

Fiskars Corporation    Press release   December 9, 2013

## **Fiskars UK divests local Sankey business, focuses on pan-European offering**

Fiskars has entered into an agreement to sell its UK garden container, propagation and water storage business, Sankey, and the related manufacturing assets. The transaction will enable Fiskars UK to further increase focus on Fiskars' pan-European offering and international brand portfolio.

The divestment of the local Sankey business to Strata Products Ltd is a part of Fiskars' EMEA 2015 restructuring program, which aims to optimise the company's supply chain and align sales units with the company's operating model. The Sankey business had a turnover of EUR 11.7 million in 2012.

"Fiskars' leading position in garden hand tools in the highly competitive UK garden and DIY market provides a strong platform for exploring new business opportunities. Fiskars UK is now in an excellent position to focus sales efforts on Fiskars' international core categories by utilising the Group's world-class product and brand offering," says John Grayson, Managing Director for Fiskars UK.

The divestment of the UK-based Sankey business and manufacturing will have no effect on Fiskars' regional Ebertsankey brand, which is being launched in several markets. Ebertsankey specializes in grow-it-yourself and indoor and outdoor garden containers. Earlier this year, Ebertsankey won an esteemed red dot design award for their Helsinki pot.

### **Further information:**

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*Fiskars is a leading global supplier of consumer products for the home, garden, and outdoors. The group has a strong portfolio of respected international brands, including Fiskars, Iittala, and Gerber. Founded in 1649 and listed on NASDAQ OMX Helsinki, Fiskars is Finland's oldest company. Fiskars recorded net sales of EUR 748 million in 2012, and employs some 4,100 people in over 20 countries. [www.fiskarsgroup.com](http://www.fiskarsgroup.com).*