

## **HABA FAMILYGROUP is "Excellent.Family-friendly"**

**Bad Rodach, October 13, 2021** – The HABA FAMILYGROUP has been awarded the title of the most family-friendly company in Upper Franconia by the Bavarian state government in its "Erfolgreich.Familienfreundlich" (Successful.Family-friendly) competition. The company also received a special prize for creative and individual solutions to support employees during the pandemic. The aim of the award is to honor family-friendly corporate policy and its positive effects on the image and economic success of companies.

"At HABA FAMILYGROUP, we work for the best target group in the world – children and their families. We're very happy about these two awards. Many of our employees are parents themselves, which is why the compatibility of family and career is particularly important to us," said Dr. Mario Wilhelm, Director Human Resources & Legal at the award ceremony. The Bavarian Minister of Labor Carolina Trautner and Minister of Economic Affairs Hubert Aiwanger presented the awards at a ceremony in Munich. "Our award winners show how varied the implementation of family-friendliness can be. It doesn't depend on the industry or the size of the company but instead on the willingness to respond to the needs of employees. This benefits both the employees as well as the entire company," Trautner said when praising the winners.

Nearly 300 companies from all over Bavaria participated in the competition, which was held for the third time as part of the Bavarian Family Pact. A jury of representatives from the ministries, science, foundations and the Bavarian economy selected the winners.



### **About the HABA FAMILYGROUP**

The HABA FAMILYGROUP has been enriching families and institutions with high-quality products in the core areas of family life, play, education, exercise, clothing and furniture for over 80 years. Under its roof, it unites the well-known brands HABA, JAKO-O, FIT-Z, Wehrfritz, project and the HABA Digital Workshop. Since its founding in 1938 by Eugen Habermaass, the HABA FAMILYGROUP, headquartered in Bad Rodach, has been family-owned. Tim Steffens is the managing director. The company employs around 2000 people and generates annual sales of around EUR 360 million.

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