

THE SHARING ECONOMY NOW INCLUDES TOYS

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Whirli branding by Ragged Edge, UK



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UK – **Whirli** is a subscription-based toy library that makes children’s playtime more sustainable.

For a fixed monthly price, parents can curate their ideal toybox from an online collection before getting it delivered to their home. Although children can keep the toys for as long as they want, if they happen to get bored of a particular toy, parents can return it to Whirli, where the toy will be sanitised and made available for other children. Once a toy has been used for over 9 months, Whirli officially passes its ownership to the user.

With children receiving approximately £350 worth of toys each year, Whirli hopes that a sharing model will lessen the waste generated by the toy industry, one that is renowned for its use of plastics. ‘By swapping and not shopping, a Whirli subscription provides parents much more for their money, reduces clutter, and is environmentally-friendly,’ founder Nigel Phan told It’s Nice That.

Toy brands are having to reconsider their sustainable credentials in order to appeal to eco-conscious Millennial parents. Earlier this year, **Lego pledged** to design its entire range using plant-based bioplastic by 2030.