

WE ARE
THE

FAMILY



FOR FAMILIES

WE ARE A BIG FAMILY

The HABA Family of Companies is an internationally active family-owned company that is currently under third generation management. Since its foundation more than 80 years ago it has grown to be an extended family of many different brands brought together under one roof.





Eugen and Luise Habermaass

Klaus Habermaass



Volker, Sabine and Heike Habermaass

In the family for three generations

History



What started modestly in 1938 in the private house of the Habermaass family in Bad Rodach ...

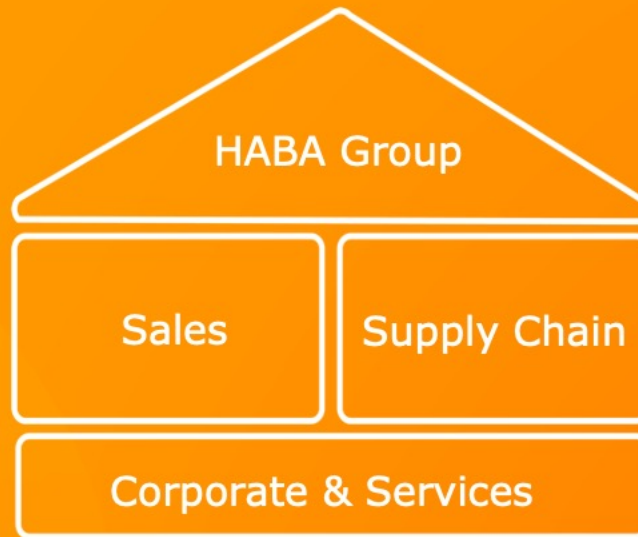


... has grown in all areas over the past eight decades – from the number of employees to the product range and premises. The former "Brauhaus" is now a modern and eco-friendly office building and company headquarters.

BRAND OVERVIEW



Together under one roof



Active shareholders: Heike, Sabine and Volker Habermaass

Managing Directors: Tim Steffens



US IN NUMBERS*

SALES

Total: EUR 356.3 million
Furniture & fittings: 31.2%
Clothing: 28.0%
Toys: 22.3%
Creativity & learning: 8.2%
Movement & sport: 8.2%
Other: 2.2%

DISTRIBUTION OF SALES BY CUSTOMER

Consumers: 44.1%
Educational institutions: 33.4%
Retailers: 15.3%
Business customers: 7.2%

*2020 financial year



US IN NUMBERS*

EMPLOYEES

Total: 2,030

Women: 54.8%

Men: 45.2%

**

Commercial: 48.8%

Administrative: 51.2%

72 apprentices/combined studies

Time with the company: \varnothing 12.3 years

Age: \varnothing 43.0 years

Part time staff: 38.7%

*2020 financial year

** 0% diverse



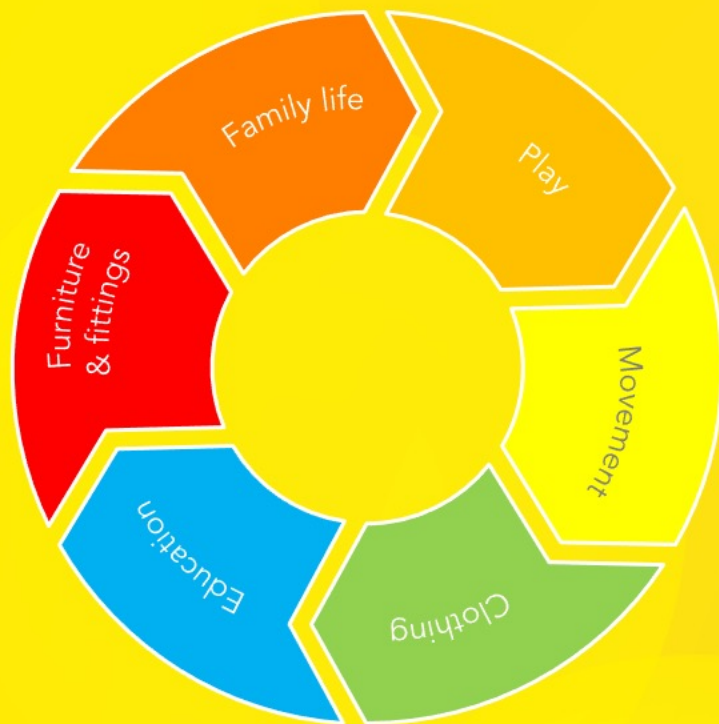
International

Our roots are in Bad Rodach, Upper Franconia. The company headquarters are and will remain here, but our branches reach around the world. Our subsidiaries can be found on many continents – from Europe to Asia and America.

WE WORK FOR THE BEST

TARGET GROUP IN THE WORLD

Since then we have been driven by a passion for value and design, a desire to create joy and added social value and, most importantly, our passion for children and their families.



WE

ARE ALWAYS THERE!

We are enablers and companions for families.

We develop, produce and sell high-quality products for the areas of family life, play, movement, clothing, education, furniture and fittings for families as well as social, public and private facilities.

The HABA logo is rendered in a red, bubbly, rounded font with a thick black outline.The JAKO.O logo features a blue 'J', a green 'A', a yellow 'K', an orange 'O', and a purple 'O', all in a bold, sans-serif font.The FiT.Z logo is in a blue, bold, sans-serif font, with a dot between the 'i' and 'T'.

Our brands for everyday family life

We focus on families with children. We want to enrich everyday family life with our products and accompany families through the exciting time between pregnancy and the almost teenage years.



HABA

HABA develops high-quality and durable products, which provide children with fun, age-appropriate support with their development, right from the start.





JAKO·O

JAKO-O offers a selected range of high quality fashion, well thought out toys, practical everyday helpers and much more, for families with children from 0 to 10 years.





FIT·Z

FIT-Z is a continuation of JAKO-O, because the challenges of everyday life develop almost as quickly as the children themselves grow. FIT-Z offers fashion, products and inspiration that support kids from 8 to 12 years of age in the development of their individual personalities.



Wehrfritz

project 

HABA education

 Digitalwerkstatt

Our brands for education and development

We are experts when it comes to children and what they need for healthy development. That's why, for more than 80 years, we have dedicated all our passion to developing concepts and products that create varied learning landscapes. We are convinced that successful development results when spaces, fittings and educational concepts come together to form a symbiosis.



Wehrfritz

Wehrfritz is a complete outfitter for daycares, kindergartens and social facilities, developing teaching and learning materials, innovative furniture and room concepts.





project.

As an innovative school outfitter, project offers furniture and room concepts for integrated learning environments that support both students and teachers.





HABA education

HABA education supplies educational outfitters around the world with products from the diverse range, which is perfectly tailored to the needs and concerns of educators.





Digitalwerkstatt

In the HABA Digitalwerkstatt (Digital Workshop), children from 6 to 12 years of age can discover the digital world playfully, and acquire important skills for dealing with the new technologies.



Where can we be found?



Everywhere where families and children are!

WE INVEST OUR PASSION

Many months go by between the first idea and a marketable product that will make customers happy, and we work on it together ...





Requested by the customer, made for the customer:

What do our customers need? First of all we identify the requirements and desires, then ensure that the right high-quality products are available at the right price.





Creativity at work:

We create and develop many products ourselves! Our Product Development and Design Departments are full of creative minds. They dedicate all their experience, energy and passion into the development process, drawing, designing, crafting, testing and optimizing until the products are ready for production.





Made to last:

Made in Germany. Whether toys or furniture – our production locations in Bad Rodach (Bavaria) and Eisleben (Saxony-Anhalt) create exceptional products from wooden boards and steel.





Tested and safe:

Fashion, toys, furniture ... We aim to make sure that our products are not only sensible, durable and unique, but also high quality and safe. All of our products are well tested both by our internal quality assurance and also by specially commissioned testing laboratories. This means that our customers can be sure that everything is safe to be enjoyed for a long time.





Perfectly presented:

High-quality products need proper customer communication, which is ensured by our Marketing Department. These colleagues are responsible for cross-media design and implementation of campaigns and advertising measures. We don't just want our customers to purchase our products, we want them to become fans of our brand!





The variety is important:

Our customers are as varied as our brands, which means that our distribution channels are just as diverse. Whether consumer, retailer, educational institution or business customer, our sales team is familiar with each of our target groups and looks after them individually.





Always available:

A call to the customer service center puts our customers in touch with experts that know a lot more about our products than just the order number. We are available for any questions!





On its way:

We have our own Logistics Department in Bad Rodach, which processes customer orders. They prepare and package around 4 million packages every year to be shipped all over Europe.



WE THINK IN GENERATIONS

To us, the value of the HABA Family of Companies is not based on quick success but rather long-term and sustainable actions that remain true to our principles. We focus on sustainable corporate governance. This includes reconciling the requirements of people, the environment and operational performance. Our understanding of sustainability rests on the columns of ecology, economy and social aspects.



ECOLOGY

We produce in harmony with nature.

Active environmental protection and sustainable production have for years formed a solid foundation for our corporate activities. Short distances, modern production technology and innovative materials are a matter of course for us.



ECONOMY

We grow sustainably.

The focus of our economic processes is on long-term, sustainable and profitable growth. We achieve this by building long-term relationships, both with our customers and our suppliers. In the best cases this leads to partnerships that are characterized by deep mutual trust and respect.



SOCIAL ASPECTS

We focus on people.

We are enablers and companions – not only for our customers but also for our employees. We empathize with each individual and encourage their development. That's why we have sustainable human resource policies, which support balancing work and family life.

WE

CONTINUE TO GROW


We aim to offer children the inspiration, play worlds and learning opportunities that they need for their development. Even 80 years after the company was founded, this mission hasn't changed. To achieve it, we will be growing together more closely as a joint corporate group in which brands and employees can continue to evolve and develop, and in which the expectations of our customers are served as well as possible.



Working as a team

Target vision 2023

- We will be a market leader in play and learning experiences for children, with a sensible mix of digital and analog.
- We stand for premium products that can be handed down.
- We have expanded our core market from Germany/Austria to Europe.

A baby with brown hair, wearing a white t-shirt and blue and white striped overalls, is climbing a white sofa. The baby is barefoot and has one foot on the wooden floor and the other on the sofa. A blue denim pillow is on the sofa to the left of the baby. A green cushion is on the sofa to the right. A small red and blue toy car is on the wooden floor near the baby's foot. The background wall has a grey and white geometric pattern.

"Children and their families
are our world and our passion.
We are who we are because of them.
And we do what we do for them."

Habermaass family

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