

## **Large donation to the flood area: HABA FAMILYGROUP equips daycare centers**

**Bad Rodach, June 2022.** Solution-oriented, long-term, and doing good all round: The HABA FAMILYGROUP is realigning its donation concept and will increasingly support large-scale projects in line with its core competencies. As the first project within this new concept, the HABA FAMILYGROUP is supporting two preschools in Schleiden (Euskirchen district) in the Eifel region, which were destroyed by the flood in 2021. In spring 2022, the company equipped the containers for the two-year transitional period with everything the children need to be able to experience their familiar everyday life again as quickly as possible without any worries.

The HABA FAMILYGROUP declared to the German Red Cross, the institution's sponsor, that it was prepared to provide fast assistance without bureaucratic red tape and to contribute its entire product portfolio. This includes preschool furniture from HABA Pro, toys from HABA, and everything that children need for living and playing from JAKO-O. The company organized the transport from Bad Rodach to Schleiden and equipped the containers, which have a total area of about 500 square meters. In the planning, care was taken from the outset to ensure that the furniture could be moved to its new home after two years and expanded if necessary.

### **"We want to create lasting value"**

"As a complete outfitter for daycare, preschool, and social institutions, we are in close contact with the sponsors of educational institutions and were able to quickly find out what is most urgently needed. It was important to us to help in the long term and to ensure that the donation could be used for the well-being of the children permanently," says Tim Steffens, CEO of the HABA FAMILYGROUP. "We are a long-established family business and want to create lasting value – we will also pursue this goal when it comes to donations in the future. With this project, we were able to contribute our know-how and many years of experience in the field of daycare and preschool, advance this further, and equip a 'mobile daycare center'. These institutions with flexible concepts are a new form of childcare and are becoming increasingly important in order to respond to changing conditions. That's why we are offering solutions from our portfolio."

### **"It's really important to us to help children"**

As part of the new donation concept, the HABA FAMILYGROUP will in the future support one or two large-scale projects per year in the area of children's education, in Germany and in other countries. The projects that will be funded in the future will be decided in close coordination with the Habermaass family of owners. Sabine Habermaass, Managing Partner of the HABA FAMILYGROUP, explains: "It's really important to us to help children and make them laugh again. That's why we want to focus on selected large-scale projects in the future and support these intensively in the long term with our brands and the know-how of our employees."

### **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, 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.