

THE STANDARD THAT BUILDS BUYER CONFIDENCE & DELIVERS REAL CHANGE

AT A GLANCE



Industry:
Toy manufacturing



Joined ESCP:
10+ years

CHALLENGES

- Meeting strict compliance standards
- Rising buyer expectations
- Multiple audits

SOLUTIONS

- Single globally recognized ethical sourcing standard
- Hands-on training

HIGHLIGHTS

- Annual savings of 100,000 RMB
- Staff turnover cut to 30%, from 50% five years ago

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Charlie Tian

Senior Quality Manager
Tak Yuen Plastic Products
(Dongguan) Co., Ltd.

Tak Yuen Plastic Products (Dongguan) Co., Ltd. has become a trusted supplier to some of the world’s most recognizable toy and consumer brands, including Bandai, Hallmark and Basic Fun.

With clients expecting more and compliance standards getting tougher, strong manufacturing alone isn’t enough to protect your reputation. Factories also need to lead on areas such as worker well-being, safety, fair treatment, and responsible business practices.

And for Charlie Tian, Senior Quality Manager and a veteran of 20 years at Tak Yuen, the Ethical Supply Chain Program (ESCP) has become an essential partner in addressing these areas.



TANGIBLE SAVINGS AND INTANGIBLE BENEFITS

Joining ESCP more than a decade ago opened doors to high-value global clients, says Charlie: “In the toy industry, it’s the most recognized compliance standard in mainland China. To give an analogy, having the certification is like earning a degree from Tsinghua or Peking University – it carries real authority and credibility. Without it, doing business with major international clients is almost impossible.”

But the benefits have gone far beyond client access. One of the biggest wins has been cutting down on duplication: “Being ESCP certified helps us avoid about six audits a year. That saves us roughly 100,000 RMB (\$14k USD) and 15 working days annually. That’s a tangible saving, but even more important are the intangible benefits, such as improvements in the compliance system, better working conditions and higher employee satisfaction – things that can’t be measured in money.

“ESCP’s process is professional, respectful and constructive. It feels like a real partnership. The auditors aim to build a dialogue with the factory; their progress visits flag issues as they develop and ESCP give us guidance to resolve them well before our certification renewal period. It’s a complete 180-degree change from what it was 10 years ago, when it used to seem like the purpose of many auditors was purely to find problems and penalize the factory.

“These days it’s completely different: the style is far more collaborative. There’s no wall between factory management and auditors, who now work with us to identify issues, provide suggestions, and even share examples from other factories. This is my personal experience – no exaggeration, no embellishment, just the truth.”

BUILDING CONFIDENCE THROUGH TRAINING

With fewer audits disrupting production and a stronger compliance framework in place, Charlie and his team have more time to devote to continuous improvement.

Alongside regular guidance and system improvement advice, every one to two years he and a colleague attend a two-day professional training course delivered by ESCP.

The sessions aren’t about learning the basics – having been involved with the ESCP for many years, Charlie is already familiar with those – instead, they focus on updates, changes and practical ways to remain aligned with requirements and raising performance.

SOLUTIONS

“For me personally, the program has been a huge growth opportunity, especially in compliance, social responsibility and safety,” he says. “I didn’t know much about these areas at first, but I’ve learned gradually by working closely with ESCP. Now, I’ve built up the skills and confidence to manage our systems effectively and perform in line with expectations.”

Crucially, the knowledge doesn’t stay with just a few people: “We always bring what we’ve learned back to the factory, revising our internal procedure documents to incorporate the training content and ensuring it is applied and promoted in practice. We train around 40 colleagues, from senior management to workshop supervisors, ensuring that everyone is on board – not just ticking boxes for an audit, but building a true culture of compliance.”

In late 2023, the factory was selected for an unannounced audit by a major international customer, known for applying one of the most rigorous compliance standards in the industry. Despite the short notice and strict requirements, the factory passed the audit at the first attempt. “It was a tough standard to meet,” Charlie says. “But we were well prepared, and our internal systems were ready. That result gave us real confidence to reflect on how far we’ve come.”

BETTER WORKING CONDITIONS AND LOWER EMPLOYEE TURNOVER

In 2025, Tak Yuen partnered with ESCP to host a well-being session for 30 employees, focused on parent-child communication, emotional support and achieving a healthy work-life balance. The response was overwhelmingly positive, Charlie notes. “Many workers said they’d never received training like this before. It helped them recognize the importance of family communication, despite the demands of factory life, and gave them practical tools to stay connected with their children even when they’re apart from them.”

Sessions like these are part of a broader shift toward employee well-being, he adds. “Since joining ESCP, we’ve improved working conditions, introduced better health and safety standards, and enhanced employee benefits. The result has definitely been a more satisfied workforce. This is backed up by our employee turnover rate, which has gone down from around 50% five years ago to 30% in our most recent figures.”

For factories considering ESCP membership, the advice is clear: “If you want to work with big international customers, certification is basically your ‘passport’ to get in. It also boosts your company’s credibility and recognition, which helps secure orders more easily. On top of that, ESCP helps improve your operational environment, health and safety, and overall compliance management.”

A GLOBAL COMMUNITY OF RESPONSIBLE BUSINESSES

Charlie and his team are working toward a clear goal: to pass all social compliance audits on the first attempt, with zero-tolerance issues and no systemic weaknesses. They're also eager to see the program evolve further. "We hope ESCP will continue to integrate more codes of conduct so that more clients accept a single, unified standard. That would reduce the number of audits even more and help the entire industry progress."

For Tak Yuen Plastic Products, being part of ESCP has meant more than just meeting compliance requirements. It's helped to build stronger systems, improve day-to-day conditions and create a workplace where people feel more supported.

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