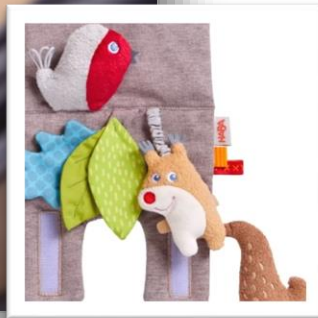


Forest Friends for the littlest ones: HABA presents toys for explorers aged 0-2 years

Bad Rodach, July 2023. Discovering the world day by day and learning something new at the same time – playfully and with oodles of curiosity! Right from the start, babies are accompanied on their developmental journey by well-thought-out toys – with no pressure but a lot of fun. This is precisely why **HABA** has developed the [Forest Friends series](#), which is designed with the many milestones, big and small, in the first years of life in mind.



The baby series consisting of **clutching toys**, **fabric toys**, and **wooden building blocks** comes in soft natural shades as well as the typical HABA rainbow colors, so it appeals to the senses of babies, who simply love colors. The Forest Friends also help children to develop their basic **social skills**, **communication skills**, and **fine motor skills** – naturally in an age-appropriate and super fun way! With a huge amount of commitment going into production, and safety and material tests that far exceed the legal requirements, the Forest Friends series is a wonderful enrichment for babies. Whether in the children's room or on the go, the handy and mobile animal friends create happy moments for babies and their families – every day. Right from the start. For a lifetime!



Cuddly and versatile –

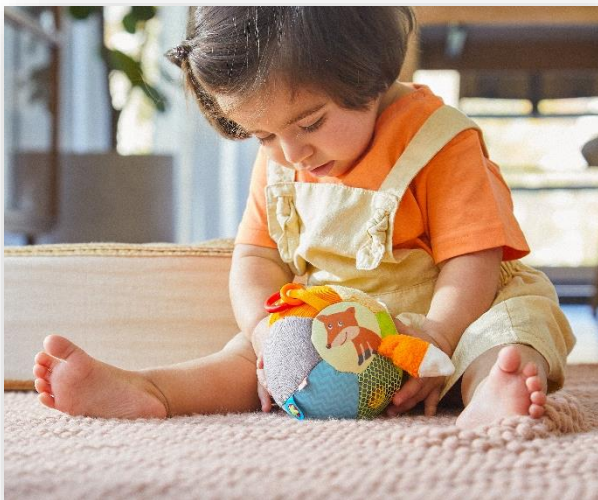
The cheeky raccoon from HABA keeps babies in a good mood and entertained. The play gym fits perfectly around the handle of a baby seat or a pram, the playpen, the cot, and many other favorite places. Colorful play elements including crinkle foil, a rattle ring, and a small mirror for looking, hearing, and touching are lots of fun for babies to play with while at the same time helping to develop their senses. The play gym is also available as a squirrel – so everyone is sure to find their favorite Forest Friend!

[Forest Friend Play Gym, Raccoon, 1306925001](#), from birth, motor skills trainer made of various materials

[Forest Friend Play Gym, Squirrel, 1306927001](#), from birth, motor skills trainer made of various materials

Really get the fun rolling!

With the cute animal designs, bright and cheerful colors, and various fabrics – some smooth, some textured – the Discovery Ball quickly draws babies' attention. It looks exciting while at the same time training the little ones' sense of touch. The learning toy is also a highlight acoustically. With the help



of crinkle foil, a rattle, and rattling rings, babies intuitively elicit different sounds from the Discovery Ball while playing. The varied play effects invite them to discover, explore, and – of course – have fun, every day anew.

[Forest Friends Discovery Ball, 1306893001](#), ages 6 months and older, ball with various play effects



Bring bathing day in the forest into the children's room

Together with the HABA fox, babies can easily move toadstools, acorns, and wild strawberries back and forth with their hands on the "Forest Friends" play mat. The play mat filled with water is surrounded by a soft fabric cover, so that babies can lie comfortably while moving the elements from place to place. This is great fun and strengthens both babies' muscles and motor skills when lying on their bellies.

[Forest Friends Water Play Mat](#), 1307062001, ages 6 months and older, motor skills toy

Other items from the "Forest Friends series":



[Fox Clutching Toy](#),
item number 1306681001, ages 6
months and older



[Forest Friends Mobile](#), item number
1306897001, from birth



[Forest Friends Dangling Figure](#),
item number 1306894001, ages 6
months and older



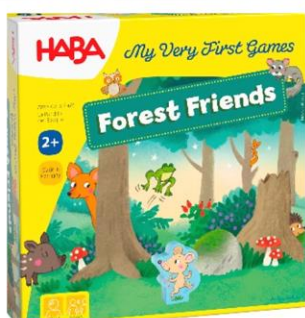
Forest Friends Stacking Cubes.
item number 1306546001,
ages 12 months and older



In the Forest Stacking Game.
item number 1306705001,
ages 18 months and older



Squirrel Pulling Figure,
item number 1306938001



My Very First Games Forest Friends,
item number 1306605002, ages 2 years
and older



PRESS RELEASE

About HABA

HABA has made it its mission to bring joy to children. At the same time, children also develop abilities such as social skills, fine motor skills, and communication skills. Our products allow children to develop at an age-appropriate level and without pressure. Our toys allow us to accompany babies and toddlers in all their individual developmental stages. We go on expeditions and adventures in nature with children and our Terra Kids outdoor products. People of all ages come together at the table with our games. We support children and their families. Every day. From the very start. For a lifetime.

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, and HABA Pro. The HABA FAMILYGROUP, based in Bad Rodach, has been family owned since its establishment in 1938 by Eugen Habermaass. The company employs around 2,000 people and generates annual sales of around 360 million euros.

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