

Fiskars Corporation
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Fiskars Group introduces new visual identity

Fiskars Group's new visual identity reflects the company's purpose of making the everyday extraordinary.

We at Fiskars Group believe that the small things we do each day, have a big impact on us and our future. With the help of our new visual identity we want to share the story of Fiskars Group and bring our people closer together.

"Our new symbol, logo and visual look connect our brands and our people and help us show the world how strong we can be together. We embrace different people and ways of thinking and continuously explore and learn about the everyday, so that we can make life better for each other and the world around us", explains Jaana Tuominen, President and CEO.

The strong brands in the company's portfolio will continue to celebrate their own unique identities, with Fiskars Group building connections, collaboration and common platforms that drive growth and renewal in a sustainable manner.

"Our new identity is inspired by our DNA. The symbol for Everyday Extraordinary is a catalyst for the connections between brands, people and ideas. The graphic language highlights and celebrates the extraordinary moments when people and ideas come together," says Alexander Matt, Fiskars Group's Chief Marketing Officer.

The new identity for Fiskars Group will also help differentiate from the Fiskars consumer brand. The consumer brand is globally recognized for its iconic orange color and will continue to empower everyday creativity through purposeful design.

The new visual identity will be visible in the Group's communications with a phased approach. The new logo and a launch video are available at <https://www.fiskarsgroup.com/media/>

FISKARS CORPORATION

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Making the everyday extraordinary

Fiskars Group's purpose is to make the everyday extraordinary. With our family of lifestyle brands including Fiskars, Gerber, Iittala, Royal Copenhagen, Waterford, and Wedgwood, we want to create a positive, lasting impact on our quality of life. Our products are available in more than 100 countries and we employ around 7,900 people in over 30 countries. Please visit us at www.fiskarsgroup.com for more information.