



Environmental Policy Statement

The Management of Keel Toys recognises that the products and activities relating to the business have an impact on the environment.

It is our policy to seek to operate under the requirements of BS EN ISO 14001:2004 in order to manage our impact on the environment. Through operation of the system we will ensure that a framework exists to set and review the company's environmental objectives and targets.

The company undertakes to identify and demonstrate compliance with all applicable environmental legislation and other requirements that affect our operations.

We are committed to working towards continual improvement through evaluation and review of our performance, and to prevent pollution arising from our activities.

Objectives are established around our commitment to reduce packaging and electronic wastes entering landfill and to transport our products in a manner that minimises our impact on the environment.

The management team are committed to continually investing in staff training and development at all levels and evaluates their performance through the appraisal system process and client reviews.

Responsibility for upholding this policy is truly Company-wide under the guidance and with the assistance of the Managing Director and the Management team, who encourage the personal commitment of all staff to address the environment as part of their daily activities.

This policy is communicated to all persons working for or on behalf of the organisation, and is available to the public on request via our website.

Richard Keel
Managing Director

