



Solution International secures new retail partnership in Ireland

Bedfordshire - 2026-02-09

Solution International has announced a new agreement with a leading Irish retailer operating over 1,300 stores, marking a milestone in the company's European growth strategy.

The partnership is initially set to cover Solution's Housewares, Hydration, and Outdoor Living collections and is expected to accelerate distribution of the company's products into Ireland. This development continues to prove the company's ability to work directly with retail partners to deliver high-quality, cost-effective products at scale.

Sarah Long, Commercial Director commented:

"Agreeing this new Irish partnership reaffirms our plans to focus on expanding our European business. We are excited to work closely with our Irish partners delivering these first collections then follow up with our other product ranges in the future."

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About Solution International

Solution is an award-winning, full-service supplier of quality product for baby, kids and families 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.