

Introducing Solution International - A Leading Player in Baby and Child Products

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Headquartered in the South East England, Solution International is a multi-faceted consumer goods business with a proven track record in designing and producing innovative baby and toddler products.

Since 2008, Solution International has been at the forefront of baby and toddler product design and manufacturing, becoming a trusted supplier to a wide customer base across FMCG, toy, pharmacy, and discount retail. Today, the company has a store reach of over 9,000 locations in the UK and the Netherlands, with long-standing relationships with major grocers such as **Tesco, Sainsbury's and Asda**.

In 2024, Solution International reported revenues of approximately 143,7 MSEK, with a net profit of 15,8 MSEK, and currently employs a team of 30 people. The company continues to receive industry recognition for product functionality, value for money, and its focus on innovation and sustainability.

In the UK, the company's baby products are primarily available via grocer's own label offering - which has grown significantly in the market over the past five years due to the rise in consumer trust for retailer owned-brand product and increased demand for value options - and they supply 96% of that market with their baby feeding accessories alone.

The additional layer of licensed product such as **Peppa Pig, Paw Patrol and Baby Shark** within the 0-3 age bracket allows Solution to be agile within a fast moving and emotionally sensitive space whilst staying relevant to the needs of the market. Solution owned brand product under the name Tiny to Tots, extends the product offer into further categories and makes it easy for retailers to put on shelf at speed.

– “Our strength lies in our team, the relationships with reputable manufacturing sites overseas and our proven capabilities to build bespoke, commercially viable collections. With a clear vision to be first choice for retail partners worldwide, this step to list on Spotlight Stock Market will allow us to enter new markets, invest in R&D and continue to focus on bringing high quality, sustainable innovations to market.

- Mark Mcloughlin, CEO and Founder of Solution International.

For further information, please contact:

Board of Directors

Evolear AB (publ), name change pending Solution International Nordics AB (publ)

Email ir@solutioninternational.com

www.solutioneu.com / ir.evolear.com

About

Solution International is an award-winning, full-service supplier of quality product for baby, kids and parents known for high quality and reliable delivery of product innovation. Strategically headquartered in the UK for logistical efficiencies, the company maintains in-house teams across product development, design, marketing, and logistics to ensure end-to-end control of the supply chain.