



Rento DESIGN

www.rentodesign.fi

- Founded in 2011
- Web shop and a small store in Hämeenlinna, which also includes production facilities
- A retailers around Finland
- Two owners, Ulla Harju and Hanna Väinölä, no other employees
- Offers urban fashion and interior design – humor is important
- most of the products are handmade and made out of recycled materials
- Motto: We only make or sell products that we would use or wear ourselves or decorate our home with

OUR PRODUCTS

- **Read it 'n' wear it** - hand made bags and toilet bags, covers and clutches
- made out of recycled magazines, comic books, music notes etc.
- clients can bring their own photo
- Companies can bring their old brochures and magazines

- Home decor made out of recycled kitchen cabinet doors
- Old metal chairs and wooden cabinets from India/Indonesia, rugs, etc.
- posters

TO WHOM?

1. Clients – mostly women
2. Companies, organizations, unions etc.



OUR MARKETING STRATEGY

- SEO/SEM, webshop and its products are optimized for search engines
- Social media: Facebook, Instagram
- Facebook ads
- Cooperation with bloggers
- Stories in magazines, press releases
- Fairs
- Newsletters for clients and companies
- A few ads in magazines/newspapers
- Cooperation with other businesses
- Charity campaigns
- Marketing materials: tags, brandmarks, stickers, Brochures...



LEARNING POINTS

- Digital marketing is crucial in our line of business (webshop)
 - Facebook works best for us -> best leads
 - Facebook and fairs are places where people find us
- Be creative, use your network, focus**



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