

Press release



Helsinki, April 2012

reddot design award
best of the best 2012

Red dot awards Fiskars twice with best of the best honour

Red dot best of the best awards 2012 go to Fiskars Quantum™ premium range of garden cutting tools and Iittala's modern take on the fireplace, Kaasa and in addition four further awards go to other Fiskars Home and Garden products.

The internationally heralded red dot design competition has recognized Fiskars at the highest level for two of its products as well as given awards for four other products in this year's competition. Fiskars Quantum™ range of garden cutting tools and Fiskars Brand Iittala's contemporary design, Kaasa, a modern fireplace by Finnish designer Ilkka Suppanen both took the coveted "best of the best 2012" award in the product category.

"In the year when Helsinki stands centre stage as the World Design Capital, we at Fiskars are greatly honoured to have been given this seal of quality on our products from red dot. These successes stand as testimony to our commitment to offering iconic products that everyone can appreciate and the talents of the designers who have created them," said Max Alfthan, Fiskars Chief Strategy Officer.

The Red Dot Award is one of the largest and most renowned design competitions worldwide. It is only conferred to particularly creative, innovative, and high-quality products. Products submitted to the Red Dot design award are assessed by a 30-strong jury of renowned design experts. Overall, Fiskars stood out against a record 1,800 manufacturers and designers from 58 countries in this year's competition all looking to receive the quality seal for aesthetic forms and lasting trends.

Best of the best

Fiskars Quantum™ range of cutting tools celebrates Scandinavian design with an emphasis on the use of natural materials. The range, which will be launched at the international garden trade fair, Gafa in Cologne Germany in September 2012 represents the new cutting edge of design DNA for Fiskars Garden Tools. Particularly noticeable is the use of cork-padded aluminium handles and quality stainless steel blades among the range's pruner, loppers and hedge shears – all with the benefits of Fiskars ingenious design elements such as Fiskars PowerGear™ mechanism in the loppers and hedge shear which boosts cutting power.

Iittala's Kaasa by Ilkka Suppanen is a modern fireplace inspired by an ancient beacon. Kaasa which once was an important seamark for Finnish sailors, gave the inspiration for this traditional, yet modern focal point reminiscent of an open fire. The flame is housed on a steel base and the outer layer is mouth-blown glass, which sets the mood for relaxing moments.



Further red dot recognition

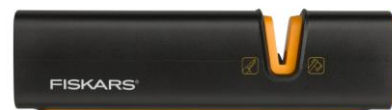
Fiskars Xtract™ retractable saw, with its bright signature orange handle, ergo grip design and cleverly engineered hardened steel twin tooth blade, continues the red dot success of the Fiskars Xseries™ to which it belongs. Fiskars Xtract™ retractable saw, which combines highly efficient cutting power for fresh wood together with smart design portability is available in three variations, large, small and a builder's saw with a modified blade.





littala's Allas candleholder by Norwegian designer Andreas Engesvik, also received red dot recognition in the product design category. Allas is a fresh and unexpected interpretation of the traditional candelabrum. Cast iron has been combined with a modern Scandinavian design vernacular, creating an exciting object that simply demands the finishing touch of a candle

Red dot high design quality recognition also goes to Fiskars axe and knife sharpener, Fiskars Xsharp™. With its easy portability and ambidextrous appeal, **Fiskars Xsharp™** offers an invaluable package of design and functionality. At the push of a finger, its easy-to-use mechanism neatly slots between two ceramic grindstone options, one for axes, the other for knives to ensure an optimal cutting edge on the go



The universal drinking glass **Lempu** by Matti Klenell is a newcomer in the strong littala glass range tradition. Its space-saving stackable design, elegant form and three strong colour options gives the Lempu glass timeless appeal.

On 2 July 2012 these winners will be celebrated at the red dot gala with more than 1,000 international guests from the design world, industry, society and the media attending the ceremony in the Aalto-Theater, in Essen, Germany. Following the ceremony, Fiskars winning entries will be on display at a four-week special exhibition in the red dot design museum, also in Essen.

About The red dot design award

The red dot design award, whose origins reach back to the 1950s, is carried out in three disciplines: the "red dot award: product design", the "red dot award: communication design" and the "red dot award: design concept". In 2011 alone, more than 14,000 entries from over 70 countries were registered. The award – the red dot – has established itself internationally as one of the most appreciated quality seals for outstanding designs.

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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, littala and Gerber. Founded in 1649 and listed on NASDAQ OMX Helsinki, Fiskars is Finland's oldest company. Fiskars recorded net sales of EUR 743 million in 2011, and employs some 3,400 people in over 20 countries. www.fiskarsgroup.com