



Company profile

About us

SES Creative has been inventing and producing toys since 1972. Over the years SES Creative has grown into a company that puts innovation and fun above all when inventing, designing, and producing our toys. Over 80 new products are launched each year, in addition to the 400+ different toys we already offer in our range. Sold in over 75 different countries, we provide smiles all over the world.



Mission & vision

**Develop creativity,
curiosity, and talents
with inspiring,
innovative toys.**

SES Creative stands for developing creativity, curiosity, and talent with inspiring, innovative toys. We would like children to develop their creativity and basic skills in a fun way. While having fun, a child develops in the most positive way.

Our mission requires high quality materials and products which suit children's experiences and skills. We produce all products in our factory in Holland. That way, we can guarantee quality and meet all product standards.



Core values

Our core values are our most important asset in this industry. Fun, safety, and education go within every toy that is invented and produced at our factory in Enschede. All the toys we offer are invented here by our development department, where they stay in close contact with the lab. In our factory the products are made and can be safely sent to shops all over the world.

Fun, safety, and educational toys. That is what toys made by SES Creative stand for. They develop creativity, curiosity, and talents with our inspiring toys.



FUN



SAFETY



EDUCATION





Sustainability

CO2 Neutral

SES Creative has been CO2 neutral since 2021. We compensate the full hundred percent of our CO2 emissions, emitted when we produce toys or travel, with the purchase and management of healthy forests in Europe. This forest compensates the CO2 emissions for which we are responsible.

The project is implemented according to the principles of the Verified Carbon Standard (VCS), currently the most widely used standard for CO2 compensation projects worldwide, and takes into account the Climate, Community & Biodiversity (CCB) Standard, which ensures that in addition to tackling climate change, the local community is also supported, and biodiversity is preserved or even improved.





Fairs



Awards





24923

Eco apron - 100% recycled



13107

Family hugs soft cloth photo book



00244

My first - Crayon beads



06011

Vermeer - Girl with a Pearl Earring



00304

Fingerpaint trendy



13098

Fish in a row



13135

Colour changing bath fish



02251

Mega bubbles



02206

Playground chalk 6 pack



00305

Fingerpaint



24926

Eco fingerpaint

Online

SES Creative is active on different online channels. Press one of the buttons and take a look!



www.youtube.com/@SESCreativeVideo/featured



www.instagram.com/sescreative



www.linkedin.com/company/ses-creative



www.facebook.com/SESCreative