We believe VTech stands for innovation and practical, down to earth products that develop creativity and bring people together. But behind the products, who are we as a brand, what is our profile and what expresses our personality? To help you understand us better, we would like to share with you some of our core values.

VTech core values

Innovation
While we are a technology-based company, innovation in design and functionality are major elements of our success.

Quality
We always deliver quality, that is both satisfying and beyond expectations.

Value
Value is a measure of efficiency. We take pride in providing both value-for-money and quality products.

Reliability
Safety and durability are paramount. Naturally, both elements are critical to VTech's credibility.

Practicality
We believe in substance rather than hype - we find that consumers do, too. Every feature in a VTech product is tightly linked to its practicality and functionality.

Style
Style or design is inherent to VTech. All our products reflect a subtlety and simplicity that complement the user's environment and establish new trends.