



**TAMMER**

BRANDS | EST 1954

# BRANDS FOR EVERY DAY OF THE YEAR

AS ONE OF NORTHERN EUROPE'S LEADING CONSUMER PRODUCT COMPANIES  
WE STAND PROUDLY BEHIND OUR PRODUCTS, AS PART OF THE EVERYDAY LIFE  
OF CONSUMERS.

**“THE KEY IS THE ABILITY TO CHANGE AND DEVELOP FOR THE FUTURE – WITHOUT FORGETTING OUR ROOTS.”**

**1954**

Aulis Mäenpää founded Tammer-Tukku Ky.



**1972**

The creation of a global procurement network begins.



**2005**

A modern 20,000 m<sup>2</sup> logistics centre is completed in Hämeenlinna.



**2007**

Investment into product brands begins.



**2015**

Cooperation with American toy giant Hasbro begins.



**2016**

Honoured with the EY Family Business of the Year award.



**2017**

Cooperation with Fiskars Group begins.



**2018**

Logistics facilities cover a total of 40,000 m<sup>2</sup>.



**2019**

The company changes its name to Tammer Brands Oy.

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**2020**

Logistics center expansion to 48,000 m<sup>2</sup>.



**2021**

Finland's Most Inspiring Workplaces 2021 acknowledgment and AA rating in the PeoplePower<sup>®</sup> survey.



Turnover over 100 M€.

**2022**

Largest showroom in the Nordic countries with 11,000 m<sup>2</sup>.



Corporate Responsibility strategy completed.

**2024**

Tammer Brands 70 years.



# OUR VALUES

**ONE OF OUR GREATEST ASSETS IS DEFINITELY OUR SKILLED, COMMITTED STAFF AND, ABOVE ALL, OUR LONG AND LOYAL CUSTOMER RELATIONSHIPS. OVER THE YEARS, IT HAS BEEN A PLEASURE TO SEE THAT THERE ARE ALSO GENERATIONAL CHANGES IN OUR CUSTOMER BASE, WITH SUCCESSORS COMING FROM WITHIN THE FAMILY. WITH GREAT PRIDE, TAMMER BRANDS IS ALREADY A FAMILY BUSINESS WITH A LONG HISTORY.**



**Tammer Brands** currently has the largest sales showroom in Northern Europe, which has already grown to over 11,000 m<sup>2</sup>. Our showroom is one of our most valued resources and is visited by well over two thousand customers every year. In line with our customer focus, we are constantly developing our showroom and this is made possible by the efforts of the numerous professionals working in our building. Our showroom allows us to literally bring our future products to life and, at the same time, to create an atmosphere around them that can be easily inspired in the customer's own shop.

In an ever-changing world, renewal is our advantage and our opportunity. Our organisation is highly agile, with all core functions located within the same company. We are constantly evolving our logistics centre functions to meet the accelerating needs of our customers and our e-services are on a mind-blowing trajectory, listening to our customers. At the moment, we are again looking far into the future and our strategy work is always looking years ahead.

Sustainability is important to us. Here we are not just talking about products or procurement channels, although these play a big role, but in the big picture, about the way we do business. For us at Tammer Brands, responsibility must be visible to both colleagues and stakeholders, right from the way we communicate. Together, we have made a promise to pull together in all situations and always aim for the common good.

In the turmoil of change, it is also important to consider when we are happy. What is the level at which we can say we are successful. This is what we have tied our value to under the name of profitability. Our common will is to look at the big picture, with the customer always at the centre. We don't make decisions without careful analysis, and we don't fail to check the results of our decisions. Perseverance and an entrepreneurial approach are important values for every Tammer Brands team member.

Thank you for being part of our journey.

**Zachary Mäenpää**  
CEO



Customer focus



Profitability



Renewal



Sustainability

# A GROWING FAMILY BUSINESS ALREADY IN ITS THIRD GENERATION



From left to right Zachary, Vesa and Reijo Mäenpää.

**“Success is built on efficient cooperation for which stable and reliable family business values are a fruitful base.”**



### A FAMILY BUSINESS SINCE 1954

Grandfather **Aulis Mäenpää** began his career by selling doughnuts and lemonade made by his mother from the rack on his bicycle. Even at this early stage, the fruits of his trading brought joy and relief to people's everyday lives. Now this international consumer products company, one of the leaders in its field in Northern Europe, is already being run by the third generation.



In his 35-year term as CEO, **Reijo Mäenpää** developed the company to its present size. Tough times were survived through an unyielding and strong will, and the good times were fully exploited. Genuinely listening to and pulling together with customers have always been important values in the company's operations.

Internationalising operations and clarification of the core areas of expertise are important themes in the daily work of the third generation and the company's 200 consumer product professionals. At the core of everything remain, however, the same values that have guided the company's business for around 70 years: a diligent and humble attitude to work, single-minded business development and a genuine belief in the creation of long-lasting partnerships.

**THE COMPANY ESTABLISHED  
IN 1954 IS 100 % FAMILY-OWNED.**







# IDEAS, NEW PRODUCTS AND CLASSICS ON THREE FLOORS

**YOU CAN BEST GET TO KNOW OUR RANGE OF MORE THAN 20,000 PRODUCTS BY VISITING THE HEART OF OUR OPERATIONS AT OUR SHOWROOM THAT COVERS MORE THAN 11,000 M<sup>2</sup>.**

## BE INSPIRED IN NORTHERN EUROPE'S LARGEST SHOWROOM

Our showroom in Tampere is the best way to learn about our comprehensive product range. The 11,000 m<sup>2</sup> showroom situated at the Tampere head office is impressive.

In our showroom, it is easy and exciting to build product entities and solutions just for you. The showroom contains

our entire range of products, more than 20,000 of them. The facilities and displays are being constantly updated to keep up to date to the latest trends.

People come from afar to view the exhibition, and purchases are typically made over several days. In addition to the joy of finding commercial products, you can enjoy the many delights offered in the cafeterias and the Bistro restaurant.

**Welcome to Tampere!**





“THROUGH OUR PRODUCTS, WE IMPROVE PEOPLE’S QUALITY OF LIFE BY BRINGING JOY, BEAUTY AND EASE TO EVERYDAY LIFE – EACH OF OUR OWN BRANDS AND PRODUCT DEVELOPMENTS HELPS PEOPLE TO ENJOY LIFE MORE.”





# THE MOST DESIRABLE BRANDS IN EVERYDAY LIFE

**WELL-KNOWN BRANDS ARE NOT CREATED BY CHANCE. WE SYSTEMATICALLY BUILD OUR EXCEPTIONALLY LARGE PORTFOLIO OF BRANDS AND PRODUCT RANGES, WHICH BOOST AND FACILITATE OUR CUSTOMERS' PURCHASING PROCESSES THROUGH THEIR COMPREHENSIVENESS.**

## BRANDS WITH A FLAVOUR OF LIFE

We have launched many successful consumer product brands, which stand out on the shelf and merit the trust of consumers time and again. Tammer Brands offers products for every day of the year, from daily essentials to parties and celebrations, particularly aimed at Northern European life. Our product portfolio, which is unusually extensive on a Northern European scale, covers more than 50 product families comprising more than 20,000 items from seasonal hits to timeless classics and daily products for the home.

More than half of our selection consists of new products that change every year. When building our product range, we study trend forecasts for the coming seasons and listen to the requests of our customers. The products are also particularly tailored to the tastes the Northern European consumers. Our global procurement network covers more than 2,000 suppliers. The sky is the limit and it is advantageous to be able to react quickly. In brand marketing, we focus on bringing out the human story behind each product. **Tammer Brands products are made for real life and for real people.**

# rento

THE HARMONY OF SAUNA



Our roots grow strong and deep in Finnish sauna culture. We want to help you to find an elemental way to relax and feel good – through the harmony of sauna.



[www.rentosauna.fi](http://www.rentosauna.fi)

[@rentosauna](https://www.instagram.com/rentosauna)

DESIGN  
FROM  
FINLAND













**Maku**  
KITCHEN LIFE

## Welcome to the kitchen!


The kitchen is the heart of a home. There you prepare for the important moments of your life, try out new recipes, satisfy your hunger and spend precious time with those you love. From dawn till dusk, every day, a kitchen is full of life. The Maku Kitchen Life collection has been designed precisely for a this type of kitchen.

Maku Kitchen Life offers durable and beautiful kitchen products that excite and inspire with their meticulously designed details. The collection includes everything you need for cooking, baking, serving and storing. The products have been designed to be combinable and they look great on a dining table as well as displayed on an open shelf. You can give you entire kitchen a makeover with Maku Kitchen Life products.

**Maku Kitchen Life - the best friend of delicious food  
and good company.**

 [@makukitchenlife](https://www.instagram.com/makukitchenlife)

 [@makukitchenlife](https://www.facebook.com/makukitchenlife)

 [makukitchen.com](https://www.makukitchen.com)





# MUSTANG

THE SUPREME GRILLING EXPERIENCE

## THE SUPREME GRILLING EXPERIENCE

When grilling, you can always try new things and all methods are allowed. Mustang keeps abreast of the times. We are familiar with the grilling culture and know how to create a genuine grilling experience.

Mustang products have all the essential functionality required of a product and each product is polished to the last detail.



@mustanggrill  
[mustang-grill.com](http://mustang-grill.com)















The Fanni K collection consists of carefully selected home decoration and lifestyle products imbued with the passion to see all of the beauty in the surrounding world.

The products feature repeating classical patterns and natural colors as well as high-quality materials.

[fannik.fi](http://fannik.fi)

 [@fannik\\_homestories](https://www.instagram.com/fannik_homestories)

 [@FannikHomestories](https://www.facebook.com/FannikHomestories)







# atom

Atom products are suitable for physical activity at all levels. The range offers products for a wide variety of sports, such as body toning, yoga, intense workouts and even CrossFit. Atom also provides comprehensive equipment for hiking and other outdoor activities, both in summer and winter. In addition, equipment for all the most popular winter and summer sports, from ice hockey to badminton and darts, can be found in the high-quality and stylish Atom range.

**[atomproducts.fi](https://atomproducts.fi)**

# TARMO

Our broad and approachable range of tools, hardware and garden products inspires you to really get going. Tarmo exudes many of the features typically associated with Finnish culture: quality, responsibility and inventiveness.

**Tarmo – the secret of people who like to roll up their sleeves.**













### **Home, the neatest place in the world!**

Nord Clean offers a versatile range of cleaning equipment and detergents, including the right supplies and agents for all areas of the home.

The range has been carefully developed with a focus on quality, sustainability and performance, without forgetting responsibility. We have, for example, marked the pH of all domestic detergents clearly on the front of the packaging to make it easy to choose the right cleaning agent. Almost all laundry agents bear the EU Ecolabel.

We want Nord Clean to offer an effective, yet affordable, solution to every cleaning problem in the home, meaning that all our products have a great price-quality ratio.

**[nordclean.info](http://nordclean.info)**






# Marjukka

Marjukka products are designed to make berry and mushroom picking and preservation easier. The range includes berry-picking rakes, mushroom knives and products for freezing and preserving that make it easy to turn the gifts of the forest into tasty jam or juice. We continuously develop the product range to meet consumers' needs, wishes and new ideas. At the same time, popular and traditional products that have been proven to be good will remain in our product range year after year and continue to serve consumers during the harvest season.

**Marjukka inspires the people of today to go into the woods to pick superfoods and cherish the tradition of preserving.**

 [@marjukka\\_finland](https://www.instagram.com/marjukka_finland)  
[marjukka.info](https://www.marjukka.info)













# 4living

COLLECTION

The 4Living Collection product range provides creative ideas for versatile home, patio, balcony and garden décor. The range includes both interior décor products and many textile products, such as pillows and blankets. All the products in the range are inspired by current trends and have been designed using attractive patterns.

Garden furniture | Garden decoration  
Interior decoration | Home textile | Rugs | Lanterns

**The home is the most important place in the world.  
It should feel and look like your own place.**

[4livingcollection.fi](http://4livingcollection.fi)

# EVERYTHING YOU NEED UNDER ONE ROOF

WE CONNECT OUR HIGH-QUALITY PARTNER BRANDS TO OUR COMPREHENSIVE NORTHERN EUROPEAN DEALER NETWORK. WE CAN GET OUR PARTNER BRANDS VERY CLOSE TO THE CONSUMERS, AND OUR CUSTOMERS CAN GET EVERYTHING THEY NEED FROM UNDER THE SAME ROOF.



## OUR PARTNER BRANDS

Our diverse network of partner brands consists of both large and successful global brands as well as newcomers. Through its partners, Tammer Brands enables extensive distribution networks and seamless cooperation, and at the same time we supplement our own product portfolio with interesting, commercial trademarks.

For each of our partner brands, we create an impressive showroom space in harmony with the brand. Here our professional sales team will showcase the products to our very broad customer base from all over Northern Europe. Our service concept also includes B2B and B2C marketing, and all the products can be ordered through multiple channels.







# A FAST AND EFFICIENT LOGISTICS CENTRE IN A CENTRAL LOCATION

**GENUINELY EFFICIENT LOGISTICS IS THE CORNERSTONE OF OUR OPERATIONS. PROFESSIONALS ENSURE SMOOTH DELIVERY EVEN AT THE BUSIEST TIMES OF THE YEAR.**

## **EFFICIENT LOGISTICS ENSURES SUCCESS**

High-quality, fast and reliable logistics is an important part of our operations.

Our 48,000 m<sup>2</sup> logistics centre in a central position in Hämeenlinna enables the handling and smooth distribution of large consignments of goods all year round.

This is indicated by the flow of more than 5,000 TEU that pass through our logistics centre annually. The storage capacity at present covers a total of 55,000 pallet places.

Our goal is to serve our customers flexibly and as well as possible.

We have also taken into account the reduced storage space available to retail outlets and online stores caused by the revolution in retailing, and have developed our operating models to be very agile.

We also deliver small consignments very quickly.







# RESPONSIBLE PURCHASING CHANGING THE WORLD

**WE WORK TO ENSURE RESPONSIBILITY AND PRODUCT SAFETY IN OUR EVERYDAY CHOICES  
– RESPONSIBILITY MUST BE SHARED BY ALL OF US.**

## MORE SUSTAINABLE CHOICES

We feel that, in addition to being a significant player in supporting the operations of customers and improving the quality of life of consumers, we have a social obligation to help more widely. We want to be actively involved in the development of responsible work and production.

Care for the environment is the duty of each one of us. Where possible, we choose products that have been manufactured from renewable or recycled raw materials, and that are recyclable themselves. We take responsibility for the life cycle of our products. Our network of partners already contain many companies that use recycled materials in their products, and we are constantly investigating innovations based on sustainable development and partners involved in them.

## AMFORI BSCI

It is important that our products are manufactured under conditions that are in line with our values, and that workers' rights are respected in our supply chain. Our aim is not only to monitor working conditions but also to encourage our suppliers to develop their own operations more responsible.

We participate in Amfori BSCI, a network of companies dedicated to improving working conditions and sustainability in the global supply chains. The Amfori BSCI system is based on UN and ILO conventions on human rights and working conditions. An important part of the system are the harmonised factory audits carried out by third parties. The Amfori BSCI's model for continuous improvement makes the Amfori Sustainability Platform a suitable tool for us to improve the social performance of our supply chain.



Member of amfori, the leading global business association for open and sustainable trade. We participate in amfori BSCI and amfori BEPI. For more information visit [www.amfori.org](http://www.amfori.org)



**Rento Pisara products** are made of Finnish biocomposite. The material is a combination of polymers and 40 % wood fibre from the by-streams of the manufacture of wood products and pulp.



**Maku Kitchen Life palm leaf plates** are made of fallen palm leaves compressed into a mould. The 100 % natural product can be disposed of as biowaste.



**Fanni K Ruutu towels** are made of recycled cotton.



### SUSTAINABILITY CHALLENGE

We live in a time of change. Every day consumers are confronted with very big issues that challenge their daily lives: climate change, nature crisis, overconsumption, waste hierarchy, green transition, resource wisdom, etc. For us it's clear that Tammer Brands is part of the solution - that's how our products will thrive for the next 70 years as well.

We follow the sustainability field closely and widely and are aware of both future regulation and general changes in the consumer product sector. Social responsibility features are already part of our supplier management system, and we have clear processes for collecting and verifying product documentation for environmental and sustainability claims.

### SUSTAINABILITY IS IMPORTANT TO US

Tammer Brands corporate responsibility takes into account all aspects of our business: the environment, social responsibility and governance. Our activities are guided by the principles set out in our sustainability strategy, in which we identify our areas for improvement.

We are a 100 % Finnish owned company with a Finnish tax footprint. We know that the diversity in the workplace is an asset. As an agile family business, we are able to react quickly to the changing sustainability regulatory environment.







# PRODUCT BRANDS FOR THE REAL DAILY LIFE

## PART OF THE DAILY LIFE OF THE NORTHERN EUROPEAN CONSUMER

If our products bring joy, benefit and ease of daily life to their end-users, as well as supporting the business of the customers who serve as our dealers, we have succeeded in building and productising our brands. Our mission, the desire to improve the quality of peoples lives, starts from understanding the needs and problems of daily life and different people.





# TB24h

www.tammerbrands24h.fi



## B2B webstore for companies of all sizes

### OVER 50 BRANDS, OVER 30 PRODUCT GROUPS

Getting to know our brands and selection is easy!

### FAST DELIVERIES

Receive deliveries quickly, even for acute needs.

### CURRENT BENEFITS AND OFFERS

Changing promotions and offers, as well as final batches at low prices.

### AVAILABLE IN THREE LANGUAGES



### READY TO USE MARKETING MATERIALS AND ENRICHED PRODUCT INFORMATION

- product and mood images in high-resolution
- logos
- shop-in-shop solutions
- price tag templates
- manuals
- brochures

# TAMMER

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[www.tammerbrands24h.fi](http://www.tammerbrands24h.fi)

Our customer service is available from Mon to Fri 8-16 UTC+2 +358 3 252 1111 / tb24h@tammerbrands.fi

# Order at webstore

**SELECTION IN STOCK IS AVAILABLE 24/7**

Browse our range and make quick supplement orders 24/7.



**[tammerbrands24h.fi](https://tammerbrands24h.fi)**

**CONTACT US AND WE WILL CREATE YOUR CREDENTIALS**

**[tb24h@tammerbrands.fi](mailto:tb24h@tammerbrands.fi)**



Tammer Brands ([yritys/corporate](https://www.facebook.com/yritys/corporate))



[tammerbrands](https://www.instagram.com/tammerbrands)



Tammer Brands Oy

Join our private Facebook group for our customers only to find out our latest news, seasonal products and webstore campaigns.



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