

### **Shaping the future together: Wehrfritz and project become HABA Pro**

- **Merger under new brand name from January 2022**
- Pooling expertise in the field of education
- **HABA Pro as a strong brand optimally positioned for the challenges of the future**

*Bad Rodach, 6 December 2021*

The HABA FAMILYGROUP is facing changes: The Wehrfritz and project brands are merging into HABA Pro pooling their expertise in the area of education under one strong brand name. The changeover will take place in January 2022.

The dynamic change in the industry and the aim of pooling synergies were the main reasons for this decision: "For many decades, families and educators have relied on our qualified expertise in the field of education, which will change dramatically in the coming years. We want to take on this challenge and join forces to make our contribution to shaping the future of our children all the more with professionalism. To underline this, we will become HABA Pro," explains Gertraud Unger, Chief Sales Officer of HABA FAMILYGROUP.

HABA Pro offers a broad portfolio and support for customers who are already shaping the future of children in education today. Wehrfritz has been developing high-quality teaching and learning materials and creative solutions for more than 80 years and is a complete outfitter for daycare, kindergartens and social institutions. Project offers an innovative range of school furniture and room concepts. Under the new HABA Pro brand, the established portfolio is not only enhanced, but is also constantly expanding with new solutions and ideas. This preserves the strengths of the brands and at the same time creates more

# HABA Pro

room for bold innovations. "Our customers are professionals in shaping the future of our children – just like us. We can tackle change in education through close and professional cooperation. Together we become a pro for the future, a pro for education and a pro for the children," explains Gertraud Unger. The heart of HABA Pro's activities lies in the promotion of children's future competencies. In this sense, the topics to which the brand is devoted in the new year are the promotion of analogue and digital capabilities, creativity and new day-care concepts. In cooperation with the HABA Digitalwerkstatt, the topic of digitalization in the education sector can also be further promoted.

The translation to HABA Pro is accompanied by a new logo. A relaunch of the website is planned for the middle of the year, where the content is presented in a modern and target group-specific manner. Sales structures, services as well as the close connection and consultation of customers remain unaffected by the changeover. HABA Pro should also play a role in the European and American market as part of the internationalization strategy of the HABA FAMILYGROUP. The educational product range is to be successfully expanded here. HABA Pro will therefore continue to stand for sophisticated solutions in the education sector in the future and accompanies all target groups – as a pro for the future of children.





### **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, future-oriented partner, the brand assists its customers in all matters relating to education. Whether innovative design concepts, individual consultation and planning or products that meet the highest standards of quality and safety – Wehrfritz offers everything for schools, educational institutions, daycare, preschool, child-care and after school care from a single source. The offer is completed by services in the area of digital education.

### **About 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.

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