

Solution International drives value through strategic partnerships and trusted retail networks

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Solution International takes a 'never standing still approach' to remain at the forefront of product innovation and quality.

For over 15 years, Solution has become the go-to for major retailers within the UK such as **Tesco, Sainsbury's, Asda** and **Morrisons**, for their own label baby lines across feeding, weaning, toilet training and baby change. Once traditionally known as 'The Big Four' - *due the retail giants' size of the market share sitting at over 75%* - Solution has remained resilient throughout the years with shifts in the retail landscape changing the market dynamic, that now see discounters taking a significant portion of that share, such as **Lidl** and **Aldi**.

Speaking with **Commercial Director Sarah Long**, she gives further insight into how the business has managed to adapt, in order to serve the majority of the market simultaneously. *"Our approach is and always has been simple, we deliver based on real customer insight which we gain through close working relationships and joint business planning on consumer needs. We work with each of our partners to innovate practical, functional product that is not over-engineered, yet looks aesthetically pleasing to maximise commerciality..."*

A collaborative relationship with ASDA since 2011.

Ensuring a fresh, innovative product range in a value-led market, Solution have consistently maintained a balance of excellent value, consumer appeal and technical delivery, which went on to win them a Technical Award for ASDA's 'Everyday Low Prices' awards and most recently within the 2024 'Mother & Baby Awards', they won Bronze and Gold in the 'Best Feeding & Weaning' and 'Best Sterilizer Product' Categories.

Delivering high-performing product and service to Tesco since 2012.

Solution operates at a consistent above target service level of 98.7%, supplying toilet training and bath-time

accessories weekly. In addition, the business is part of their horizon scanning initiative; a collaboration of selected Tesco suppliers working to bring best practice across emerging risks and responsible sourcing initiatives looking at the latest government & regulatory updates.

In addition to the work done to nurture the private label business across FMCG, toy, pharmacy, and discount retailers, Solution has strong license agreements that have been in place as early as 2010 with the likes of Hasbro and Paramount. These collaborations mean they can use the leading character licences across a breadth of product componentry for children aged 0-3 years. Peppa Pig remains a well-loved member of families up and down the country and Paw Patrol continue to stand out in the pre-school market.

For further information, please contact:

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About Solution

Solution International is a full-service provider of consumer goods for baby, kids, and parents. The company has over 15 years' experience of manufacturing methods and materials that bring high quality, price sensitive and sustainable product to market. Solutions commitment to quality, accountability and traceability is the driving force for all thirty employees. The companies' shares are listed on Spotlight Stock Market.