



”Always double digit sales increase”

# Mats Malmberg, Quality & Sustainability Manager, Rusta AB

*”The end result is always that we improve what we do.”*



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

We consider Testfakta a productive, solution-oriented partner on our continued growth journey.

**What positive effects have you seen?**

We’ve seen validation for our fantastic products and on occasion they’ve also done less well in Testfakta’s tests but the end result is always that we improve what we do.

**What difference have Testfakta’s labels made to your communications work?**

Rusta’s customers already know that we have surprisingly low prices, but getting an independent third party to confirm that the products are also good

brings us closer to our quality vision – “A lot for your money”.

**What impact have the labels had on sales?**

A fantastic impact! It’s always a double-digit percentage increase, and in one case we saw a three-figure rise.

**How does Rusta benefit from Testfakta’s quality labelling and marketing?**

It creates confidence and builds trust in Rusta.