

Wehrfritz at didacta digital 2021

- **Room solutions for daycare, preschool, childcare and after school care**
- **Games that develop multiple skills**
- **Expert presentations on the early support of children**

Bad Rodach, Germany in May 2021. Wehrfritz, a HABA FAMILYGROUP brand, will present some of its products at didacta digital from May 10 to 12, 2021 under the motto "Making children fit for the future and supporting them in an age-appropriate way – right from the start!" In particular educational specialists and educators can then virtually convince themselves of the unique solutions with a high educational value and design. As a strong partner, Wehrfritz stands for clever room concepts for daycare, preschool, childcare and after school care. The furniture is made in Germany and offers a wide range of inspiration for educational institutions for children aged 0 to 6. In the development and design of educational toys, great importance is attached to ideas and inspiration from practical experience. At didacta, Wehrfritz will be presenting the grow.upp play worlds and the new rise.upp room dividers, among other things. The trade fair appearance and program will be rounded off by two virtual presentations on the following topics: "How can digital education be made understandable and tangible for children?" and "What does the preschool furniture of the future look like and how will it make our lives easier?"

Intelligent room solutions for childcare and preschool

The new grow.upp play worlds are a perfect balancing act of security and exciting challenges. They consist of various modules in the form of transitions, towers, ascents and parapets. The combination of challenging climbing options and exciting play scenes can be individually planned. The new rise.upp room dividers for daycares can be played with on both sides and are equipped with exciting sensory motor skills content. A simple connection system means that they can be freely combined and flexibly adapted to any room situation. Play areas in daycares, mixed-age groups or waiting rooms are easy to set up. Cute pushing figures in the form of animals, cars or moons, rotating glitter sticks, pendulum balls, mesh mazes, integrated doll houses, a truck with movable steering wheel, ball tracks and much more can be discovered by little fingers. This guarantees playing fun and high educational value for children from 0 to 3 years. Two different design lines provide visual variety: rise.upp features delicate blue tones and urban elements such as small houses or

a lovingly designed truck. The grow.upp room dividers are based on nature, with subtle green tones and play elements such as woodpeckers and real stones.

On May 12 at 4:00 pm, Sara Schrödel, designer of rise.upp, and Maria Pfefferlein, designer of grow.upp, will discuss the topic of "The preschool furniture of the future" in their 30-minute virtual presentation at didacta and explain how these products are developed at Wehrfritz.

Play series for development of multiple skills

- At didacta, Wehrfritz will also focus on its Felix & Fay product series as well as the Digital Starter Learning Game series. The educational game series Felix & Fay supports teachers in giving children space to consciously respond to their emotions and discuss various emotions both individually and also in groups. This makes children stronger and contributes to good social interaction. Children have an analog start into the digital world with the Digital Starter educational game series. The innovative game concept is based on the children's environment and introduces computer functions with analog materials. With Digital Starter, children learn to decipher codes, understand algorithms and program them – all without a screen.

Anders Fuchs and Prof. Dr. Ute Schmid will present the Digital Starter learning game series at didacta on May 10 from 1:00 to 1:30 pm.

About WEHRFRITZ

Wehrfritz is a holistic provider for the elementary and primary sector. As a reliable, future-oriented partner, the brand assists its customers in all matters relating to education. Whether innovative design concepts, individual consultation and planning or products that meet the highest standards of quality and safety – Wehrfritz offers everything for daycare, preschool, childcare and after school care from a single source. Wehrfritz offers practice-oriented educational and room solutions that use contemporary concepts to orientate themselves to the needs of children and facilitate everyday educational work.

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