



Play your world.

## PRESS RELEASE

### Easter with HABA: Gift ideas for true moments of happiness

**Bad Rodach, January 30, 2024.** The lovely products from HABA are perfect for Easter and make children's eyes light up! With games and toys, little explorers can immerse themselves in colorful worlds and let their imagination run wild to their heart's content. True to the motto: Play your world.



#### Build your world the way you like it



Parents and children alike can count on this surprise! The colorful **Basic Building Blocks, Medium Set** made of durable wood are guaranteed to be a highlight at Easter. The building blocks are convincing all along the line: even little architects from the age of one can create their first little towers and elaborate structures. The first wobbly stacks quickly become real buildings. The geometric shapes also encourage hand-eye coordination and children develop increasingly complex creations. With a little childlike imagination, they can create their own creative

worlds full of towers, bridges, and houses in free play. A great advantage: the colored and natural blocks can be mixed and matched, making it even more fun. By the way: Only solvent-free paints are used for the color and the staining is only water-based. The colorful blocks are therefore guaranteed to be saliva-proof.

**Basic Building Blocks, Multicolored, Medium Set, 2010921001, 85 building blocks, from 1 year, RRP €79,99**





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### First Games in pocket size



HABA's games for children teach the first rules and mechanisms. With "**Little Orchard**", play enthusiasts aged three and up learn about a variety of fruits – age-appropriate and without pressure. The compact version of the HABA classic offers long-lasting fun: once the little ones are familiar with fruit, it's time for the first real games with a simple set of rules. Will the players manage to be quicker than the cheeky raven and harvest the fruit by matching colors and shapes? Together with parents, grandparents or friends, they can achieve their goal.

[Little Orchard](#), 1004907001, from 1 year, RRP €6,99

### Always by your side: Mini Dolls Guardian Angel

With their cheerful smiles, the cute Mini Dolls Guardian Angel invite even the youngest children from birth to look at, grasp and love them. Compact and cuddly soft, the guardian angels are ideal for



small children's hands to grasp – thanks to the firmly sewn clothing, everything stays in place when playing. When the kids get a little older and start kindergarten, the guardian angels will continue to faithfully accompany them on their way thanks to their high quality! The angels are just as individual as the children themselves, so everyone will find the perfect guardian angel! Together they will make unforgettable memories.

[Mini Doll Guardian Angel Nora, 17 cm](#), 1306785001, from 0 months, RRP €17,99

[Mini Doll Guardian Angel Mara, 17cm](#), 1306784001, from 0 months, RRP €17,99



**Unicorn Glitterluck – Game Collection**  
2010879004  
RRP: €39,99  
From 3 years



**Bamboo Rally Cup**  
2010883004  
RRP: €29,99  
From 6 years



**Insularo – A Nest with a view**  
2010903004  
RRP: €24,99  
From 8 years



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### **About HABA**

With the lovingly designed products from HABA, children discover the world in their own way and immerse themselves in creative play worlds. Completely free to play without rules and guidelines, children experience real moments of happiness together with their families. At the same time, HABA encourages children's development without pressure and with lots of fun. The child-friendly products have been created with heart and passion for over 85 years. HABA is there for children and their families. Every day. From the beginning. For a lifetime.

**HABA – Play your world.**

### **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. It combines the well-known HABA and HABA Pro brands under its umbrella. Since its foundation in 1938 by Eugen Habermaass, the HABA FAMILYGROUP, based in Bad Rodach, has been in family hands.

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