

## **HABA at SPIEL Essen - the world's largest board game fair**

**Bad Rodach, September 20, 2023** - HABA is once again exhibitor at SPIEL Essen in 2023, the leading trade fair for board games. In addition to exciting novelties, fans of board games can look forward to HABA's highlight of the year: "Captain Pepe, Treasure ahoi!" HABA is also bringing along the first and only legacy game for children in life-size format. Sail the seas and feel like a pirate? With this year's gaming highlight, "Captain Pepe, Ahoy Treasure!" children transform into living game pieces, embodying parrot Pepe and his crew on the game board.

In addition to novelties in the family and children's games segment, the Upper Franconian toy manufacturer will also be presenting HABA classics such as the 2019 Children's Game of the Year "Valley of the Vikings", "Orchard" and "Puff Pastries", which has been accompanying children growing up for 20 years. From October 5th to 8th, approximately 50 games from HABA can be thoroughly tested. The trade fair appearance is on the one hand an important impulse for resellers and on the other hand a commitment of the HABA FAMILYGROUP to the HABA brand and the consistent new orientation "HABA 2030 - for our children of tomorrow".

### **Back to the roots with "Star Sniffers"**

"We focus on what has made us strong over the past decades. There is so much experience, passion and creativity in every single HABA product. We can show all of this at SPIEL in Essen, because there are people who love to play just as much as we do at HABA. The spirit of the fair is unique and we look forward to inspiring board game fans from all over the world with our HABA games," explains Stefanie Frieß, responsible for Sales and Marketing in the HABA FAMILYGROUP.

Key elements of the future path include a high quality standard and a more consistent focus on sustainably produced toys and furniture. One example of the family business returning to its roots is the new children's game "Star Sniffers," which will be introduced at the fair. Children aged four and above go into a colorful enchanted forest where stars have to be won. The colourful stars made of high-quality beech wood are manufactured in Bad Rodach and, in addition to the varied play material, ensure long-lasting playfulness and children's happiness.

SPIEL Essen is the world's largest fair for board games. In recent years, it has not only attracted approximately 1,000 exhibitors from 100 nations but also up to 180,000 board game fans during the public days.

### **About the HABA FAMILYGROUP**

For over 85 years, the HABA FAMILYGROUP has been supporting families and institutions with high-quality products in the core areas of family life, games, education, movement, clothing and furniture. Since its foundation in 1938 by Eugen Habermaass, the HABA FAMILYGROUP, based in Bad Rodach, has been in family hands.



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