

**HERE IS THE STORY ABOUT FINDING
HIGH-QUALITY LABELS FOR
HIGH-QUALITY MATCHES —**

THE CUSTOMER ---

Swedish Match develops, manufactures, and sells quality products with market-leading brands in the product areas snus and moist snuff, Other tobacco products (cigars and chewing tobacco), and Lights (matches, lighters, and complementary products).

Production is located in six countries, with sales concentrated in Scandinavia and the US. In Sweden, the Group has an independent distribution company. Swedish Match also holds a 49 percent ownership interest in Scandinavian Tobacco Group (STG).


Swedish Match[®]

THE CHALLENGE ---

The facilities that manufacture the famous matches are situated in Tidaholm and Vetlanda in Sweden. Swedish Match has been working with StrongPoint Labels to provide their matchboxes with the proper labels for many years. Tommy Adolfsson, one of the purchasers at Swedish Match emphasizes that high quality and competitive prices are very important when choosing label supplier. To understand and adapt to a customer's label needs is one of the central focuses for StrongPoint Labels.



THE SOLUTION ---

The labels that Swedish Match orders from StrongPoint Labels are used to apply the matchboxes prior to packaging. They also use labels for transport labelling and pallet labelling.

“We are very pleased with the labels delivered from StrongPoint Labels, since the labels not only meet our needs in quality and price, but also manages to reproduce our company’s colours on the labels,” Adolfsson said.

THE RESULT ---

“The interaction between StrongPoint Labels and Swedish Match has been very successful. With such a long relationship that we have, there is no need to look for another label supplier,” said Adolfsson.



STRONGPOINT TRANSFORMS THE WAY RETAILERS DO BUSINESS

StrongPoint is an integrated technology solutions provider specialising in the retail industry. We provide hassle-free and innovative solutions on retailers' terms. All StrongPoint solutions help retailers increase productivity and improve their customers' shopping experience. StrongPoint brings comprehensive experience, advice and support to our customers. StrongPoint is listed on the Oslo Stock Exchange. The company has 570 employees and is headquartered in Norway.

