

Political commitment to the future of the HABA FAMILYGROUP: Minister President of Bavaria, Dr. Markus Söder, announces grant

Bad Rodach – July 11, 2022 – The HABA FAMILYGROUP will invest two to three million euros in the Bad Rodach location. The family-owned company has launched a new location strategy, which the state of Bavaria is supporting with an investment grant of 2.3 million euros.

"Bavaria is the state of medium-sized and family businesses. These companies are connected to their roots, provide jobs and create value in their regions. That's why we're supporting the HABA FAMILYGROUP investment in Bad Rodach with €2.3 million. This is where fabulous and sustainable wooden toys are created for our children," said Minister President of Bavaria Dr. Markus Söder as he presented the formal notification of the grant to Sabine Habermaass, Managing Partner, and Tim Steffens, CEO. "We are pleased that the state of Bavaria is supporting us in our goals of bringing sustainable wooden toys and much more from Upper Franconia to the world," commented Tim Steffens.

Technological progress for internationalization

The investment will be used for expanding furniture production and logistics over a period of five years. In the future, orders, especially for the American and Asian markets, will be produced and delivered in large batch sizes. In addition to the investment at the Bad Rodach location, investments are also planned at the Eisleben location in Saxony-Anhalt. "We want to evolve, internationalize and become stronger in what we do well – being a trailblazer and companion for children and their families," according to Sabine Habermaass.



Minister President of Bavaria Dr. Markus Söder hands over the funding to Tim Steffens and Sabine Habermaass. (left to right: Tim Steffens, CEO HABA FAMILYGROUP, Martin Mittag, Member of the Bavarian Parliament, Dr. Markus Söder, Minister President of Bavaria, Sabine Habermaass, Managing Partner HABA FAMILYGROUP)



CEO Tim Steffens explains all about HABA 's outdoor range Terra Kids.



HABA Kullerbü: From Bad Rodach to the world. (left to right: Tobias Ehrlicher, Mayor of Bad Rodach, Sebastian Straubel, Head of the District Authority, Sabine Habermaass, Tim Steffens, Martin Mittag, Member of the Bavarian Parliament, Dr. Markus Söder, Minister President of Bavaria, Dr. Jonas Geissler, Member of the Federal Parliament)



About the HABA FAMILYGROUP

For over 80 years, the HABA FAMILYGROUP has been supporting families and institutions with high-quality products in the core areas of family life, games, education, movement, clothing and furniture. Under this 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 in family hands. The CEO is Tim Steffens. The company employs around 2,000 people and generates annual sales of around €360 million.

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