

The new breeze.upp room concept from HABA Pro – room to breathe deeply in day-to-day childcare life



Bad Rodach, November 2022. Childcare is a place that is full of play and development opportunities. Everyday life there is characterized by new, wonderful adventures that accompany the children as they grow up – just like the teachers who support them with this. However, educational professionals also face challenges. The work is often turbulent and requires flexibility in all areas. They need space to romp around and do crafts, but also retreat areas and quiet islands for organization and administration. Practical room solutions can be a great support here and help relieve the burden of their daily work. This is where **HABA Pro** comes in, with its **breeze.upp room concept**.

breeze.upp – geared towards the needs of children and educational specialists



breeze.upp supports teachers in their work with clever furniture solutions. All furniture can be rearranged in just a few simple steps. This means that the furniture can be individually adapted to various everyday situations with little effort. Children and professionals are given space to relax with each other and also to breathe deeply – even in stressful situations. The breeze.upp elements offer precisely this and combine playful elements with practical ones, such as sound insulation solutions. In this way, the room is designed based on the needs of children and teachers.

HABA Pro



"With our varied team, we have developed a room concept that supports both children and educational professionals in the day-to-day childcare environment. Children have enough space to develop, play and romp around. They can also withdraw from time to time and rest a little. The same applies to educational professionals. This supports their physical and mental health."

Felicitas Bauer, Product Manager Furniture

Flexible furniture for flexible working

The breeze.upp furniture makes rooms flexible and multi-functional. For example, the counter in the reception area combines playful elements with practical – while the adults are talking, children can use the crawling gap below to play. Play space also quickly becomes storage space. The solutions are designed holistically and therefore offer individual application possibilities for all areas. Whether in the entryway, group room or staff room – the products are not only robust, but also particularly lightweight so that they can be moved and re-positioned quickly without great effort. Function and play value go hand in hand.



For

Reduced stimuli colors & modern design so stress doesn't a chance

stand



The design also contributes to a relaxed day-to-day life at childcare. The restrained, bright colors bring tranquility to the room. They become a canvas for children and educational professionals to fill with color together. By laughing, playing and having fun. Color and shape flow into each other, allowing easy placement in the room. In this way, they support the reduced stimuli, needs-oriented character of this environment. The rounded, soft shape of the furniture minimizes the risk of injury to children.

"The products are intended to enrich and facilitate the everyday life of children and educational professionals. It is therefore important that design, function and play value go hand in hand. The furniture was also designed to be easy to use. Stools and tables, for example, have been designed to be lightweight so that they can be easily moved by both children and teachers. This prevents back problems in the long term and thus makes a significant contribution to maintaining health."

Michael Wirsing, Lead Product Designer Furniture



About HABA Pro (formerly Wehrfritz)

HABA Pro is pooling the years of expertise of the HABA FAMILYGROUP in the education sector and focuses on the future competencies of children. As a reliable partner, the brand provides passionate and enthusiastic assistance to customers in all matters relating to education, creativity, therapy and



room solutions – both within Germany and internationally. Whether innovative design concepts, individual consultation and planning or products that meet the highest standards of quality and safety – Wehrfritz offers everything for companies, educational institutions, daycare, preschool, childcare and after school care from a single source. The offer is completed by services in the area of digital education as well as sophisticated solutions for the care and business sector.

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, 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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