

Perfect companions for an all-round successful start to school from HABA and JAKO-O

Bad Rodach, August 2023 – Starting school is an exciting, emotional milestone for the whole family. When it comes to choosing school materials and products, the anticipation is immeasurable. Whether it's a school bag, lunch box, or small gifts for their first day of school: JAKO-O and HABA offer everything your child needs – in the high quality parents are used to and with many thoughtful details that will delight young and old alike.



A worry-free start to the school day with the JAKO-O school backpack premium set

This all-round worry-free package offers premium quality and workmanship at excellent value for money. The set comes in three different designs and includes eleven products in total, each of which will make children's eyes light up with their clever and thoughtful details. The ergonomic, **extendable school bag**, for example, has a padded back and is even breathable thanks to the mesh fabric.

The inside offers plenty of storage space and is divided up into various handy compartments, so your child will never lose track of anything. **Reflective** stripes and design elements ensure safety.

JAKO-O, [School Backpack Premium Set](#), 1417747, available in 3 colors

The **high-quality set** also includes many additional clever products:

- A **robust gym bag** with drawstring and zipper
- A **large sports bag** with space for shoes, snacks, and more
- A **handy pencil case** with many straps to keep everything in place
- An **extra pencil case** with wide-opening zipper & five pencil straps
- **Set of magnetic buttons** with various pictures for children to decorate and personalize their school bag
- A **20-piece pen & pencil set** – fits perfectly in the pencil case
- A **clearly organized wallet** that little school beginners can hang around their necks to keep their transport ticket and money safe
- A **high-quality glass drinking bottle**, packed in a protective insulated cup and a washable fabric bag
- A **lunch box set** with removable dividers

JAKO-O 2-in-1 fantastic folder: collect report cards and capture memories

School days are full of exciting moments that children and parents will want to remember forever: a child's first report cards, colorful artwork from painting class, attempts to write their name, a picture of them and their best friend – with the **report card and memory folder**, all this and more will have a place of honor. In addition to handy sleeves, the folder offers 13 insert sheets that can be personalized. This product comes in two different designs so everyone can create their own special and personal memory album.



JAKO-O, [Report Card and Memory Folder](#), 1421356002, in 2 color options, with insert sheets for writing on and personalizing

Who turned the clock? Learn to tell the time through play with JAKO-O



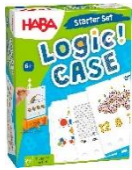
When children start school, telling the time becomes more important. When does school start in the morning? When does it finish? How long is recess? Children develop a growing understanding of time. Parents can support this curiosity at home with the high-quality **learning clock** made of wood. Hours, minutes, and seconds are easy to recognize on the simple clock face. The hands in bright colors stand out so they can be found and followed at a glance.

JAKO-O, Learning Clock, 1449389, in 2 color options, made of high-quality wood

Gift ideas for the first school-day gift cone that children will love

To celebrate the start of school, many parents give their children a first school-day gift cone. This is a big highlight for the little ones and sweetens up the start of school! HABA and JAKO-O offer a wide range of practical and fun gifts that are guaranteed to make your child smile:

Gift ideas from HABA:



Logic! CASE Starter Set 6+

1306121001

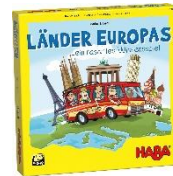
- colorful puzzle fun
- 40 question cards
- promotes logical thinking and concentration
- available in a range of different versions
- ages 6 years and older



Undersea Explorer

1307017001

- simple rules to start playing quickly
- for 2-5 people
- shimmering cards with a glossy effect
- ages 7 years and older



European Countries

1304532001

- an exciting game of knowledge
- with a difficult version of the game for Europe experts
- for 2-4 people
- ages 8 years and older

Gift ideas from JAKO-O:



Elementary School Desk Pad

1421347002

- 59 x 42 cm
- both fun and educational
- printed on one side
- anti-slip reverse side



Magnetic Buttons for School Backpack

1406240006

- 7 cm diameter
- Set of 2
- high-quality printed synthetic leather



Toucan Lunch Box

1449610001

- 2 pieces
- dishwasher-safe
- made of 50% recycled materials
- includes mini box

For even more inspiration

for your child's first day of school, check out our lookbook!

About HABA and JAKO-O

Under the HABA FAMILYGROUP umbrella, the HABA and JAKO-O brands enrich the lives of families day after day – with high-quality products from the core areas of play, movement, clothing, and furniture.

HABA has made it its mission for over 80 years to bring joy to children and at the same time to help them develop in an age-appropriate and playful way. Whether with baby and children's toys, games, puzzles, outdoor products, or children's room accessories.

And JAKO-O? Inspired by real life, the brand's clever products have been providing many carefree family moments for over 35 years. With well-thought-out and modern children's clothing, creative toys, craft material, and nature discovery items, versatile movement fun or challenging media for children aged 0–10 years.

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, playing, education, movement, clothing, and furniture. Under its umbrella, it unites the well-known brands HABA, JAKO-O, and HABA Pro. The HABA FAMILYGROUP, based in Bad Rodach, has been family owned since its establishment in 1938 by Eugen Habermaass.