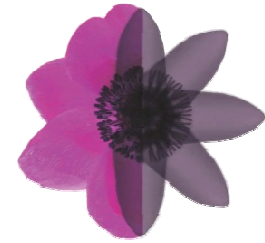
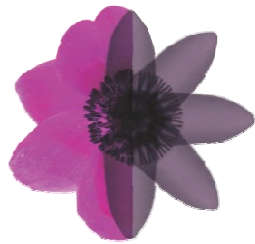
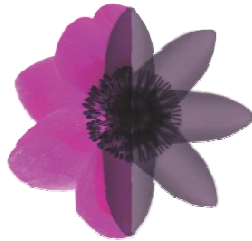


Fiskars Inspiration™



inspiration 



inspiration 



FISKARS®

inspiration™ 



Plant Care



Soil Care



Range and design



Blade coating

Handles



lily

NCS S1002-Y ---→ MUMBXVA



Blade coating

Handles

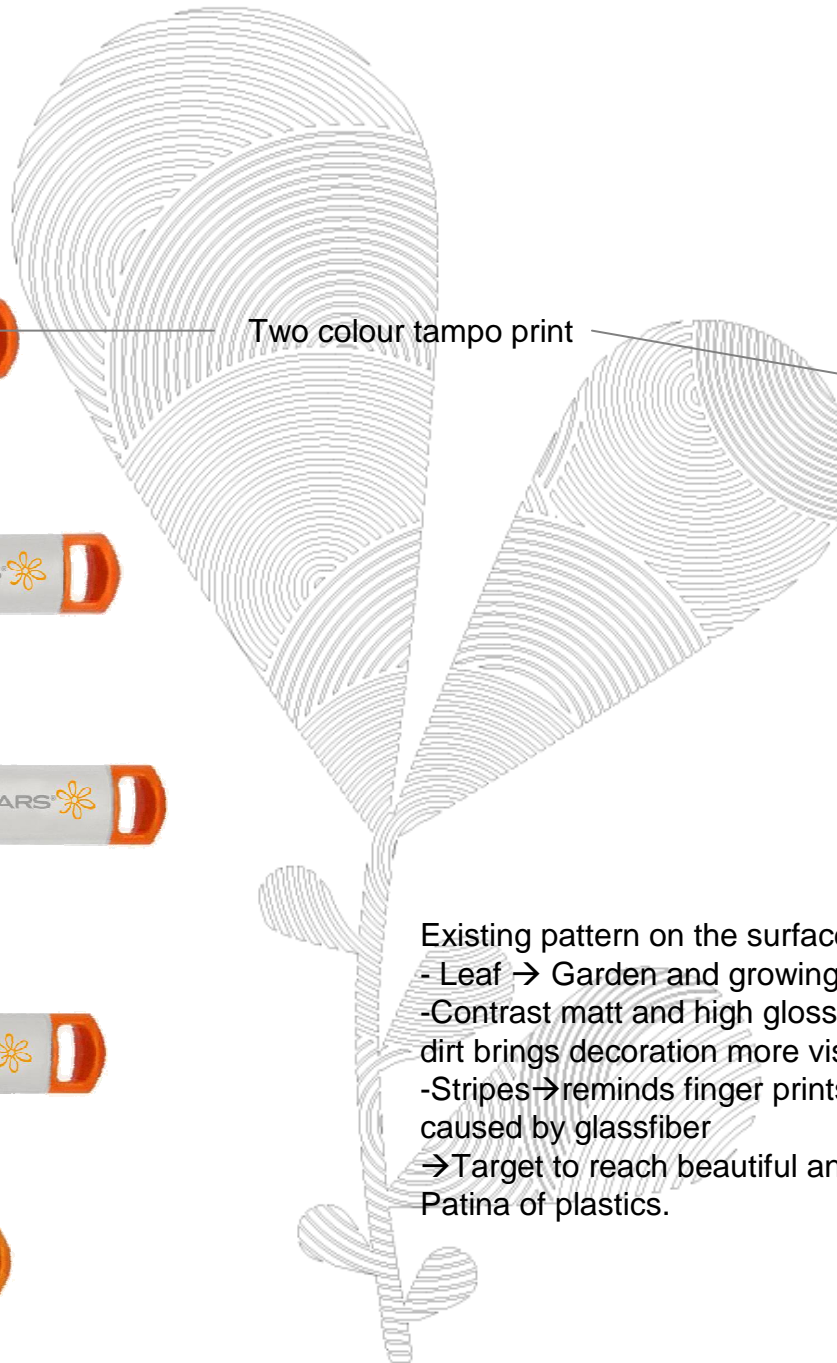


viola

RAL 310 50 15

Colour are from year 2012 Trend colour map

Product graphics



Two colour tampo print



Existing pattern on the surface on nursery tools stays:

- Leaf → Garden and growing
- Contrast matt and high gloss → subtle decoration → dirt brings decoration more visible.
- Stripes → reminds finger prints + hides the flow lines caused by glassfiber
- Target to reach beautiful and acceptable wearing, Patina of plastics.

Packaging

FISKARS®



Packaging Existing card dyelines with new artwork.

FISKARS®





inspiration 

“After I was laid off from my job, I ended up spending more time at home in our apartment. It’s only me and Jack my husband to look after and so I had little to occupy me apart from the usual domestic stuff. I watch a lot of TV and lately I’ve become quite interested in daytime shows about gardening and cooking in particular. I can only dream of having my own garden but one show about growing fresh herbs caught my eye. We have a south facing window in the kitchen which gets a lot of light so I bought a few pots, some soil and a herb starter kit and was surprised at how easy it is to grow things! At first I was using whatever tools I had to hand in the kitchen, a spoon or a pair of scissors but when I was in the local supermarket a few months ago I noticed a lovely set of planting tools with a pruner into the bargain. The violet colour was what caught my eye and the fact that they looked like the tools I see used on the television. I think it’s a Swedish brand or something. Our budget doesn’t go far but I see them as an affordable luxury. Since then I’ve bought more herbs and the tools have more than paid themselves back.”

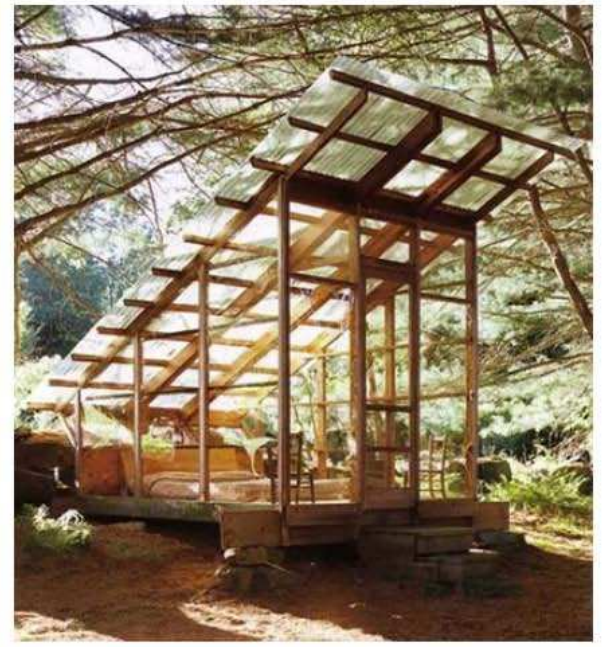
FISKARS®



inspiration 

“We just moved into a small terraced house with a back garden not much bigger than our living room but it’s still a great place for me and the kids to go exploring. Recently, my partner put together some containers and a composter for our bio waste. The containers are big enough for us to plant vegetables – we’ve got lettuce, tomatoes, carrots, spring onions, some herbs – even some chilli plants growing at the moment. As a nice little birthday gift, my husband bought me a Fiskars set of planters and a pruner to replace the tools my mom gave me. I love how these new tools feel in my hand and I recognize the brand so I know I can rely on them for years to come. I still keep the ones my mom gave me but these are lighter, look great and come in a funky colour so I’ll be working with these. Who knows, I might even get her a set for her garden. I love growing veggies grown in my own backyard – it gives you inspiration and the kids agree.”

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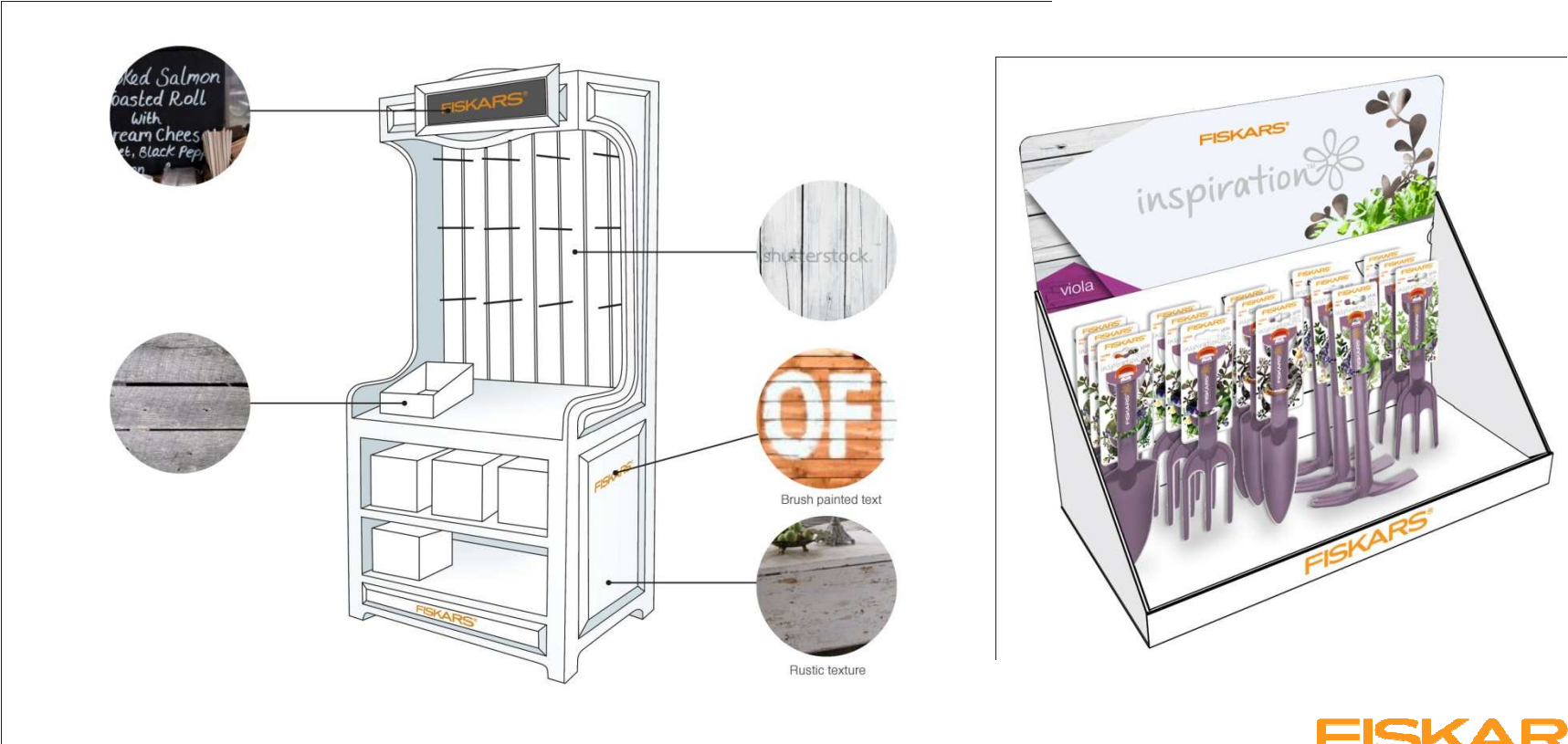
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In-Store presentation

- Permanent display, floor display for the whole assortment
- Promotional display, table display for smaller assortment



POS

- **Pop-up standee/alarm gate cover** for in-store launch (hypermarkets/ supermarkets/department stores)



FISKARS®

POS

- **Banner** (horizontal, big) for fences in seasonal gardening department, in-store use, exhibitions...



FISKARS[®]

POS


- "Garden inspirations - leaflet" for new gardeners and gardeners, having only a small plot/balcony/kitchen (tips & tricks). Distribution from displays/hooks.





Print advertisement




FISKARS®





[Product Range](#)
[Inspirations & Tips](#)
[Taking care](#)
[Post a tip](#)
[Contact](#)






viola



lily





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A small back garden / allotment - tips

- Create a nice focal point for your garden, whether a water feature, a bird table or a tree but don't let it dominate the space.
- Use small paving stones for creating walkways: they have the psychological effect of making the space seem larger.
- Find room for a composter for your household and garden waste for perfect organic material to nourish the soil.
- For detail work, thinning, transplantation and aeration, choose a good set of planters to avoid damaging root systems. Prune plants to encourage growth

A Balcony/patio - tips

- Remember pollination: Balcony gardens can be particularly prone to pollination problems, due to the lack of insect traffic and crosswinds that ground gardens receive. In some cases, hand-pollination may be necessary.
- Use design accents: Little extras can enhance the beauty of a balcony garden. Furniture, mirrors, chairs and wind chimes add depth and charm.
- Don't forget the sun: The direction the balcony faces will help determine which plants to select. Balconies with a southern-exposure should incorporate plants that flourish with lots of direct sunlight; while a balcony that faces north will require plants that do well in the shade.
- For detail work, thinning, transplantation and aeration, choose a good set of planters to avoid damaging root systems. Prune plants to encourage growth

A Kitchen - tips

- Allow the plants some time to acclimatise. Once you see new growth, you can start using your herbs Choose herbs that don't grow too wide or tall. Chives, basil, lavender, parsley, mint and thyme are good choices.
- Fluorescent lights can be used if you don't have a sunny window. They will need to be placed close to the plants (18") and kept on for about 10 hours/day.
- Using a good pair of pruners, snip and use your plants often to encourage them to grow full and bushy.
- Never trim more than 1/3 of the plants foliage.