

Tactic as a Partner



Tactic Group

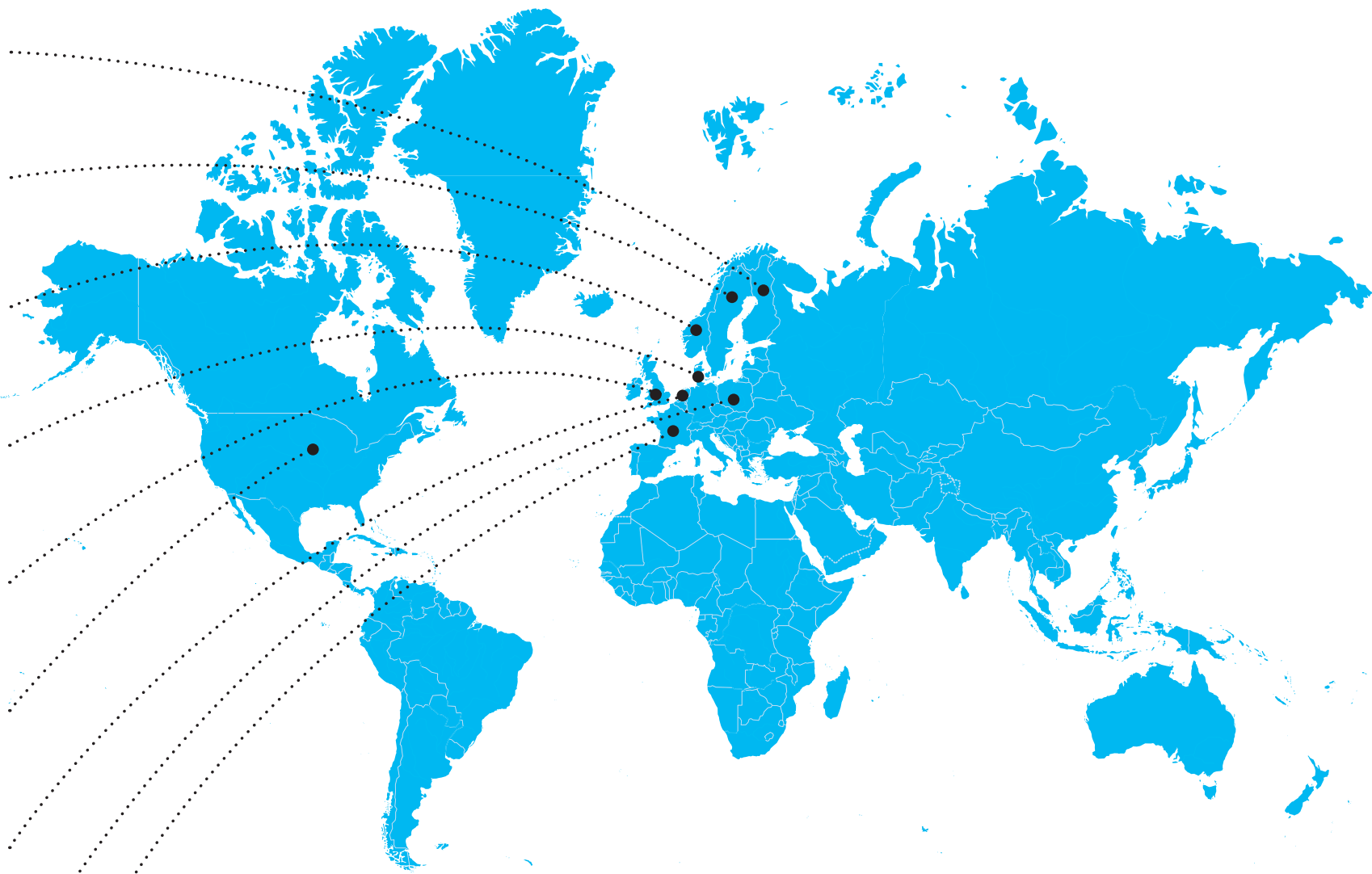
- Tactic Group was founded 1967.
- Our area of business is board and outdoor games, children's books and toys. We are one of the strongest and fastest-growing designers, marketers and manufacturers of board and outdoor game products in Europe.
- Tactic Group is a market leader in Scandinavia and in the Baltic countries, and has a strong market position in Central and Eastern Europe and Russia. We sell our products to over 70 countries worldwide.





Logistics and Factory

- Our factory and logistics centre is in Pori, Finland. In 2012, we manufactured a total of 4 900 000 board games.
- The stock keeping is divided into two parts. The central warehouse (over 15 000 m²) is in Finland, while Central Europe is handled from our warehouse in the Netherlands. Distribution is taken care of by our own subsidiaries and by local importers belonging to Tactic network.



- We have our own subsidiaries/branch offices in Sweden, Norway, Denmark, Netherlands, France, Poland, UK and USA.
- Elsewhere, in over 70 countries, we work with local distributors who are local market leaders.

Retail

- Our retailers represent all different types of retail units, such as toy shops, book shops, hyper and supermarkets, department stores, news agents, mail order catalogues and service stations.
- The number of retail brick and mortar units alone, in the countries where we have a subsidiaries, is very impressive. As an example of that:

	Hyper/ supermarkets	Department stores	Toy specialists	Book specialists	Others
Finland	150	67	40	150	1 295
Sweden	120	78	320	220	1100
Norway	175	3	558	487	189
Denmark	200	4	195	190	50
Poland	628		100	118	214
Netherlands	96	74	1 485	1 512	93
France	1182	16	1107	23	103
UK	3645	188	683	1026	3 000
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... and, of course we are present in all major online shops!

As a licensee, we work with some of the world's leading brands
and as a proud partner of:



We also have numerous well known and commercially successful brands of our own:



Marketing

Tactic Group is also known for its effective and efficient methods of marketing board and outdoor games, toys and children's books. Our broad experience of different marketing channels and media, and know-how in building and taking care of brands is just one reason for our success.

Ethics and Values

With a responsible approach to ethical issues, Tactic Group upholds a highly responsible attitude in issues concerning the environment, production, technical quality, humanity and employability. The suppliers of Tactic Group are also required to commit themselves to these ethical manufacturing and uncompromising production values.

In its everyday work Tactic thrives to be cheerful, sociable, entertaining, sincere and responsible. These terms also describe the core values of Tactic Group.

The background features three stylized, rounded human figures in orange, green, and pink, appearing to be in motion. A white die with black pips is shown in the upper left, and several colorful circles (green, yellow, blue, pink) are scattered around. A horizontal grey bar is positioned behind the main text.

With Tactic you will gain access to

- a huge network of distribution channels, especially in Europe
 - a professional and active sales force
 - considerable marketing expertise
 - excellent logistic solutions

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