

Fiskars Corp. Press Release September 18, 2013

Fiskars Quantum range wins the Design Award of the Federal Republic of Germany 2013



The Fiskars Quantum™ cutting tools have been awarded the Silver Design Award of the Federal Republic of Germany in the product design category. The smart combination of sleek, light and robust aluminum bodies, first-class blades and the unique TruGrip cork handles have previously been awarded the coveted red dot design award “Best of the Best 2012” as well as the German Design Award 2013.

The jury of the Design Award of the Federal Republic of Germany consisted of representatives from academia, industry as well as design and media. Product designer and judge Mark Braun gave the following reasons for choosing Fiskars: “Usability meets professionalism – we compliment Fiskars on the very high class and fully developed cutting tools range Quantum. It has convinced us of its perfected functionality and the smart choice of materials including the best blades, light aluminum and handy cork. In other words: Quantum for us is excellent industrial design with a congenial look-and-feel.”

The Fiskars Quantum™ range of cutting tools stands for innovative functionality and modern design. The range represents the new cutting edge of design DNA for Fiskars Garden Tools, and celebrates Scandinavian design with an emphasis on the use of natural materials - all with the benefits of Fiskars ingenious design elements such as Fiskars PowerGear™ mechanism in the loppers and hedge shear which boosts cutting power.



“Our aim is to redefine gardening. With products that combine highest quality, intelligent solutions and long-lasting design, we want to make the gardening experience simple and pleasant. Our challenge is to find the best solution for our customer’s needs. I truly believe life is better with design. It is the constant and superior task in every industry to make this possible“, says Petteri Masalin, VP Research & Development at Fiskars Garden EMEA.

Design Award of the Federal Republic of Germany

Since 1969, the Design Award of the Federal Republic of Germany has been awarded by the Federal Minister for Economy and Technology in four categories. Up to five excellent achievements win the Gold or Silver award in each of the areas product design and communication design. The award is the highest official German award for the design industry.

For further information please contact:

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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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