

Plenty of fun for the littlest ones

Creative play and music making: HABA presents new products for children from one year of age

Bad Rodach, December 2022 – So much can happen within a year: Just yesterday the baby was still tiny – but already by their first birthday they curiously explore the world around them, discover connections, and try out their first sounds and words. For precisely this exciting phase, there are two new products from HABA that provide plenty of creative playing fun and guarantee long-lasting enjoyment thanks to being manufactured from high-quality wood.



A moo, a baa... Welcome to the farm!

It is always fascinating how much children can dive into free play. What about going on an "excursion" to the farm? In the new **Play World Farm from HABA**, the little ones can feed horses, cows and sheep together with farmer Tim, look after the garden, or explore the farm with the bright red tractor. The highlight: The house not only serves as practical storage for at home and on the go, it is also part of the game itself. It serves as a stable, barn or feeding place, for example.

Together with the lovingly designed wooden figures, a small farm world is created that encourages children to role play for the first time – whether alone, with siblings or with mom and dad. This benefits both creativity and linguistic development; and on top of that, the game playfully brings little farmers closer to the animal world. If you're looking for a little inspiration, the set also includes age-appropriate game ideas developed exclusively by HABA game developers.



Sound and rhythm live here

Early musical education – it sounds serious but can also be a lot of, sometimes loud, fun! With the **metallophone Sound House from HABA** for children from one year of age. In this "music school," the only thing setting the tone is the children themselves! With four effects, little ones can familiarize themselves with different sounds and rhythms as well as compose their own melodies. On the roof there is a small metallophone and two clattering elements; the corresponding mallet is included in the set. The house itself hides a little bell, and a colorful frog rattle adds extra fun. The wooden house is small and compact enough to make music almost anywhere – and robust enough to withstand even the most energetic little musicians.



Product information

HABA Play World On the Farm

Materials: beech wood, cardboard, polyester.

Contents: 22 wooden figures (1 farmer Tim, 1 tractor, 1 cow, 1 horse, 1 pig, 1 rooster, 1 hen, 1 goat, 1 cat, 1 dog, 1 milk churn, 1 manger, 2 straw bales, 2 bushes, 3 trees, 3 fences), 1 rulebook.

Price: RRP €49.99

- packaging becomes a farm house
- ideal for transport and storage
- contains age-appropriate game ideas
- can be expanded as needed
- encourages role playing
- encourages creativity and development of language skills



HABA Metallophone Music Academy

Materials: lime plywood, beech, brass, polyester, aluminum.

Dimensions: L 22 x W 10 x H 12 cm.

Contents: 1 music academy, 1 rattle frog, 1 mallet.

Price: RRP €49.99

- encourage the musical development of children via the medium of play
- 5 music makers to encourage rhythm
- with 4 exciting sound effects: Rattle, little bell, clatter and metallophone
- made of sturdy wood





About HABA

HABA has made it its mission to bring joy to children. At the same time, children also develop abilities such as social, fine motor skills, and communication skills. Our products allow children to develop at an age-appropriate level and without pressure. Our toys allow us to accompany babies and toddlers in all their individual developmental stages. We go on expeditions and adventures in nature with children and our Terra Kids outdoor products. People of all ages come together at the table with our family games. We support children and their families. Every day. From the very start. For a lifetime.

About the HABA FAMILYGROUP

For over 80 years, the HABA FAMILYGROUP has been enriching families and institutions with high-quality products in the core areas of family life, games, education, movement, clothing, and furniture. Under its umbrella, it unites the well-known brands HABA, JAKO-O, HABA Pro, and HABA Digitalwerkstatt. Since its foundation in 1938 by Eugen Habermaass, the HABA FAMILYGROUP, based in Bad Rodach, has been owned by one family. The CEO is Tim Steffens. The company employs around 2,000 people and generates an annual turnover of around 360 million euros.

Press Contacts

Public Relations
Dana Hanf/Kristin Weiß
August-Grosch-Straße 28-38
96476 Bad Rodach, Germany
E-mail: presse@haba.de

bauchgefühl GmbH
Balou Thiergart
Dolivostraße 9
64293 Darmstadt, Germany
E-mail: thiergart@bauchgefuehl.com

