

## **Toy giant Mattel drops Asian supplier after environmentalists voice concerns**

Sharon Abercrombie | Oct. 10, 2011 Eco Catholic

Mattel, the California manufacturer of Barbie dolls, has backed down.

According to Greenpeace International, the company is disassociating itself from Asia Pulp and Paper (APP), the chief supplier of wood fiber used in Mattel's toy packaging. Mattel's decision came earlier this month after being deluged with 500,000 emails from environmentalists who were concerned about APP's destruction of the Sumatran rainforest in Indonesia, the habitat for tigers and other endangered species.

Mattel, the largest toy manufacturer in the world, has instructed its suppliers to avoid wood fiber from controversial sources, including companies known for participation in deforestation. Its new policy will also increase the amount of recycled papers used in their business, as well as the use of wood products certified by the Forest Stewardship Council. (FSC)

For more information, go to [Greenpeace's website](#) [1].

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[1] <http://www.Greenpeace.org/international>