift-buying in a more lime-ish light.

"The 'organic' label seems to be taking a back seat as more consumers grow to understand that although a product may be made from organic textiles, the manufacturing process it takes to achieve the end result is not necessarily ecologically sound," says Jo Ashburner, of Noo Noo Designs. "An 'organic' product can have up to 40% non-organic content, but is still able to be listed as 'organic'. True eco products tick all the boxes from source through manufacturing, from the maintenance and care of those products, through to the happiness of the workers and their surroundings and the maintenance of the quality of the workmanship brought out in those environments."

"Ultimately, by choosing eco-products, we choose to spend our hard-earned money on products that have solid foundations, and we therefore contribute individually, but in no small way to perhaps a more sustainable way – the ecologically sound way."



adorable eco gifts for adorable little children
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