



The STIGA Group

About STIGA Group



STIGA is a **leading manufacturer of powered garden equipment** in Europe and beyond.

STIGA stands for value-for-money, high quality and cutting edge innovation/technology.

1 Million machines

The Group sells more than **1 million machines** per year for sales **over € 500M** in **70 countries** around the world.

90 Years of experience

The STIGA brands (STIGA, Alpina, Mountfield, Castelgarden and Atco) cumulate **over 90 years** of history and experience.

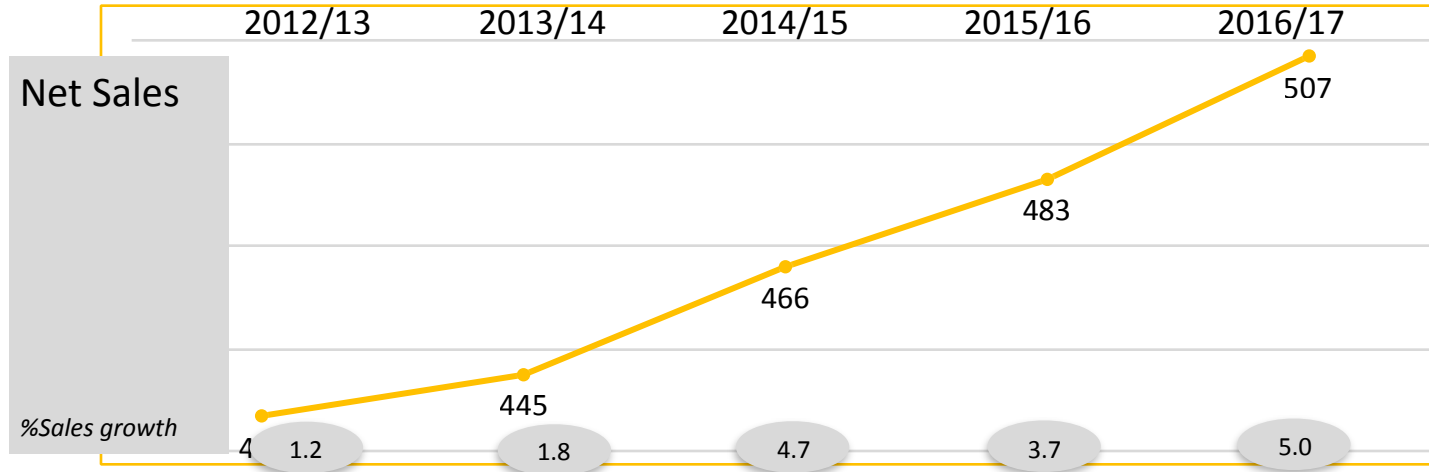
1,700 STIGA People

HQ in Castelfranco Veneto, Italy.
12 sales subsidiaries located in major European countries.
4 manufacturing plants located in **Italy, Slovakia and China.**

A strong growth trend



Sustainable growth above market average



Sales – CAGR from 2014: **Plus 4,7%**

A Global presence



HEADQUARTERS

All central functions are based in **Castelfranco Veneto, Italy**.



STIGA HQ ,Castelfranco Veneto , Italy

SUBSIDIARIES MARKET & PARTNERS

STIGA is active in most European markets with its own Subsidiaries.

STIGA is present in more than 70 major nations in Europe and worldwide

PLANTS

An extensive manufacturing network with production plants in **Italy** and **Slovakia** - strategically well located in Europe; and a production plant in **China**, ensure high quality standards as well as high flexibility to respond to customers' demands.



Poprad, Slovakia



Guangzhou, China

The Brands



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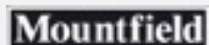
STIGA is the group's flagship brand, founded in 1934 by Stig Hjelmquist in Tranås (Sweden). STIGA offers a broad range of products and services for residential gardening. From lawn mowers to accessories, it believes in helping consumers enjoy their garden all year round.



Alpina is a 100% authentic Italian brand with a long tradition in lawn mowing and garden equipment, offering a complete range of gardening tools. Founded in 1960 in Santa Lucia di Piave (Treviso), Alpina constantly produce and market products with exceptional performances, expertly designed and a outstanding safety record. Alpina best serve customers preferring to buy in mass retailer and E-commerce.



Established in 1962 and well known for its ride-on lawn tractors and lawn mowers, **Castelgarden** offers appealing Italian-designed products at excellent value for money. Castelgarden is a supporting brand in the dealer channels.



Mountfield is the UK's leading brand for petrol lawn mowers and garden tractors. With over 50 year history, it offers products tailored to UK's lawn mower needs, designed and manufactured to ensure a pleasurable gardening experience.



With nearly 100 years in the market – amongst the longest in the Industry - **Atco** is as iconic names in the garden machinery market in Great Britain and worldwide.

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The STIGA brand



Born in Sweden in 1934, **STIGA** has extensive and comprehensive experience in designing and manufacturing gardening tools. STIGA relies on its intuition and builds its knowledge through responsiveness in order to design the most relevant tools that help gardeners to take care of and love their garden.

Quality, performance and convenience

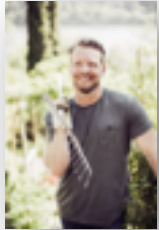
We offer a thorough range of products satisfying any residential gardener need with any size garden.

Design & Innovation

Innovation and design are the trademark of STIGA. Our philosophy is that you and your garden should have the best. We use the best technology, the best design and right level of power for the least impact on the environment. We want to make gardening as simple and easy as possible.



STIGA brand values – the brand manifesto



Neat or wild, big or small, plain or colourful, gardens come in all shapes and sizes and so do their owners.

In STIGA, we care for every gardener and we share their passion and love of gardening. That's why we strive to create the best equipment to let you take care of and enjoy your garden.



**YOUR GARDEN,
YOUR LIFE.**

