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Fiskars Expands Category Portfolio with Award-winning Striking Tools

Fiskars' New IsoCore™ Striking Tools Receive National Hardware Show Bronze Most Innovative New Product Launch Award

MADISON, Wis. (May 13, 2015) – [Fiskars](http://www.fiskars.com), a leading global supplier of consumer products for the home, garden and outdoors, was recognized for its innovation and design with a Bronze Most Innovative New Product Launch Award by the National Hardware Show® (NHS) in Las Vegas last week. The award was received for Fiskars' new line of 15 IsoCore™ Striking Tools including hammers, sledge hammers, mauls and picks scheduled to launch in 2016.

Fiskars IsoCore™ Striking Tools were selected among 54 entrants judged on product differentiation, uniqueness, filling a consumer need, overall value, aesthetics, packaging and merchandising support. Entries were judged by a panel of 13 distribution and retail vendors.

"Fiskars prides itself on delivering consumer-inspired innovation and we're thrilled to have our newest line recognized at NHS as a top product launch for the year," said Fiskars Americas President Paul Tonnesen. "We're setting the standards for testing and performance to deliver striking tools that stand up to tough use and truly make projects easier."

Fiskars' patented IsoCore™ shock control system absorbs strike shock and vibration, greatly reducing the impact on the user. The development was a joint effort between the Fiskars Americas



and Fiskars EMEA engineering teams, and the tools have been scientifically tested in collaboration with industry experts including Sims Vibration Laboratories. Fiskars' IsoCore™ hammers have proven to deliver three-times less shock and sledge hammers deliver five-times more demolition force than competitive tools. All tools are backed by a full lifetime warranty.

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ABOUT FISKARS

Fiskars Corporation is a leading global supplier of consumer products for the home, garden and outdoors. The world famous orange-handled scissors are a registered trademark of Fiskars Corporation. The group has a strong portfolio of trusted international brands including Fiskars (the World's #1 Scissors Brand), Iittala and Gerber. Additionally the Fiskars Americas portfolio includes Gingher, American Designer Pottery and watering brands Nelson and Gilmour. Founded in 1649, Fiskars has 365 years of product quality excellence and is Finland's oldest company. Please visit www.fiskars.com.