



# HABA PRESS RELEASE



## New spring products and industry exchange: HABA invites you to the Virtual Spring Trade Fair 2021 from January 27-30

Christmas presents have long been unwrapped – it's high time to start the new year with fresh new toy ideas! HABA will be presenting these, as well as a full program of events, at the first Virtual Spring Trade Fair 2021. In addition to discussion and dialogue formats, industry specialists can look forward to live product presentations and digital play.

The current focus of discussions and workshops is the interface between analog and digital play – a perfect topic for the purely digital trade fair and the future-oriented variety of products offered by HABA and the HABA Digitalwerkstatt (Digital Workshop).

Do you want to know more? Then register now via XING and secure your free ticket here: <https://de.xing-events.com/PPQLVUT.html?discountCode=Presseticket>



In the accompanying brochure, Antonia Gutscher from the HABA Fairs & Events Team talks about the challenges of trade fair organization and presents the new spring products **CleverUp!** and **LogiCase**. There is also an insight into the amazing classic of HABA children's games: In 2021, "The Orchard" is celebrating its 35th anniversary.

### Varied and challenging: LogiCase and CleverUp!



The LogiCase puzzle sets allow children to train their puzzle solving skills with colorful tasks. Only when they select the correct answer with the included wooden pin will they be able to lift the card out. The starter set can be selected based on the area of focus and can then be supplemented with extensions for difficulty.



Higher, more slanted and more daring is the principle of the new **CleverUp!** building block system. Simple mathematical connections are conveyed through play, and skills such as spatial thinking, understanding of statics and fine motor skills are trained.

### HABA presents discussion formats with authors and game developers

HABA is expanding its digital offering with a modern service. From spring,

HABA offers monthly digital presentations that are open for new ideas and dialogue with authors. More information will follow shortly.



### **About HABA**

Since 1938, HABA has been making children's eyes light up, from the very start. For more than 80 years, the company has been developing and manufacturing high-quality and durable products that provide children with fun and age-appropriate developmental support. These include the familiar games in the yellow box, toys made of wood and fabric, as well as imaginative home accessories and furnishings, exciting books and beautiful gifts. Over the decades, the company has grown substantially and continually developed. Today, HABA products are sold in more than 50 countries. HABA branches are spread over multiple continents, and more than 10,000 retailers, both domestic and international, know the company as the "Inventors for children."

### **About the HABA Family of Companies**

As a family-owned company operating worldwide, the HABA Family of Companies has been enriching families and social, public and private institutions with high-quality products in the core areas of family life, play, education, movement, fashion and furniture for over 80 years. With headquarters in Bad Rodach, the HABA Family of Companies unites many well-known company brands under one roof, including HABA, JAKO-O and Wehrfritz. The company has been family owned since its establishment in 1938 by Eugen Habermaass. The CEO is Tim Steffens. The entire company employs over 2,000 people and generates annual sales of around EUR 360 million. You can find detailed information about the company history, company philosophy, production and much more at:

[www.haba.de/unternehmen](http://www.haba.de/unternehmen)

[www.haba-firmenfamilie.de](http://www.haba-firmenfamilie.de)

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