

Fiskars Corp.    Press Release    September 7, 2012

## Fiskars expands in France and opens Iittala branded departments in Printemps department stores

Fiskars' focus and investment in brands is proving its strength in France, where the company's key international brands Iittala and Fiskars have gained new distribution. Iittala, the Group's key international brand in the dining and interior categories, is proud to announce new brand departments in the legendary Printemps department stores in Paris and Caen. Iittala's timeless design will also be presented at the Maison & Objet fair, which opens today in Paris.

"Printemps is one of the most famous department stores in the world, and the new branded departments are a great opening in a new market for Iittala. Fiskars' strategy is to get our unique products to consumers around the world by selling our whole offering in each market, and France is a great example of how our new strategy is proving its strength. In the past, Fiskars France has been strong in the garden business, and now we are seeing encouraging steps in our Home business, both in the dining and interior categories as well as in kitchen products. I believe that we have great commercial opportunities in Central Europe, and our reputation for quality, innovation and good relations with retailers will help us on this journey," said Kari Kauniskangas, Fiskars President and CEO.

The Fiskars brand is the market leader in Garden hand tools in France, and, in 2012, Fiskars branded kitchen tools have also become widely available to French consumers through new distribution in selected Carrefour hypermarkets.

Following successful marketing campaigns in France, Fiskars Garden has further strengthened its number one market position in garden hand tools. In July 2012, Fiskars was ranked as the best supplier in the Garden tools category for the fourth year in a row by French garden and DIY retailers in a poll organized by the Jardineries magazine.

### **Further information:**

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Pictures of the Iittala department in Printemps Paris are available in Fiskars Home's material bank.

*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 743 million in 2011, and employs some 3,400 people in over 20 countries. [www.fiskarsgroup.com](http://www.fiskarsgroup.com)*