

Inspired by nature: HABA Pro with new educational color scheme for furniture and fittings

Bad Rodach, May 2022

Fresh natural tones, muted brightness for greater concentration and appealing materials – HABA Pro, the educational brand of the HABA FAMILYGROUP, presents a modern and educationally sound concept for the new color scheme of the many room solutions.

The colors are inspired by nature and the range is adapted to the age-appropriate developmental stage of children.

- In **daycares**, natural tones and light colors create a calm, modern atmosphere in which spatial perception, focused vision and early color recognition can be practiced. Individual wall elements, mobiles and carpets create color accents without leading to sensory overload for the littlest ones. The color family includes aqua, soft blues and sand tones.
- In **preschool**, on the other hand, things can be a little more colorful – Bright, homogeneous colors provide a warm, pleasant atmosphere for well-being and development. Character and intelligence can develop optimally in this environment. The dominant color family is earthy, with warm reds and oranges.
- In **primary school or after school care**, children can already filter out unwanted environmental factors and perceive their environment with more contrast. That's why restrained colors such as pastel blue or gray create a productive learning environment. The Dune color family dominates here, with its green, gray and sky blue tones.

"In educational institutions, various users with differing or even contradictory perceptions often come together in one place – a challenge in which we support our customers and offer decision-making assistance for finding the right solution," explains Gertraud Unger, CSO of the HABA FAMILYGROUP.

HABA Pro not only applies the new concept to multi-functional furniture and room textiles but is also redesigning play worlds and decorative elements. Children should feel safe and secure when playing and learning; their moods and concentration are supported and steered by the colors. Teachers receive a high-quality workplace in which the atmosphere supports the functions of the educational areas. All products are now available in the new colors.

About HABA Pro

HABA Pro is pooling the years of expertise of the HABA FAMILYGROUP in the education sector and focuses on the future competencies of children. As a reliable partner, the brand provides passionate and enthusiastic assistance to customers in all matters relating to education, creativity, therapy and room solutions – both within Germany and internationally. Whether innovative design concepts, individual consultation and planning or products that meet the highest standards of quality and safety – Wehrfritz offers everything for companies, educational institutions, daycare, pre-school, childcare and after school care from a single source. The offer is completed by services in the area of digital education as well as sophisticated solutions for the care and business sector.

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, games, education, movement, clothing, and furniture. Under its umbrella, it unites the well-known brands HABA, JAKO-O, FIT-Z, 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.