



Continuous improvement mindset drives Solution International to solve real-world parenting challenges

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Rooted in real-world insight, the company puts parent' needs at the heart of innovation to deliver smarter, more effective solutions for families.

Solution International was founded in 2008, motivated by the lack of innovation and quality product available to new parents and babies at the time, Solution worked tirelessly to close a gap they identified to increase transparency, improve quality and bring commercially viable product to market, in a way that transformed how retailers approached their own label offering.

Early recognition of the challenges that retailers faced, shone a light on big brands who were over promising and under delivering, perhaps hiding behind bigger marketing campaigns that drove a false sense of security for unknowing parents-to-be at a vulnerable and emotionally charged time in their life.

Today, Solution's values remain unchanged. They know all too well that to remain a leader within this space, they must keep moving. Being open to shifting consumer behaviours and staying on top of stringent EU legislation around what is safe for babies is a constant focus for the product development and design teams within the business. In addition, providing value for money for parents is a non-negotiable and this realises itself in many ways across every part of the supply chain.

David Watts, Chief Operations Director dives deeper into what this looks like and why the 'continuous improvement' approach has become a key part of the business culture. *"Parenting is a universal experience but not one that is identical at any stage or milestone therefore, we keep this at the forefront of our minds. Through customer insights and usage data, we know we need to make it easy for parents at 3am when sleep deprivation has kicked in, and we know that children can't communicate when something is uncomfortable, so our componentry allows for nuances, giving the retailer the power to adopt new innovation and the customer a choice they didn't know they needed..."*

David sums up his thoughts by confirming; *"Creating long-term value goes beyond price. Of course, being accessible is a priority within the owned label space but compromising on material, testing and safety is never OK which is why we build efficiencies into our innovation. Smarter cycles that reduce waste and shorten lead times create products that genuinely earn repeat purchases".*

Behind the purpose of Solutions efforts is a commercial model built for scalability. Over the coming quarters, the company will focus on strengthening its product ecosystem, expanding retail and digital partnerships, and leveraging its continuous improvement mindset to identify new category opportunities.

For further information, please contact:

Board of Directors

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About Solution International

Solution International Nordics AB (publ) 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.