

## Adventure at the dining table: JAKO-O's new products turn food into an exciting experience for children



**Bad Rodach, March 2023.** Trying new things and doing things for ourselves – this is also the motto of the little ones when they learn to eat. Children love to explore new food on their plate with all their senses. **JAKO-O** supports precisely these moments with new, smart products for healthy and enjoyable eating habits.

### Maximum food fun with a sustainable tableware set

Ready, set, eat! The **three-piece JAKO-O tableware sets** let children of different ages discover their taste preferences with pleasure and enjoyment. Colorful and fun pictures on plates, bowls, and tumblers provide an extra portion of joy. Eco-conscious parents will also love the tableware, thanks to the innovative, **100% natural material combination of bio-circular plastic and wood fibers**. The robust and durable sets are manufactured in Germany and can also be put in the dishwasher and microwave – perfect for busy everyday family life.



**JAKO-O by koziol organic tableware set, 3-piece, 1442768, from 7 months, four designs**

**Bio-circular plastic** is made from recycled plant oils from industry and the restaurant business, with the addition of wood fibers from the maintenance of sustainable forests and leftovers from paper production.

No additional arable land is required to produce alternative raw materials.

The tableware is free of plasticizers, BPA, melamine, and formaldehyde and is fully recyclable.

### No more wet sleeves when eating and washing up



Whether learning to wash their hands, feeding themselves, or helping with the washing up – it's quite normal for children to get messy here and there. Thanks to the **JAKO-O children's sweatshirt with waterproof inserts** on the sleeves and belly pocket, the often unavoidable splashes of water are no longer an obstacle for little explorers. The **water-repellent sweat material featuring Bionic Finish Eco** ensures dry arms at all times and can be reactivated by ironing after washing. The wide opening in the neck and the press studs for quick and easy closing also make it particularly easy for children to dress themselves.

**Children's sweatshirt, waterproof insert, 1408664, size 80/86 – 110/116, two designs**

### Cheerful T-shirts whet the appetite for fruit and vegetables

Encouraging children to eat healthy food is an art in itself. Many parents will know that fruit and vegetables are rarely among children's favorite foods. JAKO-O's new T-shirts for children show that cucumbers, leeks, and bananas can also be cool: the colorful pictures with cheeky slogans encourage even the biggest fruit and vegetable avoiders to discover and enjoy them. The GOTS-certified shirts are extremely skin-friendly and comfortable thanks to their high cotton content.

**T-shirt, 1416543, size 116/122 – 152/158, four designs**



**More products for the dining table adventure:**



- Porcelain plate with wiping rim,**  
442844, set of 2
- set of 2 porcelain plates
  - for Baby/Mini from 7 months
  - with high rim for spill-free spoon filling
  - includes matching cutlery and bib (textile and silicone)



- Baby romper suit,**  
1396003, size 56/62 – 80/86
- airy and lightweight summer romper suit made of soft jersey
  - for babies up to 2 years
  - GOTS certified
  - can be completely unbuttoned in the crotch for easy diaper changing
  - with cross closure at the



- Harem trousers,**  
1416538, size 116/122 – 152/158
- summer trousers in 95% cotton
  - for children from 6 to 10 years
  - elasticated comfortable waistband for extra freedom of movement
  - summery and airy cut

**About JAKO-O**

JAKO-O is a brand of the HABA FAMILYGROUP from Bad Rodach and has been offering clever products and clothing for children aged 0 to 12 for over 35 years. The products are inspired by the real lives of parents and children. And are of such high quality that they not only last for a long time, but also bring joy for a long time and provide families with many carefree moments. Parents can rely on this with a clear conscience in every situation – whether it's well-thought-out toys, creative arts & crafts materials, exciting nature explorer items, fun and varied movement games, or challenging media.

JAKO-O. Just be a child.

**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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