



Solution International expands Tesco partnership with launch of 24-product range

Bedfordshire - 2026-09-03

Solution International Nordics AB (publ) is expanding its long-standing partnership with Tesco through the launch of a new 24-product Fred & Flo baby feeding range. The new range is expected to be introduced in up to 700 Tesco stores across the UK and Ireland, with an expected in-store launch on 12 October 2026.

The 24-product range will replace Solution International's existing 20-product Fred & Flo feeding assortment and includes refreshed branding, updated products and four additional products.

- The launch represents a further development of our long-standing relationship with Tesco. Expanding the range from 20 to 24 products demonstrates our ability to continuously develop our offering together with major retail customers. Tesco has been an important customer for many years, and we are pleased to continue growing the relationship, says Mark McLoughlin, CEO of Solution International Nordics AB.

Solution International has supplied products to Tesco's baby category since 2012, initially manufacturing products for the Tesco Loves Baby range. The partnership continued following the introduction of the Fred & Flo brand in 2018 and has developed alongside Tesco's baby and children's offering.

In addition to Tesco-branded feeding products, Solution International supplies products under its own Tiny to Tots brand as well as licensed Peppa Pig products to Tesco.

- Organic growth with established retail customers remains an important part of our strategy. The expansion of the Fred & Flo range is an example of how we seek to grow through broader product offerings and deeper relationships with existing customers, says Mark McLoughlin.

For further information, please contact

Mark McLoughlin

Solution International Nordics AB (publ)

Email ir@solutioninternational.com

www.solutioninternational.com

About Solution International

Solution International designs, manufactures and supplies baby and houseware products, known for high quality and reliable delivery of product innovation. Strategically headquartered in the UK for logistical efficiency, the company maintains in-house teams across product development, design, marketing and logistics (including its own warehouse) to ensure end-to-end supply-chain control