

Welcome to the HABA FAMILYGROUP: 23 young people start their professional lives

Bad Rodach – September 6, 2021 - At the start of September, a new phase of life began for 23 junior staff with the start of their training. From wood mechanics to production technology and media design – this year, the family-owned company has trainees in ten specialties at the Bad Rodach and Eisleben sites. "We are very pleased that so many young people have found their way to the HABA FAMILYGROUP and once again welcome them and wish them a good start!" says Tim Steffens, CEO.

The first week was all about getting to know each other. During this time, there was a lot of information about the HABA FAMILYGROUP, the course of training and future activities. One highlight of the introductory week was a trip to the Banz Forest Climbing Garden. The trainees demonstrated their teamwork skills while climbing, doing archery and carrying out cooperation exercises. "The apprentice buddy model will be new this year. Even before the training began, new trainees were able to learn about their buddy from the second year apprentices through a personal profile and also ask them questions in a digital exchange. We want this to help make it even easier for our new trainees to get started," explains Ramona Zwierlein, Talent Management.

Training has a long tradition and is a high priority in the HABA FAMILYGROUP. The family-owned company has been training staff for 80 years. The application phase for the coming year has already begun. You can find more information about The Playground at <https://habafamilygroup.com/en/work-with-us>



About the HABA FAMILYGROUP

The HABA FAMILYGROUP has been enriching families and institutions with high-quality products in the core areas of family life, play, education, exercise, clothing and furniture for over 80 years. Under its roof, it unites the well-known brands HABA, JAKO-O, FIT-Z, Wehrfritz, project and the HABA Digital Workshop. Since its founding in 1938 by Eugen Habermaass, the HABA FAMILYGROUP, headquartered in Bad Rodach, has been family-owned. Tim Steffens is the managing director. The company employs around 2000 people and generates annual sales of around EUR 360 million.

Press contact

Corporate Communication
Ilka Kunzelmann
August-Grosch-Straße 28-38
96476 Bad Rodach
Tel.: +49 9564 929-2414
E-Mail: pr@habafamilygroup.com

