

# Fiskars Group recognized as one of the most reputable companies in Finland

Fiskars Group  
Press release  
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**Fiskars Group has been evaluated as the Top 10 companies in Finland with best reputation and trust. The results of T-Media's Reputation&Trust survey were launched October 29th, 2019.**

T-Media's yearly Reputation & Trust survey included Fiskars Group as the sixth most reputable company in Finland.

"We believe that the small things we do each day, have a big impact on us and our future. We are very happy that the Finnish public also recognizes this and are very happy and honored of this excellent placing. It shows that our work has a meaningful purpose in people's everyday life", notes **Jaana Tuominen**, President and CEO of Fiskars Group.

The results of the survey showed Fiskars Group having strong, well-balanced results in all the eight dimensions of T-media's reputation model. Exceptionally good results were gained in products and services, financial performance and innovation dimensions.

"Our brands and products are present in almost every Finnish home. They are used in the garden and outdoors, at the dinner table and at festivities. They are part of people's everyday activities and rituals and surveys clearly shows that they are respected and loved," Jaana Tuominen mentions.

Earlier this year four of Fiskars Group brands were included in the list of Top 10 most respected brands in Finland with Fiskars 1st, Arabia 3rd, Hackman 6th and Iittala 7th.

The brands each celebrate their own unique identities, and as a one company Fiskars Group builds connections, collaborations and common platforms that drive growth in a sustainable manner. Last year, the company introduced a refined strategy and visual identity to inspire people, excite consumers, grow business and improve performance.

The lists of Finnish companies with the best and worst reputations by T-Media are based on a preliminary survey done in April 2019. In the survey, 1,000 people in Finland spontaneously named two companies with a good reputation and two with a bad reputation. The companies who received most mentions, were further researched with the Reputation&Trust model. In this broader survey, where over 9,000 people participated, Fiskars Group's results gained the placing as the sixth most reputable company in Finland.

More about T-Media's survey: <https://t-media.fi/product/reputation-and-trust/>

## 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 7,600 people in 30 countries. Please visit us at [www.fiskarsgroup.com](http://www.fiskarsgroup.com) for more information.