

Just be a child with the JAKO-O drawing competition

Bad Rodach, June 2023. Right on time for World Children's Day on June 1, 2023, JAKO-O launched a project close to its heart – three delightful hoodies featuring designs by children for children, created with great attention to detail and a desire to spread joy wherever they are worn.



From an idea to a creative favorite hoodie

Everything starts with choosing the right item of clothing. Which clever JAKO-O product is the right one for this particular project? It didn't take long to find the answer: the ever-popular hoodie. The hoodie offers plenty of space for any design and at the same time is very high quality, so children will be able to enjoy it for a long time to come. Whether in winter, on a warm summer's evening at the beach, or as a transitional jacket: the fleecy hoodie is comfortable, versatile, and an essential item in every child's wardrobe – no matter how old they are!

Children become designers

In keeping with the JAKO-O motto and that of the competition "Just be a child", the designs were as different as the children themselves. From eating ice cream to playing with friends, from having fun on the swings to colorful balloons. It was all there. But the designs all have one thing in common: the feeling of small pleasures and lightness in unforgettable moments to cherish, simply being a child!



Teamwork with a capital T

Choosing from the 450 designs was one of the most challenging tasks. Which ones reflect the wishes of children? What is easily recognizable and technically feasible? Which colors will still be clearly visible after printing? The attention to detail as well as the high standards JAKO-O places on its own products were very evident here. The choice of design also needed to reflect authenticity and closeness to the community – so it soon became clear to the eager planners that it should be this community who makes the final decision. Three designs were finally selected and made it onto the hoodies and into our hearts.



High quality down to the tiniest detail

Quality is key at JAKO-O! Every product is rigorously tested multiple times after the first print: for example, the different hoodies are washed up to ten times to ensure that the designs still shine as brightly as before.

Just be a child – from the perspective of the "makers"

The hardworking product developers, designers, and social media specialists who put their heart and soul into the project like to remember what it means to them to just be a child. The answers from the team are as varied as the entries themselves: whether it's playing with friends from the whole village, trying out new tricks on the swings, or being a princess climbing a tree.



"Ultimately, being a child means sharing both unique and everyday moments that are cherished forever. As different as the chosen designs appear at first glance, they show one thing above all: the lightness and joy of childhood. We want to capture and celebrate this on our hoodies." – Stephanie Niedung, Head of Retention / CRM

About JAKO-O

JAKO-O is a brand of the HABA FAMILYGROUP from Bad Rodach and has been offering clever products and clothing for children aged 0 to 10 for over 35 years. The products are inspired by the real lives of parents and children. And are of such high quality that they not only last for a long time, but also bring joy for a long time and provide families with many carefree moments. Parents can rely on this with a clear conscience in every situation – whether it's well-thought-out toys, creative arts & crafts materials, exciting nature explorer items, fun and varied movement games, or challenging media.

JAKO-O. Simply be a child.

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. The company employs around 2,000 people and generates annual sales of around 360 million euros.

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