

MÖLKKY®

Collection 2025

MÖLKKY® New factory

Key benefits

- Response to increasing demand
- Improved supply reliability
- Quality improvement and even more sustainable production
- Opens new opportunities for new products



MÖLKKY®

Material



Original Finnish Birch Wood

Discover the exceptional quality of our product
crafted from 100% Finnish Birch wood.

Known for its strength and stunning grain patterns,
Finnish Birch offers unparalleled durability
and natural beauty.

Bring a touch of Nordic elegance and timeless
charm to your game with our sustainable,
eco-friendly Mölkky® design.



PEFC Certified

Mölkky® is from
sustainably managed
forests and controlled
sources

www.pefc.org

MÖLKKY®

Original

Our hero!

- Globally expanding organic brand
- Certified sustainable product
- Unmatched durability with birch wood
- Rich heritage
- Plastic-free packaging
- Innovative wrapping solution



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MÖLKKY®

Sport

Taking market share

- **Sporty vibe:**
the product embodies a vibrant sport feeling, resonating with active lifestyles.
- **New channel opportunities:**
expanding into new channels, like sport stores, unlocking fresh possibilities for growth.
- **Tournament content:**
engaging tournament content that captivates and excites our mölkky® audience.
- **Massive success in japan:**
selling tens of thousands of units annually.



NEW!

Now with Molkky® Green

MÖLKKY®

NEW!



Pure Finnish Pine Wood

A new selection of our products
made from 100% Pine wood.

Valued for its lightweight nature
and smooth texture,

Pine wood Mölkky® is easy to carry
and offers exceptional beauty.

Enhance your product selection with natural charm and
timeless elegance, exploring the versatile possibilities
of Pine in our sustainable, Mölkky® line.



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MÖLKKY®

Pine

NEW!

For casual gaming

- This version encourages multi-generational play and interaction.
- Offers a balanced approach between affordability and quality.
- Innovative wrapping solution
- Certified sustainable product



100%
PINE
WOOD

Mölkky® skittles



MÖLKKY®

GO

NEW!

More affordability

- Even more appealing to environmentally conscious consumers.
- Savings in logistics and storage with new material and package size.
- Meets different consumer needs, expanding customer reach across diverse market segments.



100%
PINE
WOOD

Mölkky® skittles

TEHTY SUOMESSA
MADE IN FINLAND

Future size
is ORIGINAL
size

Size now

Right equipments

1. Keila

Mölkky® Original skittles now as a spare part set

NEW!

2. Mөлkkaari

The basic equipment for every competition.

3. Tikku

The classic! Every true Mölkky® player has several of these throwing skittles.



The first version of the Keila is already on the market in Japan.



MÖLKKY®

Minipeli



Finger-Sized Fun!

- Play the iconic MÖLKKY® on table.
- Mini version is great for strategy and fun.
- Crafted from real wood for authentic play.
- Aim for 50 points anytime, anywhere!

FOR WHO:

Multi-generational

AGE: 6+**PLAYERS:** 1+**MIN:** 10+**BOX:** 18,5x11x3,8**SRP:** 9,99**AVAILABILITY:**

Now

MÖLKKY®

Support

NEW!

Seasonal promotion

- Our new Mölkky® wrapping system introduces innovative possibilities for seasonal campaign products.
- Each design features dedicated space for seasonal messaging.
- Available for both the *Original* and *Casual* lines.
- MOQ's to be announced soon.





All products

Original 



Pine 



GO 



Sport



Campaign



Minipeli



Accessories



Licensing

License Mölkky® today and be part of a success!

- **Brand Boost**

Licensing Mölkky® instantly elevates product credibility and appeal through established brand recognition.

- **Market Expansion**

Tapping into Mölkky®'s universal appeal broadens your consumer base from family gatherings to social outings.

- **Enhanced Quality**

Adhering to Mölkky®'s high standards assures product durability and customer satisfaction, fostering loyalty and repeat business.

ITOCHU Fashion System (**IFS**), a prominent licensee of major brands including *Coca-Cola*, is now the **master licensor** for **Mölkky® in Japan**, spanning merchandise like clothing, household goods, and

outdoor products (*excluding games*). This strategic partnership is set to significantly enhance the Mölkky® brand's presence and appeal across the Japanese market.

Contact: licensing@molkkky.com



Brand collaborations



Sneaker brand Karhu®

We have collaborated with the Karhu® team to create a sneaker line. The line will feature five Mölkky®-flavored models in their Spring '25 collection, with promotions at their flagship stores. The collection was launched during Paris Fashion Week '24.

For more information. Please contact: licensing@molkky.com



Mölkky® Official World Championships 2025
will be held in Poland.