

Fun and games with HABA: Toy manufacturer on the road in Germany

Bad Rodach, July 29, 2023. Play and build with HABA – From July to December 2023, families can immerse themselves in the colorful play world of HABA as the toy manufacturer from Bad Rodach in Upper Franconia is touring **selected shopping centers** in Germany. The starting shot was fired in Schwabach in July.

Children and families can look forward to the ultimate playing experience and can put a wide range of games from the HABA assortment through their paces in the Games Café.



Joining in the fun is the **highlight game from HABA: Captain Pepe, Treasure Ahoy!** In a life-sized game, children and families become the ship's crew and slip into the roles of heroes Charly (monkey), Bob (beaver), Oscar (meerkat), Mia (cat), and Tuga (turtle).

Visitors say: "It's great that we have the chance to try out the HABA games here"; "Thoughtfully created stand"; "It was really fun".

Little master builders can look forward to a **huge construction set with building blocks**. Why building blocks? Stefanie Frieß, Sales and Marketing Director, explains: "HABA building blocks have accompanied many generations as they grew up. Touching wood has been proven to have a positive effect on the psyche. Creating worlds of their own also helps children to develop their creativity, motor skills, and concentration. Our little architects can even build up their first problem-solving skills through play. But above all, it's just a lot of fun."

Children and their families can enjoy adventures in play with HABA until December 2023.

The **next adventure** awaits visitors in Gera:
August 14 – 19 Gera Arcaden, Heinrichstraße 30, 07545 Gera

Watch this space: more activities are ready to go.

About HABA

HABA has made it its mission to bring joy to children. At the same time, children also develop abilities such as social skills, fine motor skills, and communication skills. HABA products allow children to develop at an age-appropriate level and without pressure. HABA accompanies babies and toddlers in all their individual developmental stages with high-quality toys. The Terra Kids outdoor products make adventures and excursions in nature twice as much fun. With HABA games, fun for young and old is guaranteed. HABA supports children and their families. Every day. From the very start. For a lifetime.

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, and HABA Pro. The HABA FAMILYGROUP, based in Bad Rodach, has been family owned since its establishment in 1938 by Eugen Habermaass.

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