

### HABA FAMILYGROUP to close all HABA Digitalwerkstatt locations - promotion of future skills to continue

**Bad Rodach - April 19, 2023** - The HABA FAMILYGROUP will close the locations of the HABA Digitalwerkstatt in the coming months. The business model has not been able to achieve positive economic development over the past seven years, despite multiple conceptual adjustments. After careful consideration of the current educational landscape and the long-term viability of the program, the Upper Franconian family-owned company has decided to no longer operate its eight HABA Digitalwerkstatt locations in Germany.

#### **Education stays a focus topic**

The HABA Digitalwerkstatt was created in 2016 to give children, their families and educational professionals hands-on experience with digital technologies and empower them in their use of them. Future-proof education will continue to be a high priority for the HABA FAMILYGROUP. By tying the content from the HABA Digitalwerkstatt more closely to the company's product world, the educational landscape in Germany will continue to be enriched in the future.

The HABA FAMILYGROUP would like to thank all employees, customers and partners of the HABA Digitalwerkstatt for making children digitally strong over the past years. "Closing the sites is painful for everyone involved. We are working closely with our works council to find an appropriate and at the same time socially fair solution for these employees," says Dr. Mario Wilhelm, Director Human Resources & Legal.



### **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. Under this 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 in family hands. The company employs around 2,000 people.

### **Press contact**

Corporate Communication  
Ilka Kunzelmann  
August-Grosch-Straße 28-38  
96476 Bad Rodach  
E-Mail: [pr@habafamilygroup.com](mailto:pr@habafamilygroup.com)

