

LEGO Service {SrvReqNo:[8005881797]} | EN - BG

LEGO Service <SERVICE@LEGO.COM>

di 24-1-2017 15:05

Postvak IN

Aan:lijlijntje@hotmail.com <lijlijntje@hotmail.com>;



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Dear Marjolein,

Thanks for getting in touch with us.

It is very nice to hear that you and your son are such big LEGO® fans and I am sorry that you are not happy about a few points.

We try really hard to make good toys that are creative, imaginative and fun! Actually we have a team of experts in Denmark whose job it is to invent LEGO® sets. I know they spend ages checking that every toy they dream up is:

Creative - so LEGO fans can do or make anything  
Imaginative - so any idea can be brought to life  
Challenging - for real hands-on (and "minds-on"!) play  
...And fun!

LEGO toys have changed a lot since we started making our classic sets (which many parents remember from their own childhood). Not every LEGO set is right for everyone and matching the right set to the right LEGO fan is up to each parent and child - which is why we make such a huge range for you to choose from!.We do have our own ranges like Architecture, City, Creator, Elves, Friends, NEXO KNIGHTS, or Ninjago™ and more.

We've added adventure, fantasy and sports-themed sets to our ranges for 5 - 12 year old LEGO fans. All our fantasy and historical ideas are based on the classic story of "good versus evil". They allow children to explore both sides as part of their natural development but are not meant to be violent. So although we now make lots more toys, I hope you see it's still really important to us that all the LEGO sets we invent are fun, imaginative and help fans, young or old, to learn.

Regarding your feedback about our prices, I can only let you know that a lot of thought goes into finding the right price for a LEGO set. Of course we want to make sure that you can afford it. But at the same time, making a LEGO toy isn't cheap because we pay a lot of attention to detail and quality. LEGO sets come with building instructions, lots of free great games and information on our website and must live up to our motto: Only the best is good enough! Our pieces are made from a special, strong plastic that goes through a 28 point quality check list. After the plastic is turned into LEGO bricks or minifigures, we put them through even more tests.

We might not be the cheapest toys on the shelves, but rather than being the cheapest, we want to give you some great building experience that lasts a lifetime.

Speaking about the quality of our bricks, I would like to refer to the suggestion that you would information about what our bricks are made of.

Having a positive impact on our planet is very important to us and you might have heard that we are investing a \$150 million to establish a Sustainable Materials Centre. This new centre will focus on exploring new sustainable materials for packaging as well as LEGO bricks.

This does not mean that we want to replace plastic. We want to find sustainable sources to replace our current oil-based raw materials, and plastic can also be made from sustainable or bio-based raw materials.

The current oils-based plastic materials we use have been carefully chosen to make sure we can provide the best play experience for children and - of utmost importance - high quality and safe toys. They live up to everything we expect on play experience, durability, quality and safety - but they are not from sustainable sources. By investing in our Sustainable Materials Centre, we are taking up the challenge of finding new sustainable materials and making sure we continue to have a positive impact on the planet for future generations.

If you'd like to find out more about, please visit: <https://www.lego.com/en-gb/aboutus/responsibility/environmental-leadership>.

Listening to what LEGO fans have to say helps us get better and better so I'm going to pass your comments to the team in charge of these areas.

I hope I could refer to all your points made.

Have a lovely week!

We want to make sure we're doing a good job for you, so you'll always find the link to a four-question survey in our emails. Please tell us how we did today:

[LEGO Survey link](#)

Please let us know if you need anything else.

Kind regards,

Rebecca  
LEGO® Service

Did You Know?  
LEGO products are on sale in 140 countries!

Just use the "Reply" button on your email program to reply - but please don't change the subject line or your email could get lost.



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**From:** lijlijlijntje@hotmail.com  
**To:** ERMSSUPRT2/CSWEBFORM@LEGO.COM/P11CLNT411 <CSWEBFORM@LEGO.COM>  
**CC:**  
**Sent:** 23.01.17 11:17:35  
**Subject:** WEB FORM :{sender:[lijlijlijntje@hotmail.com]}

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Content:  
emailguid:005056BE33CE1ED6B8AAA4FEC9728FFE  
firstname:Marjolein  
lastname:Van de Donk  
street1:Marin Drinov 25  
street2:Flat 5  
city:Sofia  
postalcode:1504  
region:  
country:BG  
language:EN  
telephone:  
mobile:  
emailid:lijlijlijntje@hotmail.com  
child:N  
topic:Question  
subjectlevel1:Other  
subjectlevel2:  
subjectlevel3:  
subjectlevel4:  
subjectcode:  
emailsubmitdate:23.01.2017  
emailtimestamp:0000036719  
contactid:1195700  
contactguid:9EE827A715524DA89A45C71CA32F275F  
comment:Dear Lego,

My oldest is 4. After playing with Duplo for a while Lego was introduced. I can not begin to list the things he has built with it. It is simply amazing what is going on in that little brain. And it is true, I see it, he take blocks and tries out new stuff, challenging himself on his level. It is amazing!

Now, Lego was IT as-well for me when I was a kid. I played with it for ages, and build mostly houses and insides of rooms, completely with decorations. For weeks on end.

Now, when I look at what Lego is doing I think it rocks! He is going to have so much more fun when he grows up, with the Lego that is more and more complicated. I head there is even going to be programmable Lego? How cool is that!

But when I try and find new Lego for him I get disappointed. He had a real big box of Lego Classic which is cool. But than came police and bad guy. Not really an inspiration. And it gets worse after that with al kinds of swords, shooting, things catching fire, etc. Even atthis young age.

Than there is also the incredible heap of \$!+= which is non-other than the same thing the neighbours do. Star wars? Disney? Superheroes? When is Lego going to create its own story

again????

I could not find anything on the environment? What are you blocks made of? Can't you use recycled materials? And where are melange "coloured" bricks? I am sure somebody in your office would love to develop a kick-ass environmental worrier collection? Can you let me know about this? I wouldsure love a box.

Thank you,  
Kind regards,  
Marjolein van de Donk

PS I would like an answer, I would love to blog on this. No worries, I do not have many readers ;-)! [www.marjoleinvadedonk.com](http://www.marjoleinvandedonk.com)

PS Jenny and Nigel, so cool!  
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