

Fiskars international kitchen launch proceeds in Europe

The launch of Fiskars international kitchen business continued in February 2015 as the second meal-based concept: Go Breakfast was presented to customers and media at the Ambiente fair in Frankfurt, Germany. The Go Breakfast concept contains the tools needed to prepare breakfast and includes amongst others, a fruit juicer, egg slicer and coffee press. The products will be available in stores around Europe in autumn 2015. The international audience was also introduced to the new Fiskars Functional Form hob-optimized pots and pans. In the future, Fiskars Group will focus on the Fiskars brand within the cookware category and invest in building the brand efficiently.

Fiskars first international kitchen product launch, the Go Cutting concept introduced a renewed selection of Functional Form kitchen knives which arrived in stores during autumn 2014. Building on its reputation as an expert in cutting tools gained through leadership in scissors and garden tools, Fiskars introduced essential cutting tools for better kitchen management. The Go Cutting concept was followed up with the first meal-based concept, Go Salad which arrived in stores in January 2015.

"Fiskars bold and fresh approach at Ambiente has received a very positive reaction in Europe from customers and media alike. Rather than launching individual products, Fiskars concepts center around the products you need for food occasions such as making a salad or making breakfast. These concepts are built on Fiskars design philosophy through what we call Kitchen Management: the products are easy to use, easy to clean and easy to store, and they work perfectly together.", says **Christian Bachler**, Business Director, Kitchen.

Over the past years Fiskars has successfully built international brand recognition and consistently increased its markets share especially in Europe. Trade and media response to our meal-based concepts has been very positive, and the company has gained distribution in key Central European markets.

Video: <https://www.youtube.com/watch?v=Pr0OpsmpLdl>

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Established in 1649 as an ironworks in a small Finnish village, Fiskars has grown to be a leading global supplier of consumer products for the home, garden and outdoors. Available in more than 60 countries, Fiskars products solve everyday problems, making daily home, garden and outdoor projects easier and more enjoyable through superior performance and design. Fiskars is listed on Nasdaq Helsinki, and in 2014 the company's net sales were EUR 768 million. The Group's key international brands are Fiskars, Iittala and Gerber. www.fiskarsgroup.com