



## Solution achieves major rollout across Tesco UK and Ireland with Bathtime offering



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Landing in stores this month, Solution are proud to be expanding their footprint in stores with a unique 'one stop shop' display for bathtime product.

Designed to sit at the end of an aisle within the baby category to drive incremental sales as customers do their weekly shop, this carefully considered pop up is set to cause waves.

As part of the joint 2026/27 promotional plan between the two businesses, this initiative will deliver an extra **1million SEK** in retail value for Solution, whilst also providing further evidence of Solution's ability to bring products to market despite the complexities involved.

Landing this FSDU in store was no mean feat for the company. From design to logistics and warehousing, all departments were involved to secure approval from internal teams and smooth delivery of a typically bigger offering than normal into Tesco's warehouse(s) and in turn, into **128 stores across the UK and IE**.

Consisting of bath time product from the company's original collection **Tiny to Tots**, the convenience of having easy pick-up lines such as **soft plush items, bath jugs, hooded towels** and a baby bathtub safe to use from birth will mean parents can grab and go with ease in the knowledge that everything is safe and of the highest quality.

### About Tesco

Tesco holds the position of the UK's largest retailer, with a significant market share of approximately 28.3%. It has a vast presence throughout the UK, with numerous stores and formats such as convenience and flagship across high streets and retail parks up and down the country.

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**About Solution International**

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 with its own warehouse to ensure end-to-end control of the supply chain.