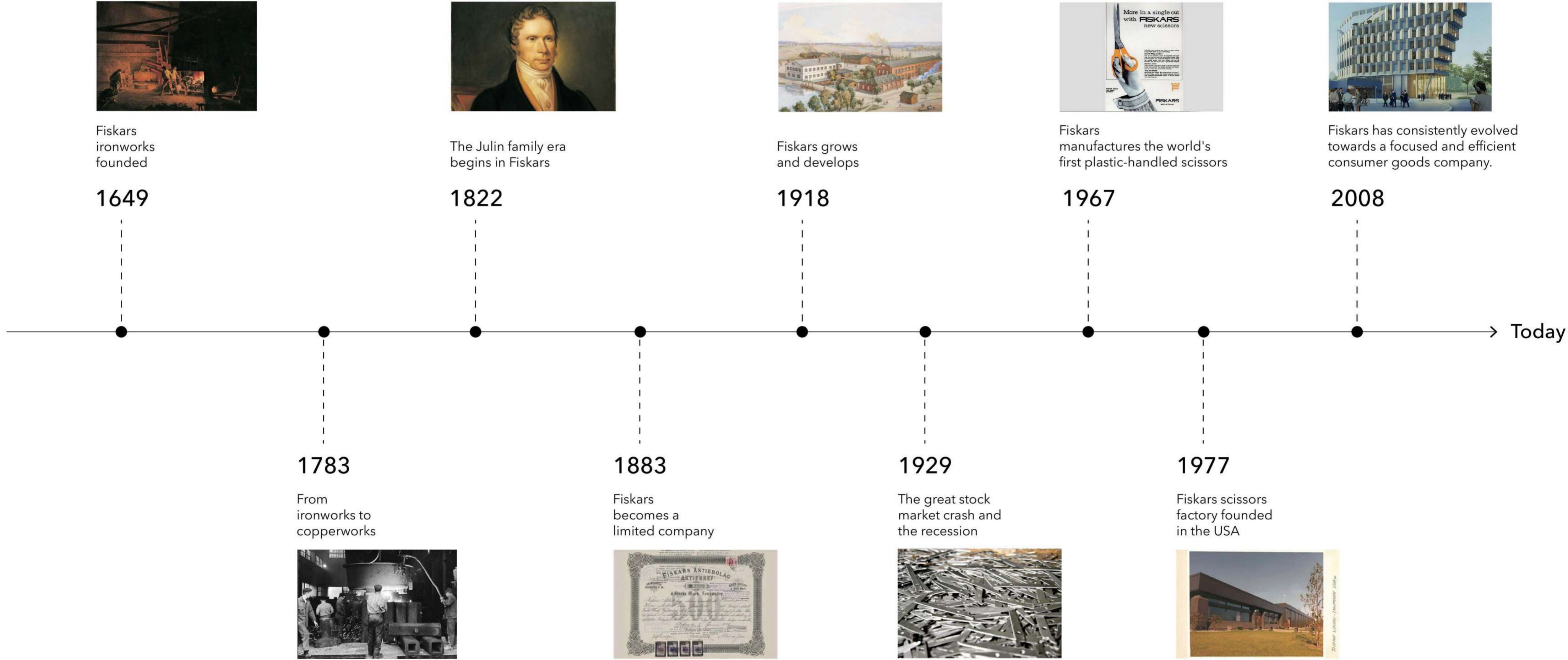


FISKARS®

BRAND HISTORY TIMELINE

BRAND HISTORY TIMELINE



CURRENT PRODUCTS

CURRENT PRODUCTS



Gardening



Cooking



Creating



Hardware

GARDENING PRODUCTS



Axes



Forestry Tools & Saws



Gardening scissors



Harvesting



Hedge Shears



Kids Tools



Lawn Care Tools



Loppers



Nursery Tools



Pruners



Rakes for Lawn and Leafs



Shovels & Spades



Soil Care Tools



Spare Parts & Maintenance



Tree Pruners

COOKING PRODUCTS



Kitchen scissors



Kitchen shears



Cook's knife



Carving knife



Filleting knife



Bread knife



Carving knife



Paring knife



Peeling knife

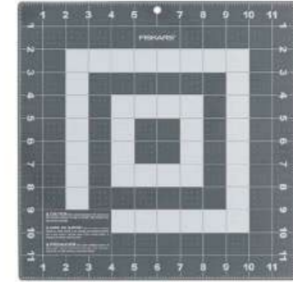


Knife sharpener

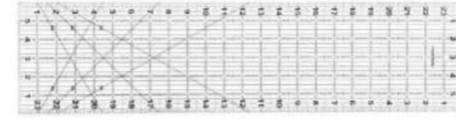
CREATING PRODUCTS



Craft Knives



Cutting Mat



Rulers



Rotary Cutters



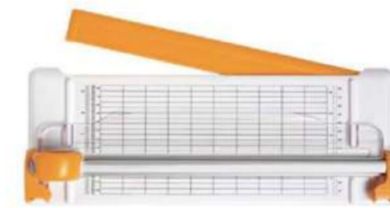
DIY Precision tools



Decorative Scissors



Embossing Tools



Paper Trimmers



Blades



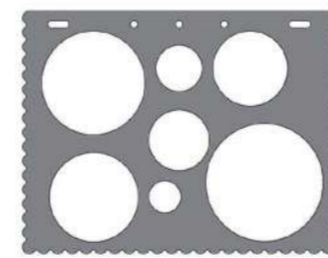
Punches



Scissors



Stencils



Template



Shape Cutting



Utility knife

HARDWARE PRODUCTS



Amplify shears



Hardware scissors



Hardware snip



Carving fork



Pipe Cutter



Hardware saws



Claw Hammer



Sledge Hammer



Demolition tool



Utility Knives

MARKET SHARE

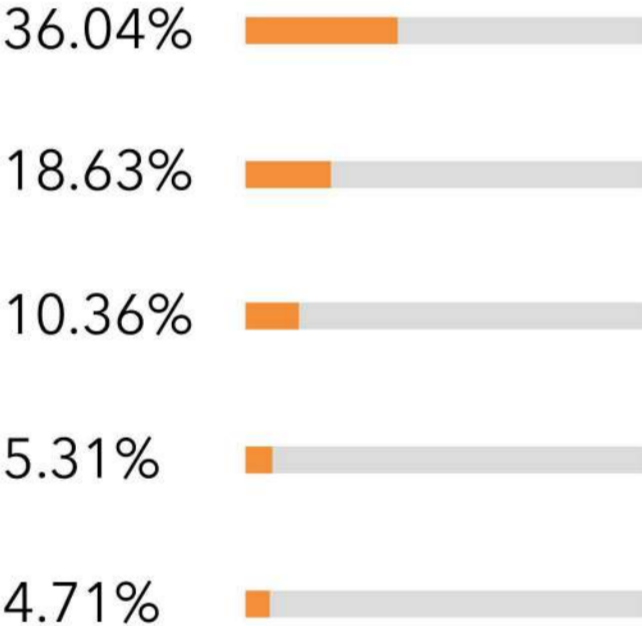
MARKET



Country/Region

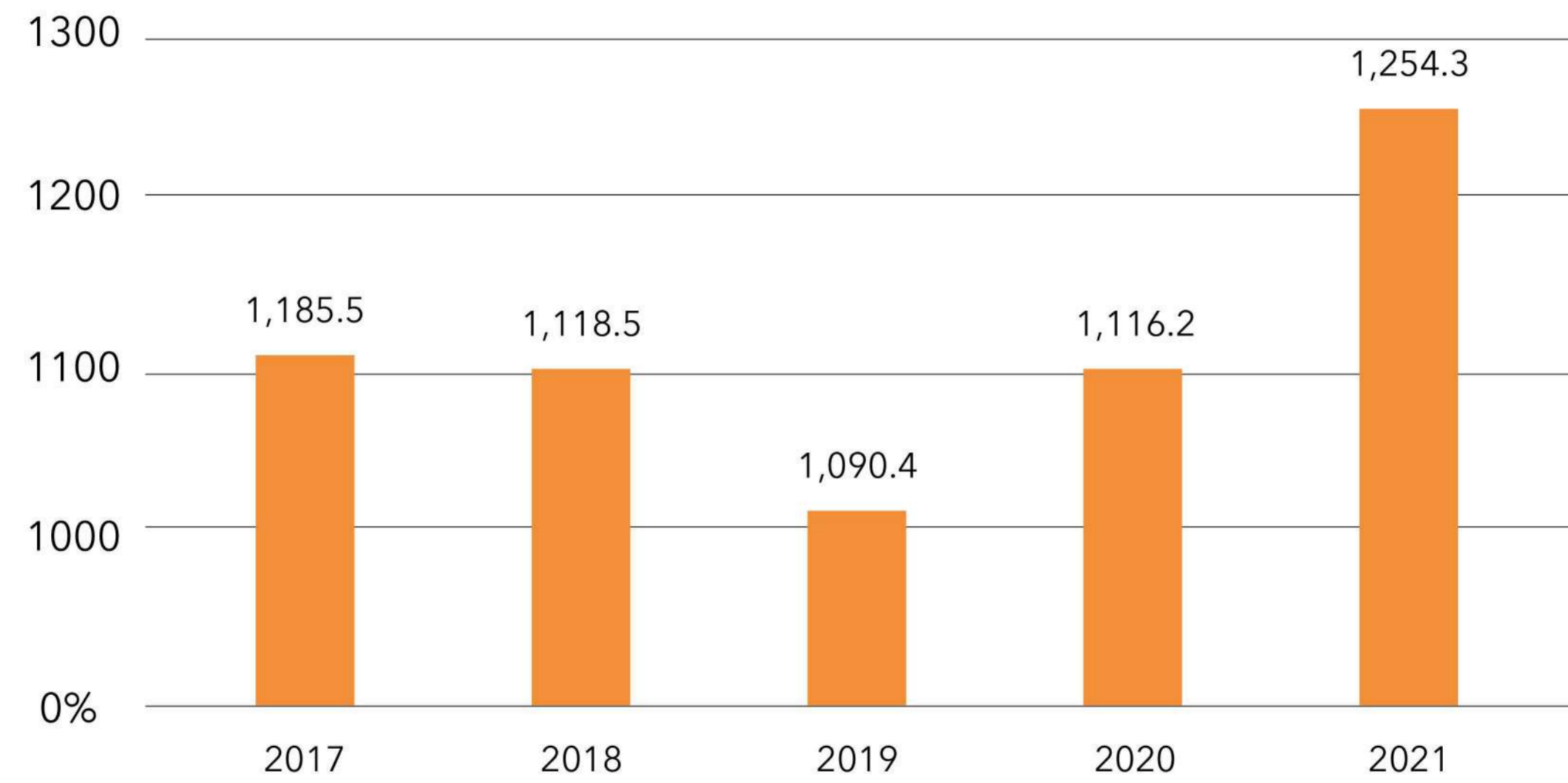
-  United States
-  Finland
-  Germany
-  France
-  Sweden

Distribution

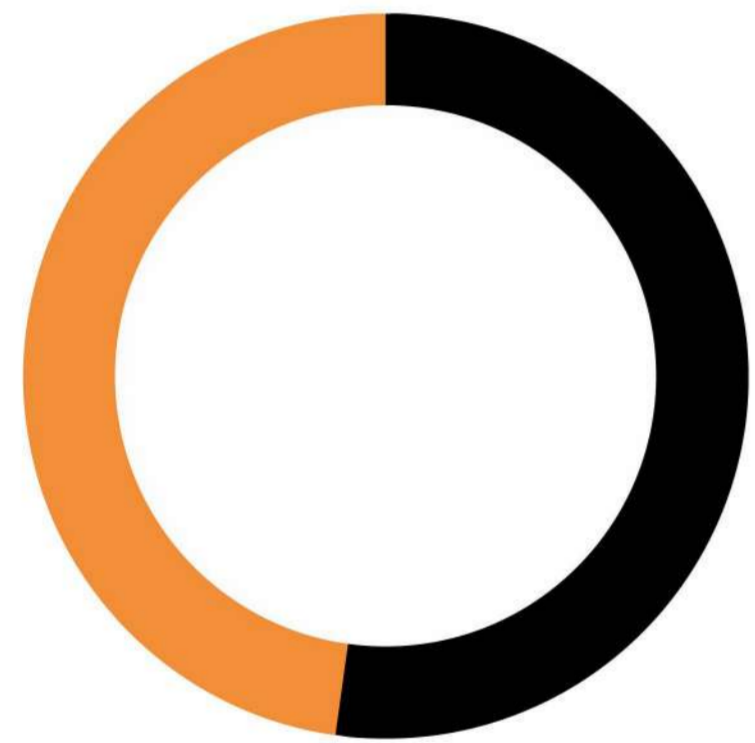


SALES

Net sales (EUR million)



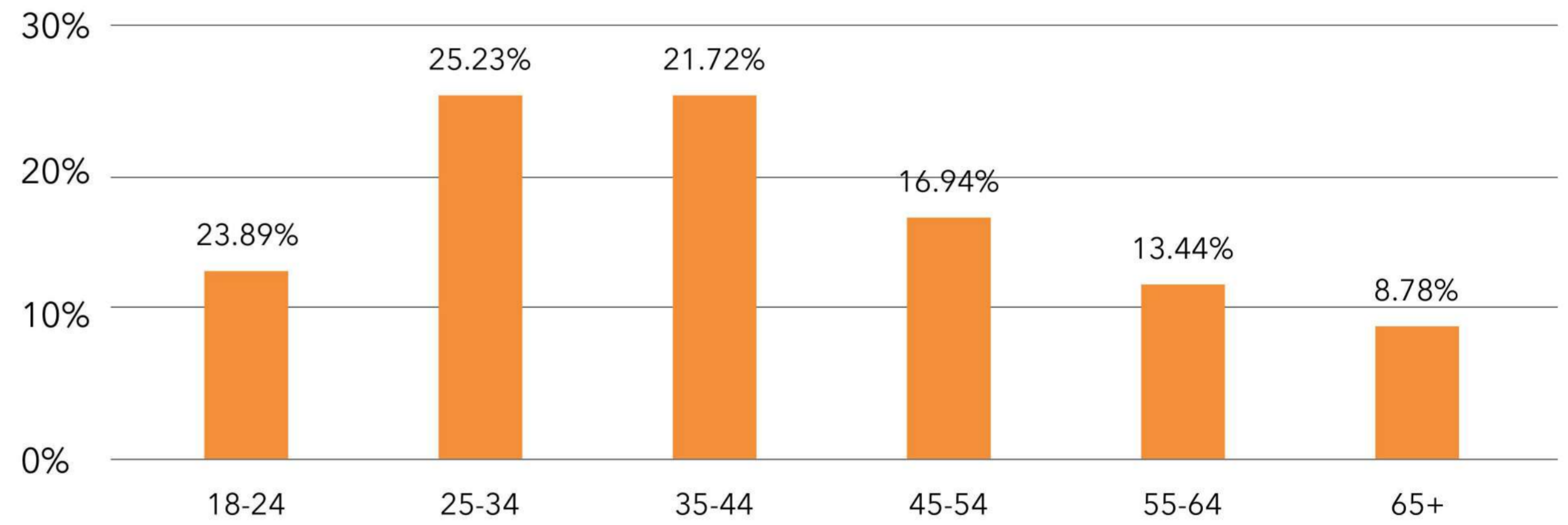
CURRENT AUDIENCE



● Male
52.28%

● Female
47.72%

Age distribution



BRAND AUDIT

LOGO



OLD

In the old version, the word "FISKARS" consisted of capital glyphs in white. The designers used grotesque and made some corners rounded. The inscription occupied a space inside a black vertical rectangle with symmetrically convex sides at the top and bottom.



NEW

After the redesign, the logo's background became white, while the brand name was recolored in orange. The typography has also changed slightly: the creators of the wordmark have increased the number of rounded corners and slightly tweaked the shape of the glyphs.

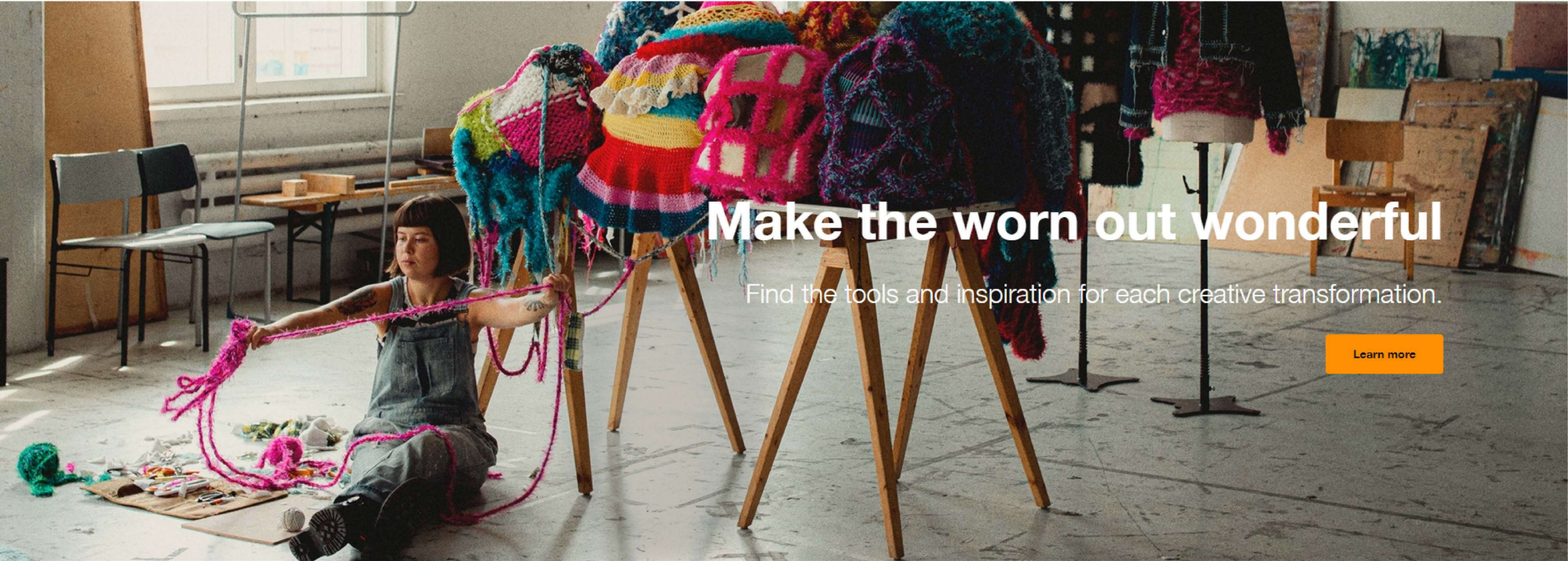
Fiskars Maria Korkeila Garden Clothing

Fiskars teams up with fashion and textile designer Maria Korkeila to launch its first-ever clothing and accessory collection designed for gardening and urban exploring.

Neue Haas Grotesk Text 65 Medium

Neue Helvetica 35 Thin

TAGLINE



Make the worn out wonderful

Find the tools and inspiration for each creative transformation.

[Learn more](#)

FISKARS

DIGITAL TEMPLATES

Website <https://www.fiskars.com/en-us>

FISKARS Search

Gardening & Yardcare Cooking Crafting & Sewing Kids & School Building & Fixing

Springtime Prep

It's the perfect time to start seeds, clear away mulch and debris, sharpen and clean tools and refresh garden beds.

[Find tools](#)

Awaken your space

As the days grow longer, bring new life to your spaces. From a perfect springtime party to a DIY refresh on your outdoor living area, we have an idea (or two!).

[Explore projects](#)

Instagram

17:01

fiskars

370 帖子 9.9万 粉丝 296 关注

Fiskars
Providing happiness in and around the home since 1649.
#fiskars
www.fiskars.com
查看翻译

逛店铺

已关注 发消息

YouTube

Facebook

Twitter

MAIN COLORS

The color, Fiskars Orange™, was officially registered as a trademark in Finland in 2003 and in the US 2007.



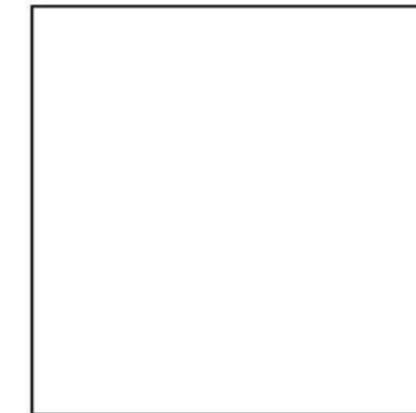
INFORMATION

Name: Fiskars Orange
Hex: #FF8E00
RGB: (255, 142, 0)
CMYK: 0, 0.443, 1, 0



INFORMATION

Name: Black
Hex: #000000
RGB: (0, 0, 0)
CMYK: 0, 0, 0, 100



INFORMATION

Name: White
Hex: #FFFFFF
RGB: (255, 255, 255)
CMYK: 0, 0, 0, 0

THEMEL COLORS



Plus™ Pruner (P751)



Fiskars Trigger Rotary Cutter (60 mm)



Fiskars Easy Change Trigger Rotary Cutter (45 mm)



StaySharp™ Reel Mower



Herb and Veggie Shears



POWER TOOTH Softgrip D-handle Saw (18")



Premier No.8 Easy Action Bent Scissors



Heavy-duty Staple Remover



MATERIALS

● SOFTGRIP

Softgrip touchpoints provides a secure, comfortable grip and reduce hand fatigue.



● STAINLESS STEEL

The fully hardened, precision-ground steel blade stays sharp.



● FIBERCOMP

FiberComp design is lightweight for easy handling yet stronger than steel for lasting value.



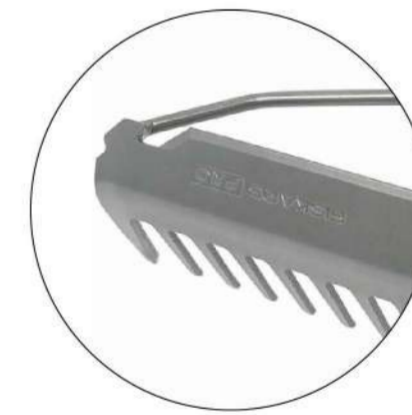
● PLASTIC

Plastic is durable and easy to clean.



● METAL

Durable, hardened, metal tines resist abrasion and bending.



FINISH

● LOW-FRICTION COATING

Resists rust and allows for smoother, easier cuts.



● TEXTURE

Several textures are applied to the material of the handle.



● GLOSS FINISH

A gloss coat is applied to the material of the handle.



● MATTE FINISH

A matt coat is applied to the material of the handle.



TEXTURES

NON-SLIP GRIPS

The handle with non-slip grips provides excellent control.



FORM LANGUAGE

SYMMETRIC FORM

The product has the beauty of symmetry. Features are the same on both sides.



ROUND CORNER

The product has a smooth, rounded form of edge.



CONCAVE FORM

The concave form is designed to be more convenient to use.



STREAMLINE

Ergonomic handle fits the natural shape of your hand, reducing fatigue.



BENT HANDLE DESIGN

Ergonomic handle fits the natural shape of your hand, reducing fatigue.



SHAPE

UNDULATING BLADE

Wavy-blade Hedge Shears feature a unique undulating blade design that grips for precise cuts.



SERRATED EDGE

Precision-ground steel blades feature a serrated edge to grip while cutting.



WAVY SHAPE

The wavy shape soft grip adds aesthetics to the overall product.



HOLLOWED-OUT

Providing excellent visibility for both right- or left-handed users.



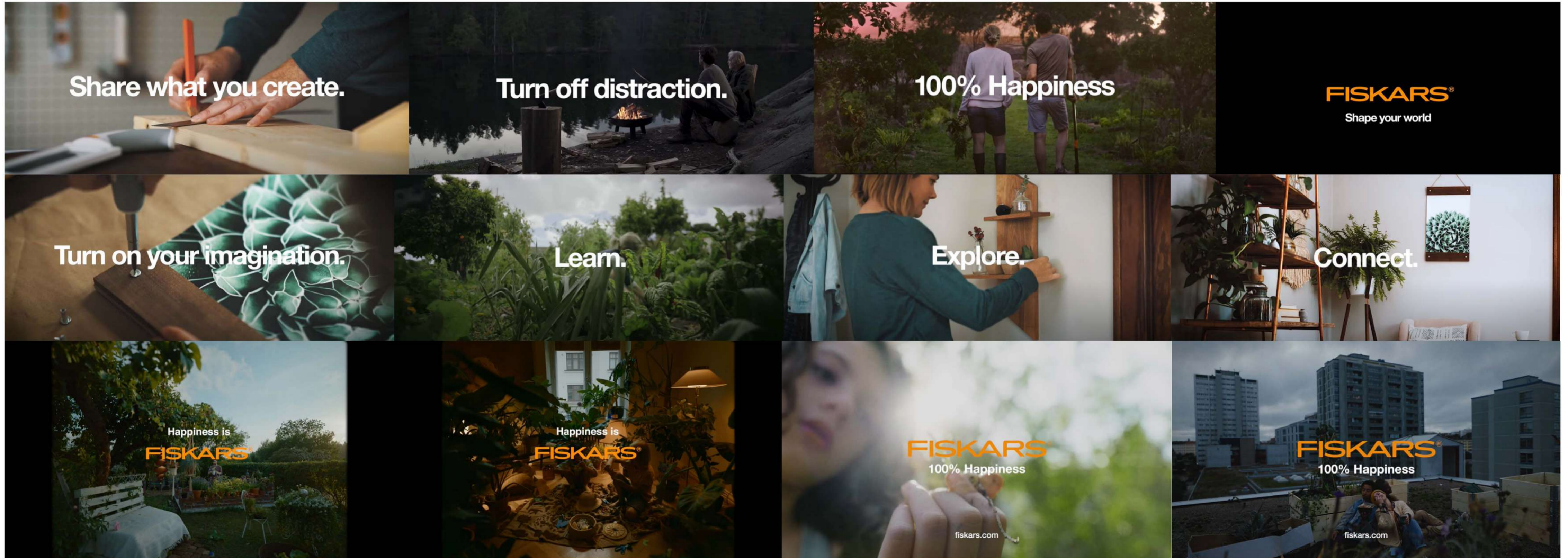
SMOOTH SHAPE

The shape of the product and the buttons are smooth and rounded.



ADVERTISING

YouTube Advertising - 100% Happiness



PACKAGING

Fiskars StaySharp Max Reel Mower



Fiskars MVP Kids Scissors



Fiskars Non-scratch Kitchen Shears



PACKAGING

Fiskars Essential packaging range

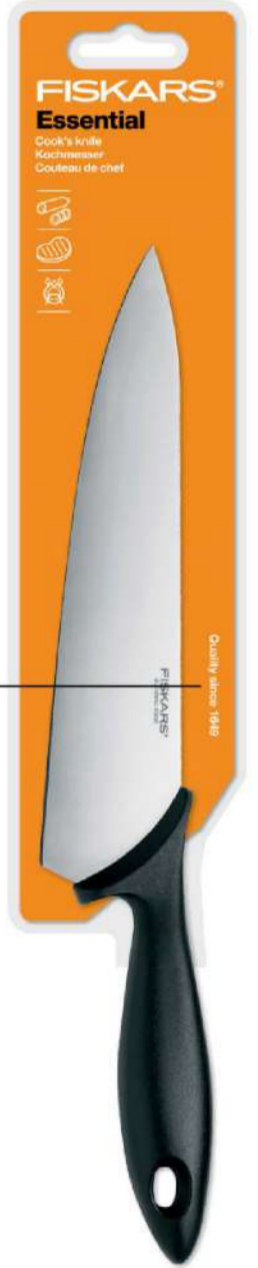


Description

Application

Brand Info

Geometric Shape



SUSTAINABILITY

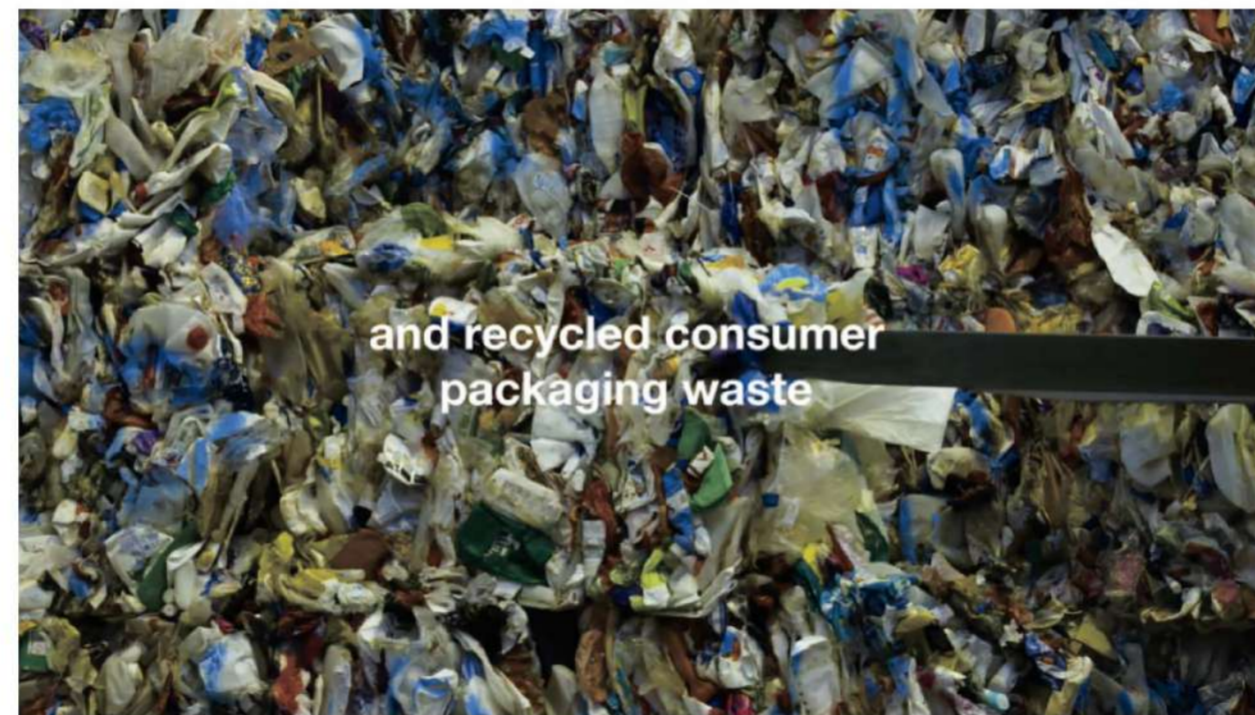
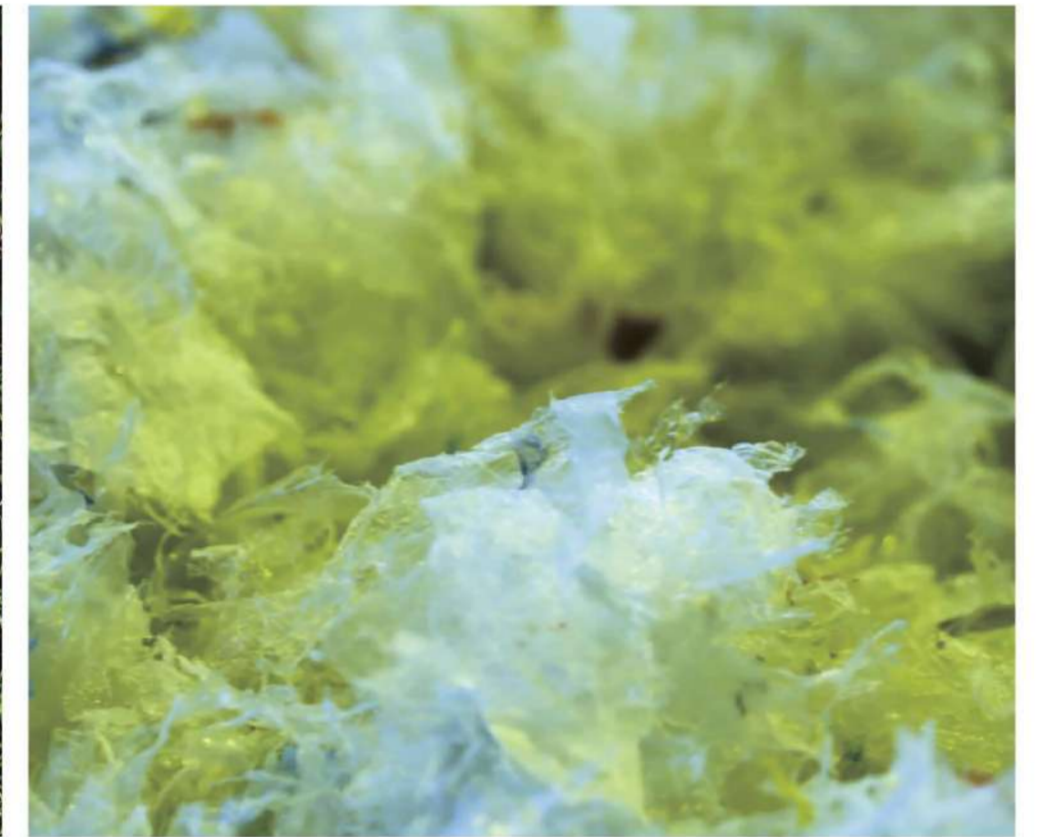
Recycled Materials

Fiskars used materials composed of post-consumer plastic and renewable wood fiber to make ReNew Scissors.

Made of recycled materials (80%) and cellulose fiber (13%), these scissors are 100% recyclable.

Advantage of Recycled Plastic

- Light-weighted and durable.
- Reduces the amount of waste sent to landfills and incinerators.
- Prevents pollution by reducing the need to collect new raw materials.
- Diminished reliance on fossil fuels.



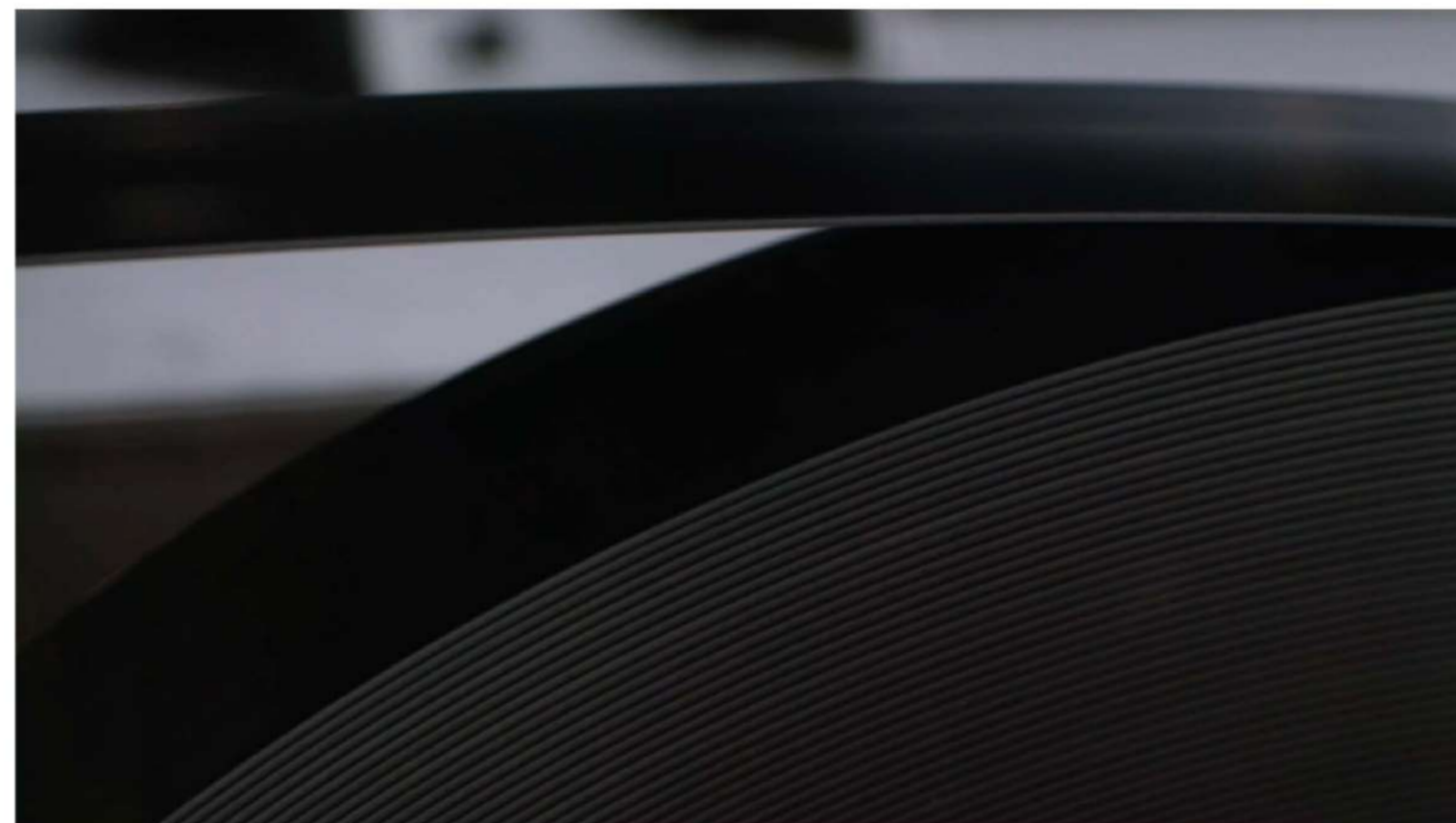
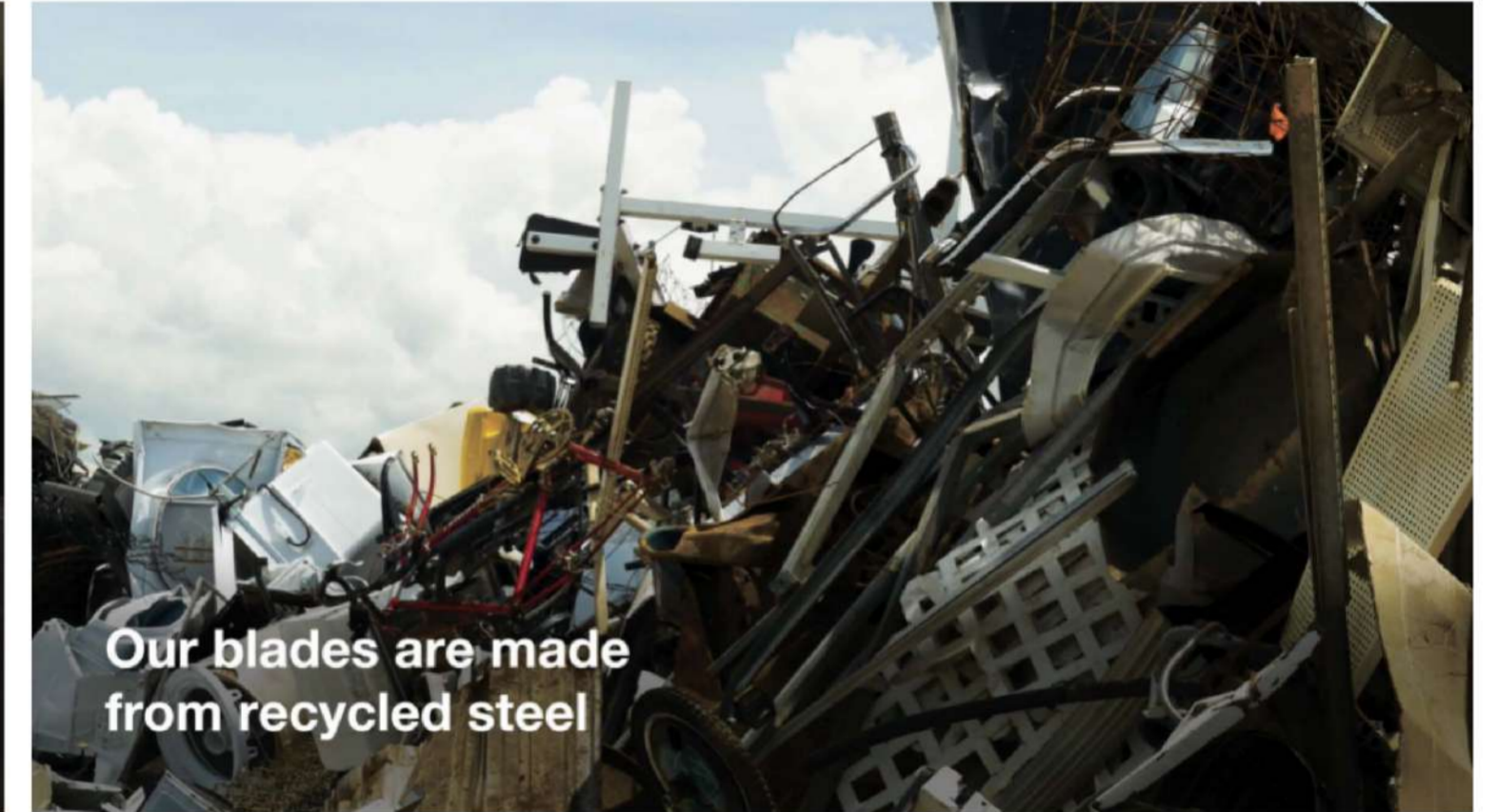
The Recycled Scissors may have a slightly brown or green hue or a somewhat patchy look. The light brown spots are characteristic of renewable cellulose fibers.

Recycled Materials

Steel recycling is good for the environment because the more steel we recycle, the less mining for new metals we have to do. Every ton of steel we recycle saves 2,500 pounds of iron ore, 1,400 pounds of coal and 120 pounds of limestone. It also saves energy – recycling steel uses 74% less energy than creating steel from raw materials.

Advantage of Recycled Steel

- Recycled steel is as strong and durable as new steel made from iron ore.
- Steel does not lose any of its strength, quality or durability when it is recycled.
- Steel can be recycled easily.
- Recycled steel reduces the consumption of other valuable resources and reduces the energy used to mine them.



ERRC GRID

MAIN COLORS

Eliminate

- Hand tools with low efficiency
- Hand tools that lack competitiveness

Raise

- Sustainability materials for the products
- Social media channels for increasing brand awareness campaigns
- Kitchenwares

Reduce

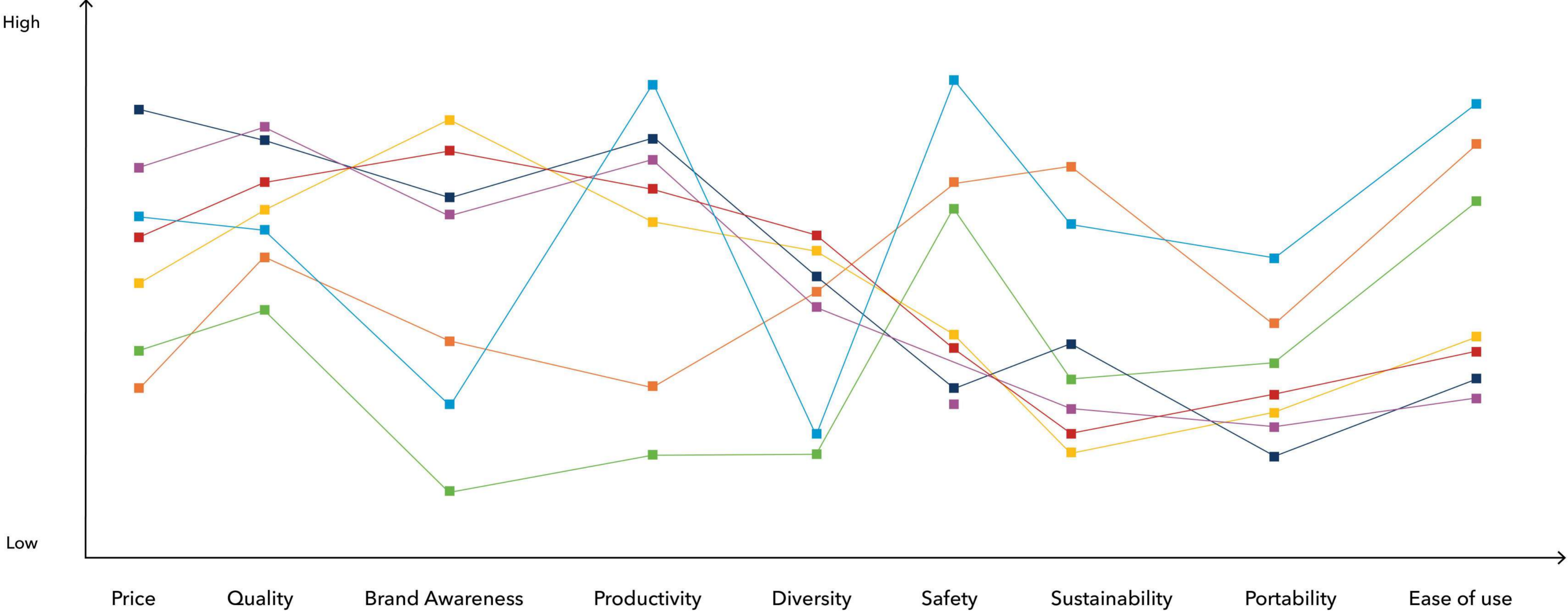
- Costs of developing Fiskars fashion clothes
- Traditional hand tools for Building and Fixing
- Duplicated products in the same segment

Create

- Products that enhance work efficiency
- Products for a new market segment
- Products cater to popular trends to attract young customers like Gen Z
- Products for outdoor

BLUE OCEAN STRATEGY CANVAS

BLUE OCEAN STRATEGY CANVAS

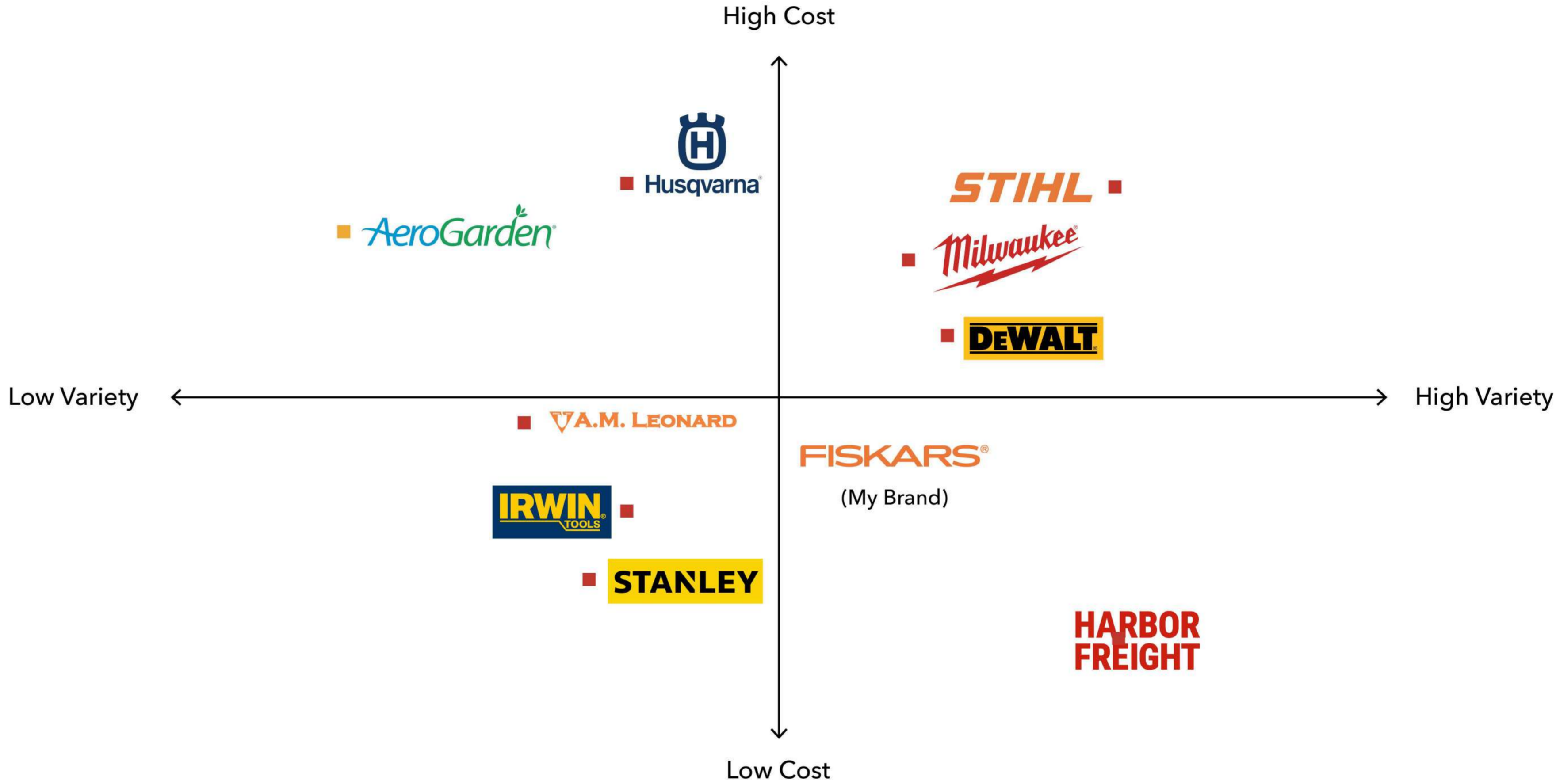


COMPETITOR ANALYSIS

COMPETITIVE LANDSCAPE ANALYSIS

■ Direct Competitors:

■ Indirect Competitors:



COMPETITOR SWOT ANALYSIS

S

- Stellar reputation in the power tools industry
- Operates in robust domestic market
- Well-known for high-quality power & hand tools
- Strong and consistent brand identity
- Substantial brand equity and brand awareness
- Current customers are extremely loyal to it



T

- New entrants because of reducing costs and increasing efficiencies
- The growing trend of sustainability
- Squeezing middle class in developed and developing world cause lower demand
- Growing tension between US-China trade relations



W

- Project management is too focused on internal delivery
- Lack of workforce diversity
- Products do not consider environmental protection
- Simmering sense of dissatisfaction among the customers
- Low market penetration in new markets



O

- Pay more attention to the sustainability strategy and reduce environmental pollution
- Open up new markets with innovation
- Adding various features based on customer preferences
- Focus more on areas where it can improve the customer purchase and post-purchase experience



COMPETITOR SWOT ANALYSIS

S

- Has broad range categories of gardening tools
- Has promotions and discounts for the products
- Provide superior customer service
- The brand history is old and reliable
- The price of the product is affordable
- Listens to customers' feedback



T

- Garden power tools can replace the traditional hand tools
- The old-fashioned business way will be hard to attract younger users
- Competing with existing well-known brands
- People are more and more dependent on technology product



W

- Lack of consistent and strong brand identity
- Lack of product innovation
- Not a well-known brand in the gardening tools market
- The quality is not worth the money
- Lack of pricing consistency
- Does not enter the global market



O

- Redesign the brand identity to make it more appealing and consistent
- Follow the macro trend and attract young
- Tie up with other value chain partners to explore new opportunities regarding meeting customer demands
- Spend more marketing and advertising efforts to raise brand awareness



COMPETITOR SWOT ANALYSIS

S

- Emphasis on continuous product development
- Substantial geographical reach and consumer base
- Extremely trusted due to providing safety education and discovery environment to kids by cooperating with school and market networks
- The brand caters to different customers with segments



T

- Trade relations between US and China will be limited expand operations in China
- Increased threat of duplication of its service design by different rivals
- The increasing devaluation of the Mexican Peso versus the U.S. dollar may decline the business's financial stability



W

- Declining market share with increasing revenues
- Hard to grow its organization domestically and worldwide due to a lack of technical and financial resources
- Lack of expertise in operating in U.S markets
- The competitors in the industry can easily imitate the business model



O

- Accelerated technological innovations and advances to improve industrial productivity
- Develop new product areas to attract young
- Only focus on the most successful products to increase standardization
- Look for opportunities for collaboration to bring innovative products



COMPETITOR SWOT ANALYSIS

S

- Superior product and services quality
- Diverse product portfolio enables brand to target various segments in the domestic market
- Listens to customers' feedback
- Has effective processes that help explore new product needs and launch the products quickly



T

- Shortening product life cycle leads to lower customer loyalty and more cost
- Barriers to entry in the industry are lowering as technology is more democratized
- It needs a robust strategy against the disruptions arising from climate change and energy requirements.



W

- Heavily dependent on the existing supply chain
- Workers express concern over automation
- Go-to-market strategies for the next generation of consumers have high operating costs
- Online purchase site has poor user experience
- Continuous financial growth is highly dependent on each new product launch.



O

- Spend more promotional, marketing, and advertising efforts to penetrate international markets
- Tie up with other value chain partners to explore new opportunities regarding meeting customer demands
- Leverage low cost of reaching customers using social media and e-commerce



COMPETITOR SWOT ANALYSIS

S

- Strong brand equity and brand awareness
- Strong relationship with existing suppliers
- Solid and consistent brand identity
- Brand products are diversified
- Continuous technological innovation in the field
- A rich history of made-in-the-USA manufacturing



T

- Business model can be easily replicated by other brands
- Workers concerns about automation
- Higher logistics costs and higher packaging costs due to environmental regulations
- New entrants because of reducing costs and increasing efficiencies



W

- The overall price is higher than average
- Lack of connection with the customers
- Need more investment and innovation to enter the international market
- Lack of international markets
- Intellectual property rights are complicated to implement in the industry



O

- Growth in the international market can be less dependent on the domestic market for revenue
- Create more portable power tools
- Use social media to reach customers at a significantly lower marketing budget
- Reducing the cost of market entry and marketing into international markets



COMPETITOR SWOT ANALYSIS

S

- It lets customers grow food all year round
- Beginner friendly, easy to operate
- Plants grow significantly faster in hydroponic system compared to growing in soil
- Compact design for areas with limited space
- The market for indoor gardens is increasing



T

- Compete with smart indoor garden brands and outdoor gardening tools manufacture
- Electric energy is gradually becoming scarce
- Increasing competitors and innovation since indoor gardening is a growing global trend
- The possibility of the outdoor growing trend rising again



W

- The price of the product is high
- Need additional costs to run the garden
- Need maintenance regularly to prevent bacteria and mold
- Power consumption throughout the day
- Plant survival cannot be guaranteed 100%
- Limited to growing smaller plants



O

- Attract customers who want to be healthier by promoting planting organic vegetables
- Use renewable energy to be sustainable
- Further investment into research and development to enter the international market
- Combining the advantages of outdoor and indoor growing

