

## **Elina Björklund new head of Reima**

**Leading Nordic children's outdoor clothing company Reima Oy will continue its growth and international expansion under the leadership of a new Chief Executive Officer (CEO). New CEO Elina Björklund, M.Sc. (Econ), has a long career behind her in leading positions in various international branded consumer goods companies.**

Elina Björklund (42) is returning to Finland from China where she has worked as a consultant, including supporting Reima's expansion in the Chinese market. Her predecessor, Christopher Silcowitz, is returning to his native Denmark for family reasons but will join Reima's board of directors.

Reima is one of the leading children's outdoor clothing companies in Finland as well as in the other Nordic countries and Russia. Reima's recent past has been characterised by strong growth and internationalisation. The company has performed well despite the economic downturn, with turnover increasing in the last two years from about EUR 39 million in 2009 to EUR 58 million in 2011.

"Reima is a strong Finnish brand with. My job is to make sure that we meet customers' needs in our current markets and continue to take the brand to new markets. As a mother of three, I have practical experience of the quality of Reima's products and I know that the products are excellent," says Reima's new CEO **Elina Björklund**.

"Children are central in Reima's product development. All the details are designed from a child's perspective to guarantee freedom to move and play in any weather. The job of CEO is a particularly interesting one as the company still controls the entire value chain from design to the consumer," continues **Björklund**.

Chairman of Reima's board **Thomas Blomqvist** is delighted: "Elina Björklund brings significant expertise of branded consumer goods as well as long international experience to Reima. I firmly believe that under her leadership, Reima will continue its successful growth and improve even further," **Blomqvist** concludes.

### **Further information:**

CEO Elina Björklund, Reima Oy, tel. [+358 40 5574022](tel:+358405574022)

Chairman of the Board Thomas Blomqvist, The Riverside Company, tel. [+46 70 922 10 49](tel:+46709221049)

Press photo material: <http://reima.mediabank.fi/> (Log-in: press, password: press)

---

*Reima, founded in 1944 and based in Finland, is the leading Nordic children's functional clothing manufacturer and is owned by the American private equity firm The Riverside Company jointly with Reima's executive management. Reima's turnover reached EUR 58 million in 2011, 65% of which came from exports. The company employs 125 people in Finland and abroad. Reima's most important export markets are the Nordic countries, Russia and Switzerland. Reima owns the Reima®, Lassie®, Tutta® and Progress® trademarks. Specialised in children's clothing, Reima's mission is to guarantee kids the freedom to be active and play in any weather.*