



# PENTIK®



## **Pentik debuts at Maison&Objet: New strategic step for growth**

For the first time in its history, Finnish Lifestyle brand Pentik will present itself at the renowned Maison&Objet trade fair in Paris this January 2025. This important step marks a new phase in the brand's strategy, which aims to further strengthen its presence in the international home interior world.

### **Why Maison&Objet?**

Pentik's decision to participate in Maison & Objet stems from several strategic considerations. Maison&Objet offers a good alternative to highlight both existing and new collections. We have created a long lasting but interesting home interior collection with Nordic vibes. The collections tell a story of four seasons in Nordic nature. Design is based on art, both in ceramics, table wear as well in hand painted textiles. Pentik Mini is a new kids' collection with utmost creative prints, colors and long lasting table wear from the Finnish, the northernmost ceramic factory in the world. This has been a 50 years journey from ceramic into lifestyle.

### **Focus on New Collections**

During the fair, we will present some of our latest designs. The brand is known for its excellent quality, in textiles, table wear and smaller interior items coordinated collections. The new collections promise to further strengthen this reputation. The focus is on art, nature, sustainability and design that meets the needs of the modern consumer.

Participation in Maison&Objet offers Pentik an opportunity to further position to its brand and expand. For both existing customers and new interested parties, Pentik's stand promises to be a highlight at the fair.

**Please contact us for more information:**

**Pentik Hall 4**

**Stand G114-H113**

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