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June 7, 2011

Mr. Robert Eckert  
Chief Executive Officer  
Mattel, Inc.  
333 Continental Blvd.  
El Segundo, CA 90245

Dear Mr. Eckert,

**Mattel is driving the destruction of Indonesia's rainforests**

Today Greenpeace has begun a global campaign to highlight the ongoing role of the toy sector, and Mattel specifically, in driving deforestation in Indonesia. This deforestation is creating climate pollution, pushing endangered species such as the Sumatran tiger closer to extinction, and causing many conflicts with local communities.

Our investigations have identified that Mattel is sourcing packaging for products such as Barbie which contain 'Mixed Tropical Hardwoods' (MTH). This is virgin fiber that comes from rainforests. Our research shows that at least some of this fiber is sourced from Sinar Mas/Asia Pulp and Paper (APP), Indonesia's most notorious forest destroyer.

Mattel is the largest toy company in the world and the manufacturer of Barbie, a world-famous toy known and loved by millions of children around the world. Mattel could be a driving force for change when it comes to sustainability and clean development, but our research shows you are driving deforestation for disposable product packaging. and proudly claim on your website to be one of the "world's most ethical companies." Our research reveals this is not the case.

We have previously raised our concerns about the risks of deforestation, but your responses to date have demonstrated that Mattel has no comprehensive approach to tackling deforestation, and no due diligence systems in place to mitigate the risks of sourcing forest products from high risk regions. Further, you have so far failed to articulate further action required to address these issues. Deforestation in countries such as Indonesia is far too serious an issue to ignore. Unless urgent action is taken by companies like Mattel, the future for the last remaining rainforests is bleak.

Mattel, and the toy sector, are major users of paper and packaging yet we see no substantive work to prevent the use of pulp from rainforest destruction in your packaging supply chains. We have today made public information identifying clear links between APP and Mattel in both Indonesia and China and demonstrating the presence of MTH in your packaging. We are calling on your company to act immediately to:

- Suspend all direct purchases of pulp and paper products, including packaging, from APP/Sinar Mas Forestry (or any subsidiary or affiliate APP company).
- Apply this suspension to all direct and indirect suppliers to Mattel, including products manufactured on Mattel's behalf by third parties.

These suspensions must remain in place until APP/Sinar Mas Forestry implements commitments to stop deforestation for the production of its pulp and paper products.

In order to prevent future problems and to become a leader in the use of sustainable forest products, we also request that Mattel immediately implements a new procurement policy for all pulp and paper products, including packaging. In the annex to this letter we have suggested the elements that should be incorporated in any comprehensive approach to this issue. We offer our support and expertise in the development of this policy.

Finally, you will of course be aware that this is not the first time that Greenpeace has undertaken campaign work in relation to Mattel and the toy sector. It is extremely disappointing to note that comprehensive action still has not been taken to eliminate toxic chemicals in products and packaging. If Mattel is to become a genuine champion of sustainability, a reduction of greenhouse gas emissions and elimination of the use of toxic chemicals in the production and supply chain must be prioritized.

I look forward to hearing from you, and can be contacted at (202) 462-1177. When Mattel is ready to take substantive action on this issue our team will be available to meet at your earliest convenience.

Sincerely,

A handwritten signature in black ink, appearing to read 'Phil Radford', with a long, sweeping horizontal line extending to the right.

Phil Radford  
Executive Director