

Relevant Play partners with Authentic Labs to protect children from counterfeits

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Companies Join Forces to Protect Kids from Counterfeit Toys

Fake toys in the marketplace have been a growing concern for parents for quite some time, but the

recent COVID-19 pandemic has shined a spotlight on just how dangerous and prevalent, grey market

goods can be. Gone are the days when a supply chain was something only manufacturers minded.

Today, consumers have caught on to the threat of compromised supply chains that feed into their

favorite marketplaces, but tools and resources to empower and protect them from the risks have been

limited. Until now.

Golden-based toy manufacturer, [Relevant Play](#), creators of the popular award-winning creative modeling material, Mad Mattr, is taking a stand to protect play from counterfeit products. And unlike

popular anti-counterfeiting technology in the industry, it is bringing consumers into the fold. In partnership with the new mobile app and smart labeling system, Real(R) by [Authentic Labs](#), Relevant

Play will now enable parents to verify the authenticity of select products prior to purchase and play. For

toys especially, the assurance of genuine product implies accordance with the rigorous toy safety

standards parents have come to count on and expect. Real[®] is the flagship technology solution from

Relevant Play's Boulder-based sister company, Authentic Labs.

"With product popularity comes a few challenges. As demand increases for Relevant Play products

globally, we know for a fact that our toys have been copied and knocked-off. Unfortunately we have

experienced this discovery after a fake product lands in the hands of our customers' children," says

Chad Lucero, CEO & President of Relevant Play. "Our investment in Real[®] stems from our belief

in protecting our consumers, the innocence and imagination of play, as well as enhancing the value of our customers' investment in our products, which means doing all we can to guarantee safe play for all children."

Whether in-aisle prior to purchase, or in-home prior to opening, parents can scan Real labels on product packaging with the Real app to verify the authenticity of the product and access helpful content related to play, care, and handling of the product—content that is then saved to the app for easy reference at the customer's convenience. Parents can also use the Real® by Authentic Labs app to learn about Relevant Play's social responsibility commitments and efforts. Specifically, Relevant Play's association with the ICTI Ethical Toy Program and its commitment to the ethical and fair labor efforts that have been in play for years.

In today's political and economic climate, parents are looking to companies to be more transparent about business practices and push the needle to create a more sustainable and ethical economy. Real was inspired by and built to support this movement, as this desire aligns directly with Authentic Labs' mission through ethical technology development. In addition to authenticating Real-labelled products, consumers can use the Real app to review corporate social responsibility positions as reported by hundreds of major companies.

"Most authentication solutions are designed to protect a manufacturer's business with hard to read, complicated and layered security measures behind the scenes, before the shelves. These systems may provide a sense of assurance for the brand owner, but they're mostly meaningless to the consumer," said David McCloskey, President & Founder of Authentic Labs. "Our Real Technology is different. We believe in educating consumers about the issues of unethical sourcing and empowering them with easy to use tools to protect their purchases and their children from the grey market."

Relevant Play plans to apply labels on products within Mad Mattr and Coilz brands as new products are produced.

About Relevant Play:

Relevant Play, founded in 2003, provides children with awesome toys that encourage imaginative, open-ended play and invites their minds to explore, create, and learn. We believe creativity, innovation, and inspiration are natural for children, when they are provided the right tools for play. Relevant Play is passionate about making play and learning exceedingly fun. Relevant Play has offices in Denver, Colorado; Dublin, Ireland; and Hong Kong. For more information, visit <http://relevantplay.com>.

Download the Real® by Authentic Labs app:

Real® for iOS

Real® for Android

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