

Hultafors Group AB receives the Swedish Publishing-Price 2012 for its Tool Carrier pop-up.

Stockholm Nov 15, 2012.

The most prestigious graphical communication award "The Swedish Publishing-Price" was announced today. The price has been given out for more than twenty years and is aimed to honor excellent design and typography that in a clear, informative and highly visible manner attracts its target group. Hultafors Group's contribution in the "Sign category" is the newly developed Tool Carrier pop-up for in-store exposure of the new generation Tool Carriers. The jury motivated the award by the following words:

"For this year's strongest solution in a category with killing competition in the store".

"We are very happy to get this prestigious award", says Anders Garberg, Director of Marketing at Hultafors Group AB. "As it is difficult to get into stores with new products we realised that we needed to develop an in-store display solution that really got that extra something. And I think we have succeeded. We have managed to take the in-store exposure one step further".

The Hultafors Group Tool Carriers is a family of innovative, ergonomic and highly functional carrying solutions for mobile craftsmen who need easy accesses to their tools at all times and all places. Earlier this year Hultafors Group received the Red Dot award for the smart design of one of the backpack carriers in this new product family.

Hultafors Group offers a dynamic range of premium brands to rely on. Snickers Workwear, Wibe Ladders and Hultafors Tools form together a powerful offer for distributors and craftsmen who want innovative and reliable products with maximum function, safety and ergonomics. Hultafors Group has 650 employees, an annual turnover of 1.2 billion SEK and sales operations on more than 40 markets the world over. www.hultaforsgroup.com