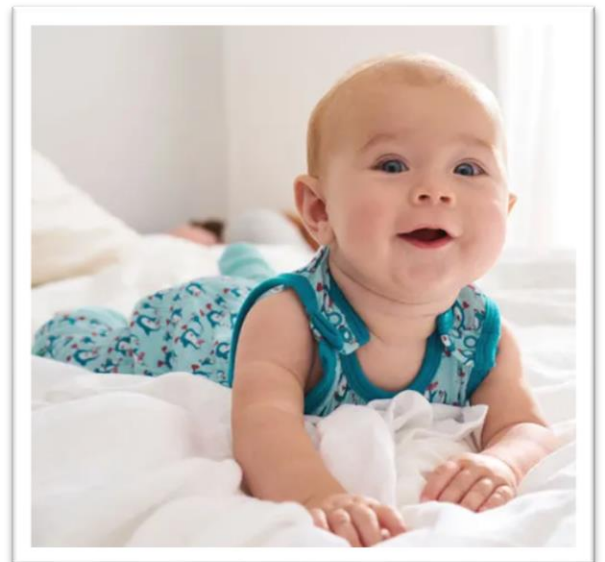


New JAKO-O products get you in the mood for summer

- Summer's breezy trend: Muslin made of natural cotton
- The "Am Meer" (at the seaside) collection is exclusively illustrated by Johnny Lambert
- Smart grow-with-me swimsuit for longer use

Bad Rodach / May 2022 | JAKO-O gets you in the mood for summer: Many products made of **skin-friendly muslin** for the littlest ones, perfect for hot days.

There's a reason that the material is so fashionable: Two layers of pre-washed crinkled fabric made of pure, **OEKO-Tex® certified cotton** are woven together at points for particularly lightweight comfort. This makes the muslin wonderfully **breathable and absorbent** at the same time. It means that the littlest ones are optimally protected from the sun, but don't get sweaty. The muslin stays dry and cuddly even on hot summer nights. From versatile soft cloths to sleeping bags and smart clothing, [the JAKO-O shop](#) has everything little muslin lovers desire.



The new **"Am Meer" (at the seaside) collection** is wildly fun: More than 300 children's books bear **Jonny Lambert's** signature, and he has now also illustrated marine animals exclusively for JAKO-O. The unusual motifs can be found as high-quality prints on the latest clothing. Many items are also made from sustainable materials. See the full collection [here](#).

JAKO-O stands for clever products that can do more, think ahead, and last longer. The **grow-with-me swimsuit** in cheerful striped look is a practical companion for the beach and pool. The double line of snap fasteners in the crotch has two advantages: The suit **can be adjusted by one size** to fit even longer. It also makes **changing diapers** or potty visits very easy. This makes the swimsuit perfect for use with swim diapers. A



comfortable fit is guaranteed thanks to the **high-quality workmanship** and wide straps – for endless water fun. Find even more smart summer companions [here](#).

About JAKO-O

JAKO-O is the companion for everyday family life. The clever and inspiring children's items are tailored to the needs of families with children from 0 to 10 years old. Whether clothes, furnishings for the children's room, lunch boxes, tidy-up bags, vehicles, travel or kitchen equipment – the entire world of JAKO-O can be found in the online shop <https://www.JAKO-o.com/de>. And the FIT-Z brand continues when children grow up – with fashion & more in proven quality from size 128.

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, FIT-Z, 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 annual sales of around 360 million euros.

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