



**tonfisk**<sup>®</sup>  
D E S I G N  
S U O M I F I N L A N D

“Form follows function  
doesn't mean all objects  
have to look the same”



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# Tonfisk Design Ltd

## Basics

- \* Finnish ceramic design brand
  - \* established 1999
- \* founders Brian Keaney & Tony Alfström
  - \* 15 owners
  - \* employs 2 people
- \* all products hand produced in our own factory
  - \* selling in 30 countries worldwide
- \* summer 2007 moved from Helsinki to Turku



# Aim

to become internationally renowned Finnish design brand



# Philiosophy

form follows function doesn't mean that all object have to look the same





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SUOMI FINLAND

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## The Brand

## Sales & Marketing

\*60-70% export

\*Scandinavian design concept

\*provide ready package / minimise number of decisions of buyer

\*main channels – fairs, www, press, Turku Design Now! Sales events



# Fairs

Frankfurt, Paris, New York, Helsinki

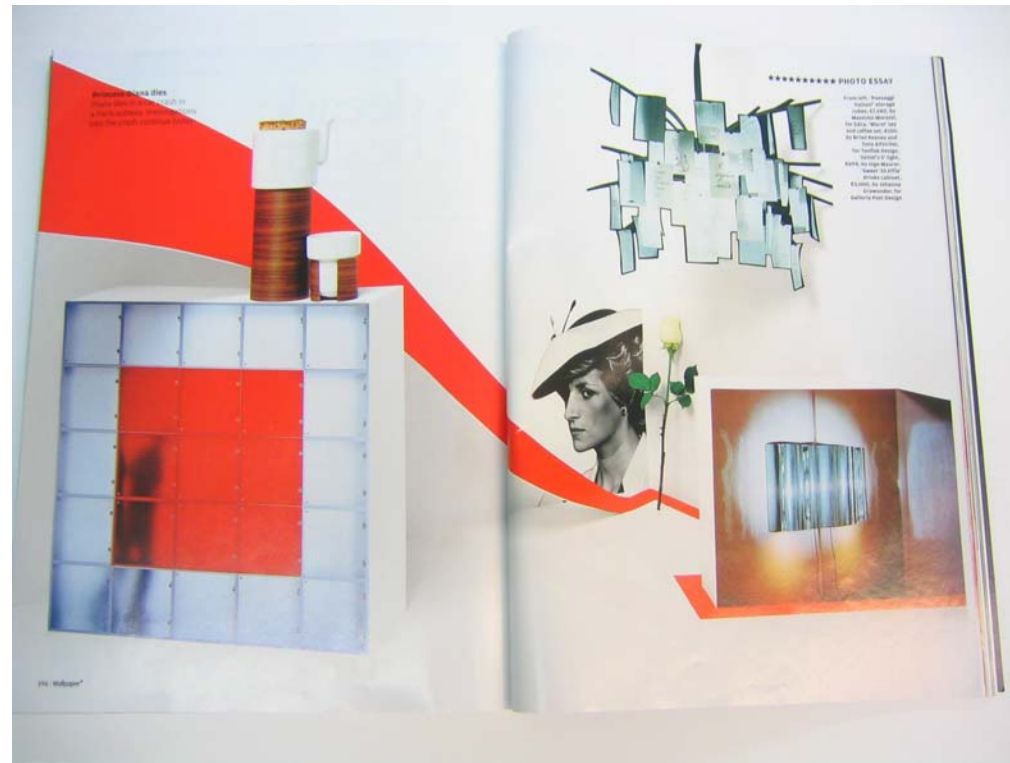


WWW

Tonfisk = Iittala  
search vehicle  
webshop



# Press



## Turku Desin Now!

7-10 Turku Design Companies  
10 times more marketing power



## Sales Events

meet customers, cash immediately, better margin



# Development

year 1

no production  
no experience  
no marketing contacts  
no capital  
no profit

but.....strong brand profile and products and  
Tonfisk becomes internationally known brand



# Customers





**TONFISK** Due giovani, Tony Alström (28), finlandese, e Brian Keaney (26), irlandese, conosciuti all'università di Helsinki dove si sono specializzati nella lavorazione di ceramica e vetro, hanno intrapreso la via dell'auto-produzione. Con il marchio Tonfisk realizzano oggetti per la tavola che hanno lo scopo di durare nel tempo. La collezione di tazze, teiera e caffettiera Warm è in ceramica con un supporto in legno che rende superflui i manici.

Two young men, Tony Alström (28) of Finland and Brian Keaney (26) of Ireland, met at Helsinki University, where they specialized in ceramic and glass working, and they became committed to self-production. Under the brand name "tonfisk", they produce tableware which is meant to stand out as durable. The collection "Warm" comprises cups, saucer and a coffee pot, made from ceramic with wooden supports, it does not require any handles.



**VILLEROY & BOCH**

Sereni è il nome del servizio di posate in acciaio lucido di Villeroy & Boch, di forma semplice, che può essere abbinato a piatti di design o invece più classici. Con questo spirito Villeroy & Boch ha presentato numerosi servizi di posate e alcuni servizi di piatti e bicchieri.

'Sereni' is glossy steel by Villeroy, it matches more classic Villeroy & cutlery an



**WEDGWOOD**

È un'imm nonostante quella che le poche a

riuscita re immagine, marchio ce reinterpret. Munro. Ma nuove colle Crystal, F Waterford V

For some been relyi

# Wedgewood, Villeroy & Boch... ...Tonfisk!

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# Development

year 2-5

new owners  
lack of experience  
lack of capital  
lack of new products

but.....Tonfisk continues gaining international recognition





## Achievements

- \*international press coverage  
Financial Times, Elle,
- \*several books
- \*international exhibitions





## Achievements

\*brands & tv advertisements





## Achievements

\*brands & tv advertisements



# Development

years 5-8

reorganised company  
financial stability  
new products  
less costs....better prices  
new growth



# Development

years 8-10

new products  
concentration on direct sales- sales events + www  
Turku Design Now!



# Terrain



# Kasvu



# Future Development

domestic V export markets  
strengthen product family  
more time for development work- marketing & design



**[www.tonfisk-design.fi](http://www.tonfisk-design.fi)**

**tehtaanmyymälä**

Ketarantie 31 (lähellä Brahenkenttä)

avoinna ma-la klo 10-18

tervetuloa!