



## Press Release



# HABA Celebrates 80th Company Anniversary

Together with the entire HABA Family of Companies, HABA is celebrating a major birthday this year as a corporate brand. The modern family-owned company, internationally active and rich in tradition, is turning 80 years old. It is of course an excellent reason to celebrate but an especially good occasion to say thanks – with a large scale anniversary campaign, “80 Years. 80 Good Deeds.” Under this motto, the complete HABA Family of Companies will be sharing some joy at least eighty times between April 2018 and April 2019, one good deed for every company year.

From a small family business to a medium-sized family-owned company

HABA has grown into a medium-sized, family-owned company during the past eight decades and is no longer solely the factory for finely polished wooden products that made it famous. The HABA range of products has grown increasingly larger and more varied, yet wooden toys are still to this day an indispensable component – because wood is and remains one of the most beautiful and natural raw materials available. A basic principle at HABA is simple - Toys don't always need to be made of wood, but they must always be appropriate for children. That's why the current product range includes a variety of other products made of very different materials – from polyester to plastic and melamine to paperboard. Even though many things have changed over the years, one thing has always remained the same “Our world and our passion are children and their families. We are who we are because of them. And we do what we do because of them,” says Sabine Habermaass. Together with her siblings Heike and Volker Habermaass and their cousins, she bears responsibility for the family-owned company, now in its third generation.

### Sharing joy 80 times with 80 good deeds

The planned activities are not primarily about cash donations but rather taking part in them “with our own hands and hearts,” Sabine Habermaass explained. “With our 80 good deeds, we want to make the world a little bit better. Because we wish, especially for children, a place to grow up where people look after each other and the small things in life are meaningful,” Heike Habermaass stressed. Like all of the members of the family of companies, HABA has of course given plenty of thought to what good deeds the company can carry out. You can find all the information about the good deeds continually updated at [www.80gutetaten.de](http://www.80gutetaten.de)

### About HABA

The German toy manufacturer has been accompanying children on all their forays for 80 years – with games and toys that challenge and encourage and above all are a lot of fun. The result is 400 new products every year: the familiar games in the yellow box and toys made of wood and fabric as well as imaginative home accessories, exciting books, and beautiful gifts for children. HABA supplies specialty retailers domestically and internationally and has subsidiaries in France, USA and Hong Kong. You will find detailed information all about the company's history, philosophy, production, and much more at [www.haba.de/company](http://www.haba.de/company)



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### **About the HABA family of companies**

As a family-owned business operating worldwide, the HABA Family of Companies has been enriching families and social, public, and private institutions for 80 years with a wide variety of high quality products in the areas of games, education, fashion, furniture, health, and living. With headquarters in Bad Rodach, the Family of Companies unites ten company brands under one roof, among them, HABA, JAKO-O, and Wehrfritz. The HABA Family of Companies has been managed by the family for three generations. Managing directors are Harald Grosch and Karl Fischer. The entire company employs over 2,000 workers and generates sales of around 360 million euros annually.



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