

Tokmanni launches another private label – Perfekt+ is packed with high-quality everyday products for laundry, dishwashing and cleaning



Finland's leading general discount retail chain Tokmanni launches a new private label called Perfekt+. The brand already offers **dozens of effective and long-lasting detergents**. The assortment will be further expanded later on. As always with Tokmanni, the prices of the products are very affordable.

Perfekt+ products are already on sale at [all Tokmanni stores](#) and [the online store](#). The current assortment of about 40 products includes dishwashing and laundry detergents, toilet and air fresheners, fabric conditioners and washing-up liquids. Liquid pine soap, liquid drain cleaner and a sauna detergent that are all made in Finland and display [the Key Flag symbol](#) are also available.

The label is only sold at Tokmanni and its assortment is constantly developed to meet customer needs.

"With Perfekt+ we can make our customers' lives easier by providing them with necessary, high-quality, efficient and long-lasting home care products. We buy all the label's products directly from the manufacturers, which is also reflected in our very low prices for our customers," says **Mikko Keskitalo**, Purchasing Manager, home and personal care, at Tokmanni.

A number of Perfekt+ products are sold in long-lasting economy packs, such as a laundry powder concentrate in a 10 kg package. To make shopping easier, all products are prominently displayed both on the shelves of Tokmanni stores and in the online store.

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PRESS RELEASE

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“Tokmanni is already strongly associated with cleaning and housekeeping. With Perfekt+ we are reinforcing our range and the image of our low prices. Our goal is to ensure that, with its diverse assortment and low prices, customers always think of Tokmanni first when it comes to cleaning and home care products,” Keskitalo says.



Only about a month since the previous private label launch

Tokmanni launched Perfekt+ products only a few weeks after the launch of Pisara, which focuses on personal care. These two new labels are a perfect addition to Tokmanni's private labels, which include [lisi](#), [Kotikulta](#), [Brücke](#), [Tok Garden](#), [BBQ King](#), [Pola](#), [Priima](#), [Future TT Sport](#), [Energy+](#), [Kraft](#), [Elea](#), [Autoplus](#), [Peuhu](#), [R-cover](#), [Vaeltaja](#), [Namipäivä](#) and [Ideale+](#).

“Tokmanni's private label assortment already included a huge selection of products that are customer favourites. We will continue to develop our sourcing and invest heavily in our private labels so that we will always be able to provide relevant, interesting and necessary products for everyday life and celebrations,” says **Tuomas Hyvärinen**, Purchasing Director at Tokmanni.

View the products in the Perfekt+ assortment at Tokmanni's online store www.tokmanni.fi/perfekt.



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Tokmanni Customer Service

Visit www.tokmanni.fi/asiakaspalvelu (in Finnish), email [asiakaspalvelu\(at\)tokmanni.fi](mailto:asiakaspalvelu(at)tokmanni.fi) (in English or Finnish), or call +358 20 331415 (in English or Finnish. Weekdays from 9 a.m. to 6 p.m. The call charge from a landline or mobile phone is 8.4 cents/min incl. VAT 24%).

Tokmanni is Finland's leading discount retailer chain. Some 3,600 Tokmanni employees make customers' everyday life and special occasions easier by offering a versatile and up-to-date assortment of Finnish and international brand-name products and other high-quality products at prices that are always affordable. With nearly 200 stores around Finland and an online store, Tokmanni is always close to its customers. Tokmanni's revenue in 2018 amounted to EUR 870.4 million. Tokmanni shares are listed on Nasdaq Helsinki.