

Fiskars Corp. Press Release October 1, 2013

Fiskars establishes new office in Stockholm

As from October 1, 2013 Fiskars Sweden establishes a new office and showroom in Stockholm. Located right in the center of Stockholm, the new office is located in modern facilities, where the walls breathe the fantastic history of Fiskars as well as forward thinking – all in the glance of some of the world's strongest lifestyle brands.

Fiskars Sweden had for historical reasons been located in several different locations in Sweden, remote from customers and consumers. The move is a part of Fiskars' global process to build tomorrow's organization, where the role of country units has shifted to focusing on first-class trade relations, sales execution and marketing. Sweden is one of the most important markets for the corporation and moving to Stockholm is a natural development with great business focus and new opportunities.

"We are excited to get closer to our customers and build a state of the art organization with the market's best professionals in sales and marketing. Here, we are going to build an even stronger and better Fiskars and our new facilities will be a natural meeting point for all our customers and partners," says Per Sjödel, Country Manager for Fiskars Sweden.

The reorganization of Fiskars Sweden is a part of Fiskars "EMEA 2015" restructuring program, which is aimed at improving the competitiveness and cost structure of Fiskars end-to-end supply chain and aligning sales units in the region with the company's new business model.

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.
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