

## **STUDIO 100 INTERNATIONAL SIGNS HABA FOR FIRST-EVER LICENSED PRODUCT LINE WITH “MAYA THE BEE”**

**First-ever complete licensed product line for HABA – toys launching in August 2026 – agreement also includes products for the animated feature *Arnie & Barney*.**

*Munich, 31 March 2026:* Studio 100 International has signed a licensing agreement with renowned German toy manufacturer HABA for the German-speaking market. This agreement marks a significant milestone for HABA as it introduces a licensed product line into its portfolio for the first time.

The partnership covers a new *Maya the Bee* product line set to launch at retail from mid-August 2026, timed for the brand’s 50th anniversary in Germany. The range combines creative and early-learning toys designed to support children’s development through play.

The agreement also includes products tied to the upcoming animated feature *Arnie & Barney*, set within the *Maya the Bee* universe. The film is scheduled for an international rollout from April 2026, followed by its German theatrical release on September 4, 2026.

The collaboration reflects a shared commitment to sustainability and education, with *Maya the Bee* serving as a long-standing ambassador for environmental awareness and insect protection.

The launch will be supported by a multi-channel marketing campaign and dedicated retail activities throughout the second half of 2026.

### **About Studio 100 International**

Studio 100 International is a leading force in children’s and family entertainment, producing and distributing high-quality movies and series that inspire audiences worldwide. Based in Munich, the company oversees beloved global brands including *Maya the Bee*, *Mia and me*, and *Heidi*, and operates its own state-of-the-art animation studio, Studio Isar Animation.

In 2025, Studio 100 International was honored as “International Studio of the Year” at the Animation Magazine Hall of Fame Awards — underscoring its creative excellence and international impact. As part of the Belgian Studio 100 Group, the company contributes to a globally recognized entertainment ecosystem spanning media, brands, and theme parks across Europe. For further information: [www.studio100international.com](http://www.studio100international.com) | [LinkedIn](#)

**About HABA**

HABA is a traditional German brand with more than 85 years of experience in developing high-quality, inspiring toys and games. The company, based in Bad Rodach, stands for quality, creativity, and a deep passion for children's play — from first grasping toys to sophisticated board games for teenagers and adults. With innovative ideas, a strong commitment to sustainability and a clear focus on supporting children's development through playful learning, HABA creates memorable play experiences across all age groups and product categories.

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