

## MARIMEKKO WINS NORDIC TRADEMARK AWARD

Marimekko has won the SIGNUM Prize which is awarded annually to a Nordic corporation for outstanding trademark management and protection. The prize was presented at the *Varumärkesdagen* conference organised by IBC Euroforum in Stockholm on 17 January 2008.

The prize, presented now for the 14<sup>th</sup> time, was awarded to Marimekko for extremely consistent trademark management, active and long-term protection of intellectual property rights, and an exemplary interaction between design, fashion and brand building.

The award citation also states the following:

"'Restrained' is not a term that can be used to describe the winner of this year's SIGNUM Prize. Instead, we are talking about design that in most cases is strikingly bold, in both style and colour. And above it all, the winner's logo – marimekko – hovers, looking the same as it did in 1954 when it was created. This ingenious solution was chosen from among logo proposals, most of which would feel hopelessly old-fashioned today."

"The rock-solid Marimekko logo has been like a focal point of existence, around which all the blazing colours revolve, and so the logo has been filled with design associations along the years. Thereby the trademark becomes a kind of model for how a trademark should function. When customers meet the trademark, they get what they expect – the company is very strict about fulfilling the design and quality associations that have been built up around the trademark. There is also something in Marimekko's language of form that makes customers think about the trademark, when they see the products. And in the middle of all this, Marimekko still manages to surprise in an inimitable way – it is impossible to predict where courage and creativity will take the new designs."

The SIGNUM Prize has been awarded since 1995. The competition is organised by the Swedish patent and trademark firm Groth & Co. The 2008 jury comprised, among others, Ulf Bernitz, Professor at the University of Stockholm, and Marianne Reuterskiöld, Managing Director of Sveriges Marknadsförbund.

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Marimekko is a leading Finnish textile and clothing design company that was established in 1951. The company designs, manufactures and markets high-quality clothing, interior decoration textiles, bags and other accessories under the Marimekko brand, both in Finland and abroad. In 2006, the company's net sales amounted to EUR 71.4 million. Exports and income from international operations accounted for 25% of the Group's net sales. Licensing has been part of Marimekko's operations in Finland and abroad since the 1960s. The Group employs about 400 people. The company's share is quoted on the OMX Nordic Exchange Helsinki. For further information, visit [www.marimekko.com](http://www.marimekko.com).