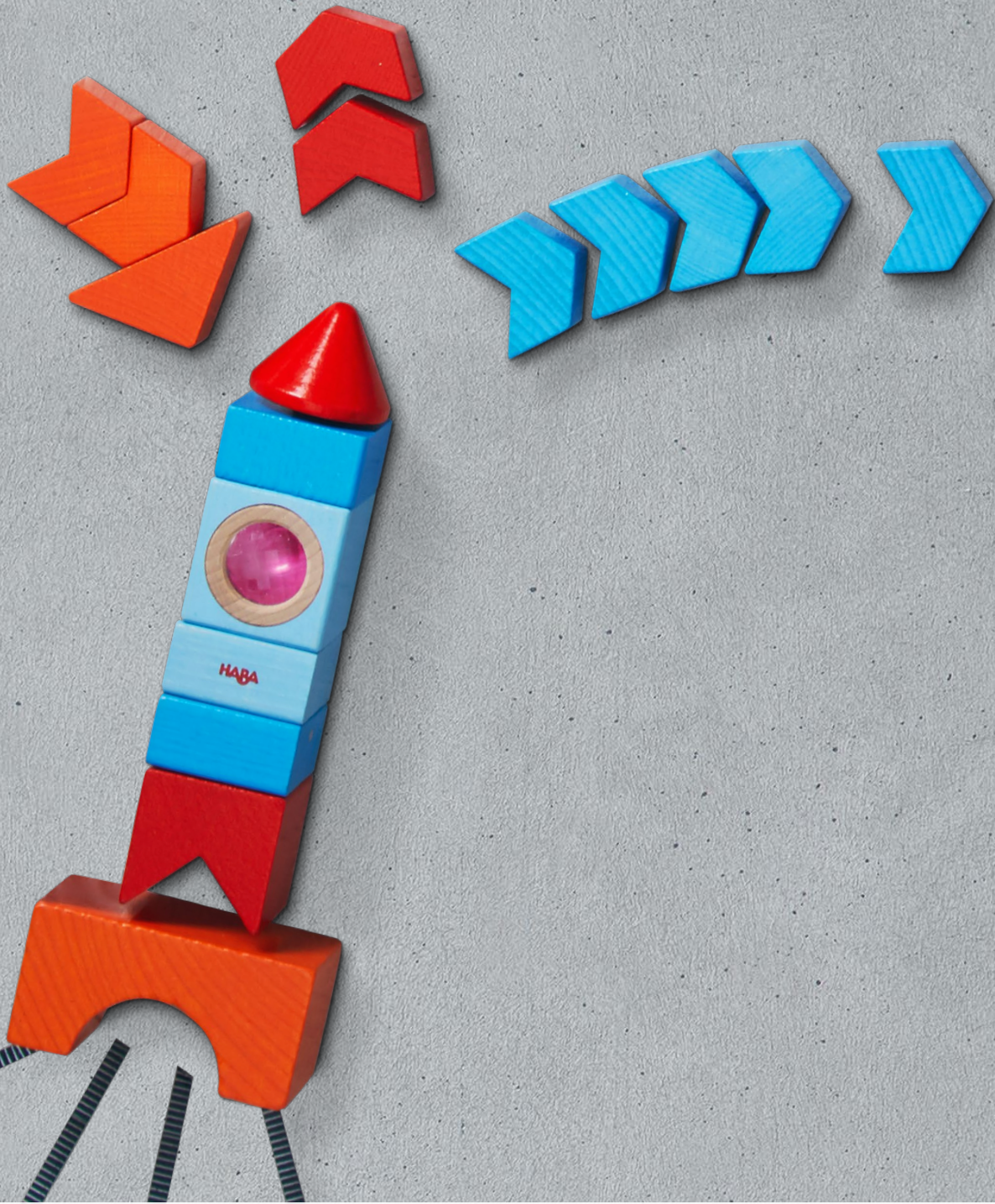


HABA



OUR JOURNEY INTO THE FUTURE HAS BEGUN

NEW HABA PRODUCTS IN SPRING 2021



New year, new toys, new trade fair concept: For HABA, 2021 begins with the first “Virtual Spring Trade Fair” from January 27-30. For the first time, journalists and retailers will meet in a purely digital forum. Antonia Gutscher, Head of Fairs & Events at the HABA Family of Companies, explains in an interview what this meant for the organization and what attendees can look forward to.



Ms Gutscher, why did you decide to organize a digital trade fair for us?

Antonia Gutscher: We thought ahead about the current situation and worked on a digital offer early on. It is important to us that we stay in touch with our partners and journalists, even under the current conditions. At the same time, we also

want to present our new spring products and already gathered some experience at SPIEL.digital in fall – this was where the idea for a Virtual Spring Trade Fair was born.

This Virtual Spring Trade Fair is now just around the corner. How did the organization go?

Antonia Gutscher: There was a lot to do! My team is experienced when it comes to excellent in-person trade fairs, so we researched digital formats and were quickly able to find a partner. This was followed by the familiarization with and design of our digital platform, i.e. our “trade fair stand.” For example, we rented a studio in Munich for our product presentations. All in all, we have learned a lot in recent months and are now looking forward to getting started.

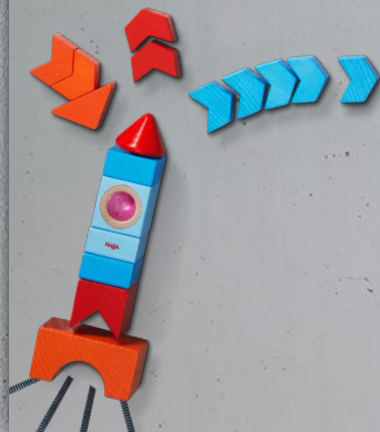
What can attendees expect over the four days?

Antonia Gutscher: On January 27, we will start with a panel discussion featuring top-class journalists, retailers and experts from our company. The topic will be: “From

building blocks to pixels – play at the intersection between analog and digital.” Our new products from the areas of games and toys will be presented in detail and played with in live presentations on all the days. These will be held in both German and English, and we also have media with subtitles in various languages available for later retrieval in the video-on-demand section. However, a trade fair also relies on active dialogue with retailers and journalists. This is why we have set up various spaces in our virtual café where you can participate in conversations and information sessions for the press.

Testing new toys is all about touching them and experiencing them in person. Do you think that a virtual trade fair can replace this?

Antonia Gutscher: We need and want to keep our customers and partners up-to-date. That’s why we have gone to great lengths to make our new products as tangible as possible. We have set up a unique live streaming event. The platform focuses on the experience, discussion and information. But of course, no digital concept can replace the haptic experience of products. Given the current situation, we needed to be creative and switch to digital alternatives. We are naturally also very much looking forward to the day when we can meet our customers and partners face-to-face once again and present our products in “real life.”



January 27-30 The Virtual Spring Trade Fair 2021

www.haba-show.com

HIGHLIGHTS AT THE VIRTUAL SPRING TRADE FAIR

You can expect a wide range of exciting new products as well as interesting workshops and presentations at the Virtual Spring Trade Fair.

Times are changing. Analog and digital

play increasingly goes hand in hand – and we support children in this development with our products. We would also like to discuss this with you and exchange ideas at the virtual spring trade fair.

You will soon find an overview of the events at www.haba-show.com. There's always something new to discover. It's worth visiting.

- Wednesday January 27, 2021 – 12:00
Panel discussion, topic: **From building blocks to pixels**
– play at the intersection between analog and digital
 - Wednesday January 27, 2021 – 13:00
Product presentation of focus innovations
 - Wednesday January 27, 2021 – 14:00
HABA game presentation
 - Thursday January 28, 2021 – 12:00
HABA Education – Digital Starter
 - Thursday January 28, 2021 – 14:00
35 Years of The Orchard
 - Saturday January 30, 2021 – 13:00
HABA Digitalwerkstatt (Digital Workshop) workshop
-

ONCE UPON A TIME 35 YEARS AGO...

This year, HABA game classic "The Orchard" is celebrating its 35th anniversary. A great reason to look back on its creation in 1986, which almost sounds like a modern fairy tale.





Once upon a time, in 1984 in Bad Rodach, Franconia. Klaus Habermaass was looking for ideas for new product groups to give his business a fresh boost. In fall 1984, 16 pocket-sized puzzle games were presented for the first time and remained best-sellers until their discontinuation 20 years later. Encouraged by the success of these puzzle games, the company took the next step. Children's games were presented at the 1985 toy fair. As early as the start of the next year, the foundation stone was laid for "The Orchard."



In an idea competition, teachers and educators submitted their suggestions for new games. Three of them were then put into practice, including the idea for "The Orchard." Easy-to-understand rules, a cooperative game idea and the training of color recognition – the concept was convincing. Illustrator Walter Matheis set creating the design for the new game in summer 1986. He chose spray technology, a method that was not without its challenges, as he remembers: "The unit had no compressed air to power the spray gun. So I quickly removed the compressor from my landlord's old refrigerator and brought it to work."

A creative solution, however Klaus Habermaass was not impressed in the long term. He decided in favor of a permanent alternative – a compressed air hose was threaded up through the concrete ceilings from the locksmith's shop two floors lower, and installed along with a tap. The tool was complete, but for Walter Matheis the work had only just begun. "Each stalk of grass, each leaf and every piece of fruit had to be masked, cut out again and sprayed, sometimes several times. The result, however, was worth the wait. "Finally, after a number of weeks and just in time for the first sale in September 1986, "The Orchard" was ready. The "yellow range" marked the beginning of a success story that continues to this day. Even today it remains an integral part of the HABA range.



CONQUER THE THIRD DIMENSION



The new Clever-Up! building block system invites explorers of all ages to build. In the process, the players not only develop their own skills but also explore the possibilities of the building block system.

Strips, panels, rectangular blocks, cubes, balls, prisms – the new Clever-Up! building block system is as varied as the possibilities.

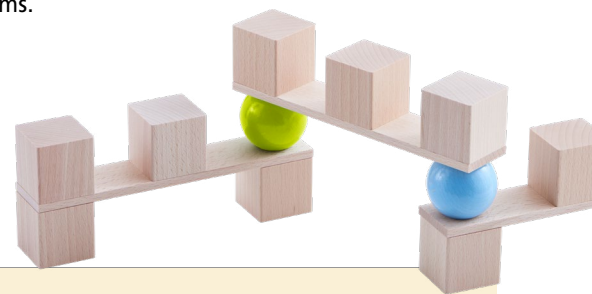
The packages are filled with increasingly complex shapes depending on age. While little ones use panels and cubes like a house of cards on the ground, older building block architects reach for the sky as they create whole buildings or imaginative three-dimensional structures with all the static challenges that accompany them.



Trial and error helps children learn – even though not every structure will be stable, testing and trying different options is an important part of learning and trains children's hand-eye coordination as well as their spatial understanding. Over time, designs will become increasingly demanding and complex. The natural finish wooden building blocks can constantly be used to create new shapes and patterns.



Early steps towards mathematics and coding skills can also be learned in a playful way using the thinking and arranging games in the Clever-Up! systems.



DID YOU KNOW?

We take pride in our wood! Apprentices from the HABA Family of Companies have already been awarded the prize for "Germany's Best Wood Mechanic" by the Association of German Chambers of Industry and Commerce 13 times.

INFO

Simple, naturally finished wooden building blocks are particularly suitable for early exploration. They are easy for the littlest ones to grasp and the shapes can be easily explored with all the senses.

TIP

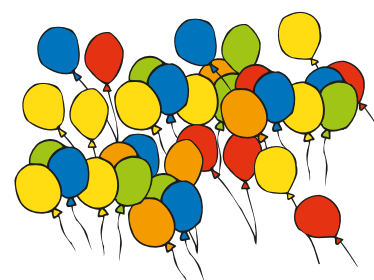
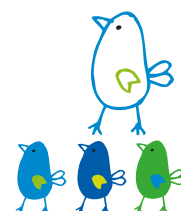
Imagination needs freedom! Children are in motion with their whole body when building. Whether sitting, kneeling or spreading their arms out – children need plenty of space on the ground when building.



LOGICASE: COLORFUL PUZZLING FUN

Whether travelling or at home – riddles and puzzles are fun and in fashion. With the new LogiCase games, children ages 4 years and older can playfully train their concentration and logical thinking – in a handy pocket format for the kid's room or long holiday journeys. Illustrator Susanne Kummer has created colorful visual worlds for every taste. The LogiCase Starter Set contains 77 puzzle cards from nine exciting theme worlds such as pirate, construction site, nature or princess.

The principle is always the same – the cards are placed in the puzzle box and each contain one illustration and, below that, four holes with four possible solutions. Only one of them is correct! Each child can check the answer for themselves, because the card can only be pulled out and the puzzle solved if the included wooden pin is inserted into the correct hole.



9 8 10 6

THE NEW

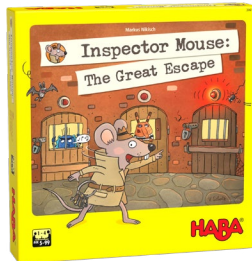
HABA GAMES AT A GLANCE

Rainbow Friends 306175
A fun rainbow game.



4-99 Years
2-4 Players
15 Min.

Inspector Mouse: The Great Escape 306113
A mousy memory game.



5-99 Years
1-4 Players
15 Min.

My Very First Games – Animal Upon Animal 306069
Three wobbly animal stacking games for young stackers.



2+ Years
2-4 Players
10 Min.

Tidy Toyboxes 306129
A speedy searching game.



5-99 Years
2-4 Players
15 Min.

My Very First Games – Maxi's Memory 306062
Two cuddly first memory games.



2+ Years
1-4 Players
5 Min.

Mau Mau Junior – Farmyard 306106
A colorful card game classic.



3-99 Years
2-4 Players
5-10 Min.

Pass the Buck Junior – Sheep & Friends 306134
A fun and crazy game.



3-99 Years
2-4 Players
5-10 Min.

Trumps Junior – Monster Alarm! 306140
A monstrously fun trumps game.



3-99 Years
2-4 Players
5-10 Min.

Dominoes Junior – Safari 306100
A wildly fun dominoes game.



3-99 Years
2-4 Players
5-10 Min.

BRING ALONG GAMES SPECIAL SIZE

Orchard 35th Anniversary Edition – 35 years of Orchard 306150

3-6 Years
1-8 Players
10-15 Min.

A cooperative dice game.



Summer Splash 306034
A new travel-friendly edition of the classic racing game Halma.



5-99 Years
2-3 Players
15 Min.

Vacation Memories 306055
A vacation themed travel version of the classic memory game.



3-99 Years
2-4 Players
10 Min.

Jungle Ladders 306048
The classic racing game as a fun travel game.



4-99 Years
2-4 Players
15 Min.

4 Shore 306041
A fun travel version of the classic 4-in-a-row game.




5-99 Years
2 Players
10 Min.

LogiCase Starter Set, 4+
306118

Colorful puzzle fun.




 **4+** Years
1 Player

LogiCase Extension Set 4+, Animals
306122

Colorful puzzle fun.




 **4+** Years
1 Player

LogiCase Extension Set 4+, Everyday life
306123

Colorful puzzle fun.




 **4+** Years
1 Player

LogiCase Starter Set, 5+
306120

Colorful puzzle fun.




 **5+** Years
1 Player

LogiCase Extension Set 5+, Pirates
306124

Colorful puzzle fun.




 **5+** Years
1 Player

LogiCase Extension Set 5+, Princesses
306125

Colorful puzzle fun.




 **5+** Years
1 Player

LogiCase Starter Set, 6+
306121

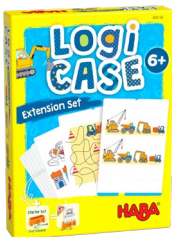
Colorful puzzle fun.




 **6+** Years
1 Player

LogiCase Extension Set 6+, Construction site
306126

Colorful puzzle fun.




 **6+** Years
1 Player

LogiCase Extension Set 6+, Nature
306127

Colorful puzzle fun.



 **6+** Years
1 Player

PRESS CONTACT

Public Relations

Ilka Kunzelmann

Tel.: 09564 929-2414

E-Mail: presse@haba.de



HABA Sales GmbH & Co. KG
August-Grosch-Straße 28-38
96476 Bad Rodach
E-Mail: info@haba.de
www.haba.de