

HABA inspires game fans in Essen

World's largest trade fair for board games has started

Bad Rodach, October 05, 2023 - From October 5th to 8th, game fans from all over the world will come together at SPIEL Essen. HABA is also presenting itself at the leading trade fair for board games this year with around 50 new products and classics from the children's and family games sector.

The trade fair appearance is more important than ever for the Upper Franconian toy manufacturer: HABA is currently going through the most difficult phase in its more than 85-year history and is repositioning itself within the framework of temporary self-administration. "Even under the difficult conditions that we are currently struggling with at HABA FAMILYGROUP, it was more important than ever for us to come to SPIEL Essen," says Stefanie Frieß, responsible for marketing and sales in HABA management: "With our new start, SPIEL Essen come at just the right time to show which direction we are taking. In order to regain our old strength, HABA will focus in the future on high-quality toys and games to promote the development of children, while HABA Pro wants to expand its market leadership in furniture for daycare centers and all-day facilities."

The new children's game "Sniffing Stars" delights young and old alike

"Sniffing Stars" is a memory game for children ages four and up with a special rotating mechanism and imaginative illustrations. With this children's play highlight, HABA returns to its roots, because HABA, like no other toy brand, has always stood for long-lasting products made from sustainable materials. The colorful stars are made of high-quality beech wood and are made in Bad Rodach. When designing the game, the focus was on the sensible use of wood with other materials such as cardboard and metal. In addition to "Sniffing Stars", classics such as "Orchard" and the 2019 children's game of the year "Valley of the Vikings" can be put through their paces at the HABA trade fair stand in Essen until October 8th.

About the HABA FAMILYGROUP

For over 85 years, the HABA FAMILYGROUP has been supporting families and institutions with high-quality products in the core areas of family life, games, education, movement, clothing and furniture. Since its foundation in 1938 by Eugen Habermaass, the HABA FAMILYGROUP, based in Bad Rodach, has been in family hands.

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