

EXPORTS
NEWSLETTER
AUGUST 2014

FISKARS[®]
the touch of orange

GARDEN



HOME



OUTDOOR



FISKARS[®]

iittala[®]

GERBER

www.fiskars.eu

UPCOMING CAMPAIGN



Tidy Up!

Be prepared for the Fall cleaning campaign

There are a great number of various fall garden cleanup tasks to which **Fiskars** offers the most essential premium tools. Last year's first Fall "Tidy Up" trade marketing campaign was a huge success in many Exports countries. Key to success was a proper in-store presence – right tools at right place at right time.

Fiskars "Time for fall cleaning campaign" with a compact offering of **SOLID** leaf rakes and brooms.

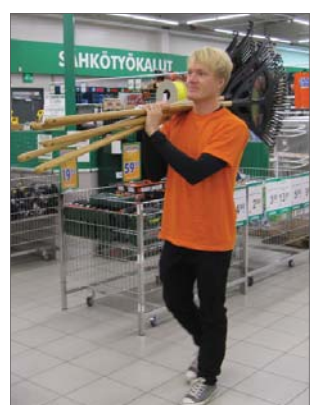


Fiskars SOLID™ is all about functional tools that work effortlessly. These are tools that will not let you down. Durable and lightweight all-purpose tools at affordable price.

Ask more information about the campaign from your local **Fiskars sales manager**.

Let's utilize fall harvesting season and organize

TIDY UP 2013 IN-STORE EXCELLENCE PICTURES FROM FINLAND



NEW FUNCTIONAL FORM™

The long awaited time is here, the **NEW**, improved **Functional Form™** knives and accessories are available from **mid August**. The fresh look and nice new items create a fantastic opportunity to introduce **Fiskars** to new and old consumers.

Quality has been improved in many ways and the shape and design are updated. Complete novelties include the cool cutting board, new sharpener (the old one will also stay in the selection) and small, handy knives. Also the packaging is renewed. You can create a very appealing shelf end or shelf space for the new items. They will look very fresh against multi colorful competitors.



INTERIOR NOVELTIES **iittala**®

For the fall Iittala is continuing the success story of interior items. The novelties include for example the grey Leimu lamp, great addition to the copper one. Also Aitio shelves, Kerros tray, Kuukuna and additions to Nappula series.

These novelties make the Iittala interior selection even more fascinating and more suitable for more homes. Iittala will continue to bring exciting novelties to interior category as it's the biggest focus for Iittala in the future.



Fiskars is a leading global supplier of consumer products for the home, garden and outdoors. The group has a strong portfolio of respected international brands, including Fiskars, Iittala and Gerber. Founded in 1649 and listed on NASDAQ OMX Helsinki, Fiskars is Finland's oldest company. Fiskars recorded net sales of EUR 799 million in 2013, and employs some 4,100 people in over 20 countries. www.fiskarsgroup.com