



LEELINETOYS · FACTORY-DIRECT MANUFACTURING PARTNER

Felt Busy Book Materials & Safety Guide

For Toy Brands, Montessori & DTC Sellers — The Felt, Fabric & Compliance Behind a Safe Quiet Book

A felt busy book is the first "toy" a toddler presses against their face. The wrong felt, the wrong findings, or the wrong adhesive doesn't just look cheap — it can be a safety liability. This guide walks you through the materials we use, the standards we test to, and the questions to ask any factory before you commit a single quiet book to production.

100

UNIT MOQ

5–7d

PROTOTYPES

99%

ON-TIME DELIVERY

LeelineToys — Direct Toy Manufacturing Partner

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1 The Felt & Fabric Materials

What goes into a quiet book, and how to choose it safely

MATERIAL	WHY WE USE IT	KEY SAFETY / CARE NOTES
Polyester Felt	Colorfast, pill-resistant, machine-washable. 1.0–3.0mm thickness, 240gsm+ base, holds shape through years of hands.	OEKO-TEX Standard 100. Any Pantone. Keeps a crisp edge when laser-cut. 10-wash-cycle retention guaranteed.
Wool-Blend Felt	30–70% wool gives a denser, premium hand-feel for keepsake gift books and high-end lines.	Naturally flame-resistant (EN71-2 pass). Resists pilling. Not always machine-washable — check care label.
Organic Cotton Felt	GOTS-certified, breathable and hypoallergenic — the safest option for 0–3 and skin-contact products.	Grown without pesticides, processed without harmful chemicals. OEKO-TEX Standard 100 certified.
Plush / Coral Fleece	Ultra-soft cover backing and quiet-book mounting pads. Adds a premium, comforting tactile layer.	Tested for fiber shedding and pilling. 5+ wash-cycle retention. EN71-2 flammability tested.
Findings	Velcro, resin buttons, zippers, snap fasteners, ribbons and crinkle film that make a busy book "busy".	CPSIA-compliant, baby-friendly. Pull-tested to ASTM F963. Attached by stitch, never glue.

2 Good vs. Bad Fabric: What to Look For

The details that separate a safe quiet book from a liability

- ☐ **Certified, traceable felt — not "generic craft felt"**
OEKO-TEX Standard 100 certification is the minimum. Ask for the certificate number per batch, not just a logo. The fabric should be traceable to a supplier, with a material declaration on file.
- ☐ **Stitched, not glued**
Gluing is a shortcut that breaks down in a toddler's mouth and in the wash. Pages and findings should be sewn and overlocked. If a factory wants to glue, walk away.
- ☐ **Embroidered features, not sewn-on**
Eyes and details applied by embroidery can't detach. Sewn-on safety eyes or buttons can. For 0–3 age products, embroidery-first is the non-negotiable rule.

3 Safety Standards a Felt Busy Book Must Meet

The certifications your market, retailer, and customs expect

STANDARD	MARKET	WHAT IT COVERS FOR A FELT BUSY BOOK
OEKO-TEX™ Standard 100	International	Restricts harmful substances — phthalates, formaldehyde, azo dyes, heavy metals — in every felt, thread, and finding. Class I is required for products for children under 3.
EN 71 (CE)	Europe	The 3-part European toy safety directive: mechanical/physical (Part 1), flammability (Part 2), and chemical migration (Part 3). Required for the CE mark.
ASTM F963	United States	The US consumer toy safety standard — sharp points, small parts, seam strength, attachment of fastenings, and labeling. Required for US retail.
CPSIA / 16 CFR	United States	Lead, phthalates, and the small-parts cylinder (16 CFR 1501, 31.7mm). Requires a permanent tracking label on the product and packaging.
ISO 8124	Global	The international toy safety standard, harmonized with EN71 and ASTM. Useful for markets like Australia, Canada, and Latin America.
GOTS	Optional	For organic cotton felt. Confirms the cotton is grown without pesticides and processed without harmful chemicals — the sustainability claim your brand leads with.

Certified does not mean testable.

Ask for the third-party test report — from SGS, Intertek, or TUV — dated for your product, not a generic "we are certified" line. Pre-filed reports clear customs and satisfy your retailer.

4

Five Gate Tests Before a Quiet Book Ships

Standard QC isn't enough for a toy a toddler presses against their face



Small-parts & choke test (16 CFR 1501)

Every button, snap, and velcro piece is passed through the 31.7mm cylinder for the 0–3 age group. Anything that fits is redesigned or eliminated. Features are embroidered, not sewn-on.



Edge & stitch tension (ASTM F963)

Every seam is pull-tested to a 70N minimum (over 7kg) with double-stitching or overlocking, so no felt layer separates and no finger gets trapped. Passes 5,000+ test cycles.



Dye fastness & color bleed (ISO 105)

Felt and thread are tested for colorfastness to water, sweat, and rubbing, including a 24-hour 37°C immersion. No color migration onto skin or adjacent pages.



Velcro / button pull force (ASTM F963)

Closures and buttons are pull-tested to a 40N minimum and cycled 2,000 times so the grip holds without fatiguing. Loose findings are re-stitched or fail-gated.



Washability & flammability (EN71-2)

Books are machine-washed 10 cycles at 30°C with no pilling, seam failure, or color loss. Felt and accessories pass the EN71-2 flammability test.



Batch-level traceability

Every felt roll and finding lot is logged with a batch ID. Material certs, inline QC, and final test reports stay on file for 5 years. If a question ever arises, we trace it in hours, not weeks.

5 Questions to Ask Your Factory

A quick supplier-readiness test — bring this to your first call

DO ASK FOR	RED FLAG IF THEY SAY...	LEELINETOYS ANSWER
What's your real minimum order?	"3,000 units to start."	100 units per design — test a market without the gamble.
Is the felt OEKO-TEX certified?	"We use craft-store felt."	Yes — OEKO-TEX Standard 100, Class I, per batch.
How fast is a production-grade sample?	"4–6 weeks."	5–7 days, with two revision rounds included.
How long is bulk production?	"We'll see when we get there."	20–25 days from sample approval, written into the quote.
Who owns the design and files?	"We keep them."	You do — transferred in writing, retained 5 years for reorders.
Are safety eyes sewn or embroidered?	"Sewn-on eyes are fine."	Embroidered for 0–3. Nothing sewn-on that can detach.
What compliance docs ship with the order?	"We can do them later, at extra cost."	EN71 / ASTM F963 / CPSIA / ISO 8124 pre-filed — included.
Can you scale without re-tooling?	"You'd re-quote / re-mold."	Yes — scale 100 → 5,000 without restarting tooling.

Ready to build a soft, safe, certified quiet book?

Share your design, sketch, or target age group. We'll send a material recommendation, safety review, and transparent quote within 24 hours — no pressure, no commitment.

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