

Fiskars Corp.    Press Release    March 18, 2014

## **Fiskars appoints Robert Kass as President of its Outdoor Americas business**

Fiskars has appointed Robert Kass, MBA, as President of its Outdoor Americas business and member of the Group's Executive Team. Robert Kass has years of experience leading business units and marketing for well-respected companies such as Elkay, American Standard and Black & Decker, latest as Chief Marketing Officer for Elkay Manufacturing Company.

"I am happy to welcome Robert Kass as the new President of our Outdoor Americas business. His background is in strong consumer brands, and he brings to Fiskars a great deal of experience of growing business through innovation and expanding into adjacent categories. In the last years we have consistently progressed with our ambition to build a global platform for the Gerber brand, and I look forward to the business reaching new levels under Robert's leadership", says Kari Kauniskangas, President and CEO of Fiskars.

Fiskars Outdoor business offers a wide range of innovative, reliable and essential products for people on the move. The business area focuses globally on the Gerber brand, which is a leading provider of problem-solving, lifesaving gear for recreational and professional users sold through commercial and institutional channels internationally.

### **Further Information:**

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### **Fiskars 365 – celebrating centuries of pride, passion and design. Every day.**

*Established in 1649 as an ironworks in a small Finnish village, Fiskars has grown to be a leading global supplier of consumer products for the home, garden and outdoors. Available in more than 60 countries, Fiskars products solve everyday problems, making daily home, garden and outdoor projects easier and more enjoyable through superior performance and design. Fiskars is listed on NASDAQ OMX Helsinki, and the company's net sales were 799 million euro in 2013. The Group's key international brands are Fiskars, Iittala and Gerber. [www.fiskarsgroup.com](http://www.fiskarsgroup.com)*