



Sales growth  
**50%**  
in past 3 years



## Erik Roos, marketing manager, Fritidstoa AB:

*”The quality label gives the customer confidence in their buying decision”*

### How do you feel about your collaboration with Testfakta?

It's interesting and informative to see an external party take our product and put it through its paces. They tend to approach things from a different angle to us, which means we also learn a lot.

### What positive effects have you seen?

Thanks to Testfakta's superb reputation in the market, we've had extremely positive feedback on our use of Testfakta's test programme which, in this case, included all the competing products on the market. The summary in table form presents the customer with a clear overview. It all combines to give a boost to the product and the brand, as well as opening up opportunities in a broader market.

### What difference have Testfakta's labels made to your communications work?

The label confirms that the customer is choosing a

high-quality product that has been tested by an independent body. This lends our marketing communications seriousness and credibility, which lays the foundation for effective advertising. What impact have the labels had on sales?

We're conscious that a laboratory test is a significant investment, but we can clearly see how it has helped us get to where we are now. The effect of Testfakta's brand, combined with our marketing mix and quality product, has boosted growth by almost 50% over the past 3 years.

### How do the marketing and the labels benefit the customer?

The customer feels confident about their purchase, knowing that the product has been tested on every front beforehand. It's a guarantee that many buyers appreciate when spending their money.