

The LEGO Story: Brick by Brick

LEGO

Founded in 1932 by Ole Kirk Kristiansen, The LEGO Group has grown to be one of the most recognizable toy companies in the world. LEGO caters to all age groups with bigger blocks for younger children, and more intricate builds for adults. LEGO's popularity has allowed partnerships with successful franchises that promote and benefit both parties. The commitment that LEGO has to product quality and customer satisfaction is one that companies should strive towards. Recognizing its role as a cultural phenomenon, LEGO endeavours to minimize its carbon footprint and promote sustainable manufacturing practices. Constant innovation allows LEGO to remain a frontrunner of the toy industry.

History of LEGO



Ole Kirk Kristiansen starts a toy company selling wooden toys

1932 — 1946

LEGO
Leg Godt = Play Well


The LEGO name is officially used for the first time

"Only the Best is Good Enough"


To try to save money, Godtfred Kirk Kristiansen applies two layers of varnish instead of three to a batch of wooden ducks. Ole Kirk makes him retrieve the whole batch and add the last coat of varnish.




1946 — 1953



Ole Kirk attends a demonstration of an injection molding machine




Automatic Binding Bricks are first sold




All bricks are rebranded as LEGO Mursten (LEGO Bricks)

1955 — 1967




Launch of LEGO Town Plan




Launch of LEGO wheel

Before After

Stud and tube brick patent is submitted to allow bricks to interlock



First LEGO train with rails and 4.5-volt motor



LEGO DUPLO bricks introduced
DUPLO = double

1968 — 1973

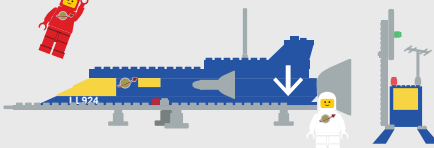


LEGOLAND family park opens in Billund and welcomes over 625,000 visitors during the first year of operation




Modern LEGO logo introduced

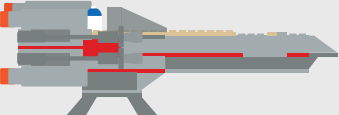
1978 — 2008




Introduction of LEGO space system, colorful transparent bricks, and the modern minifigure



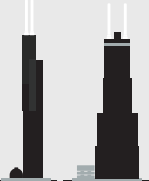
FABULAND bridges the age gap in between DUPLO and LEGO



First franchise collaboration with Star Wars



LEGO becomes the first toy company to join the United Nations Global Compact, the world's largest sustainability initiative



Beginning of the LEGO Architecture series

2011 — 2024



Submissions open for LEGO set ideas



Release of The LEGO Movie

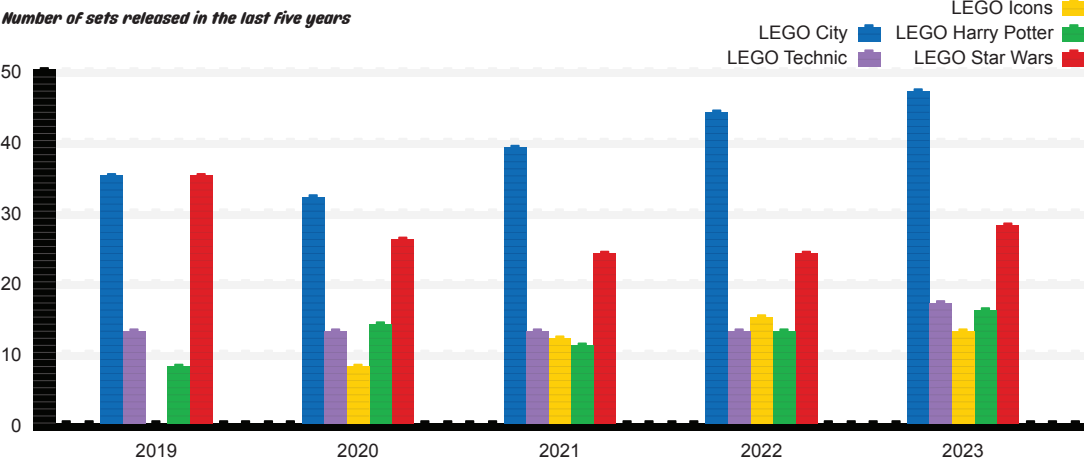


LEGO joins the WWF Climate Savers program

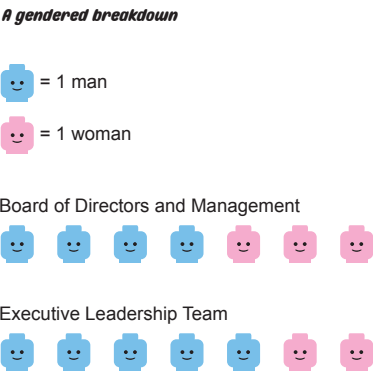
Minifigure Evolution



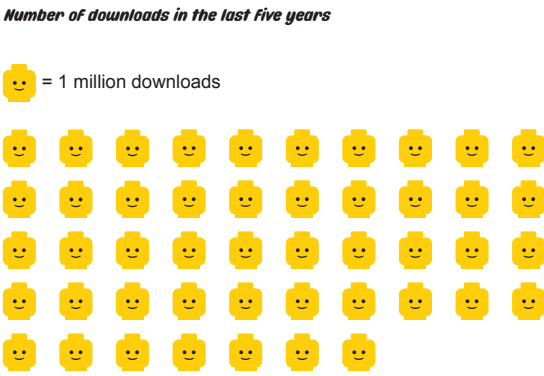
Most Popular LEGO Themes



LEGO Company Leadership




LEGO Builder App Downloads





A More Sustainable Approach

Since its inception, LEGO has tried to be sustainable. Ole Kirk Kristiansen used scrap wood to make yo-yos, and took apart the yo-yos to use as wheels. Now that LEGO primarily manufactures plastic bricks, there is a greater responsibility to ensure production does not harm the planet.





Bio-PE is made from **ethically sourced sugarcane** and has been used to make flexible parts since 2018



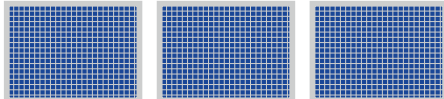



Bricks made from **recycled materials** are in the prototype phase



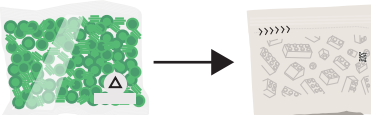



In 2021, over **20,000 solar panels** were added to LEGO factories around the world






Paper packaging roll out has already started and will continue throughout 2024





LEGO pledged to **reduce** greenhouse gas emissions by **37% by 2032**, and have **net-zero emissions by 2050**



Graphics by Adina Weiss