



# Introduction to the main Finnish DIY/Building Materials- Chains

Flanders Investment & Trade, Helsinki  
c/o Embassy of Belgium in Helsinki  
Aleksanterinkatu 17  
00100 Helsinki  
Finland  
T +358 9 62 62 33  
[helsinki@flanderstrade.com](mailto:helsinki@flanderstrade.com)

---

## An introduction to the main Finnish DIY/Building Materials-Chains

---

These are:

---

Rautakesko, S-Group, Starkki, Bauhaus, RTV, Hartman, Värಿಸilmä, Puukeskus, Puumerkki, Puuilo, Byggmax, Motonet and Netrauta.

### Trends for the spring/summer 2015

---

Terrace building, concrete to bring more industrialized feeling (e.g. roof and wall panels), morocco style and marble patterning are the new trends for this spring and summer.

The DIY chains will also offer more service, will focus more on interior decoration and will follow new trends more closely. With the current economic climate people are keener on renovating old than building new. The DIY chains are also receiving an increasing amount of female customers who are more interested in interior decoration than men.

In general, the sector is going from 'do-it-yourself' to 'do-it-for-me'.

Source: Helsingin Sanomat 10 March 2015

### Main Finnish DIY/Building Materials-Chains

---

#### 1. Rautakesko



Customers of Rautakesko's retail store chains are mainly people who are building, renovating or decorating a home. Professional customers include: construction companies, industrial companies and public entities. The retail sales of Rautakesko's chains were € 2 607 million (2013).

The Finnish retail market in the building and home improvement sector totals some € 4,04 billion in 2013 and declined by 3,6% (Finnish Hardware Association, DIY). The K-Group's market share in this sector was some 39% (own estimate).

In Finland, Rautakesko operates the K-rauta and Rautia retail chains and Rautakesko B-to-B Service which serves construction companies, the manufacturing industry and other nationwide and regional professional customers.

The K-rauta chain includes 42 stores, with some 66% of sales going to consumers. The Rautia chain has 107 stores. The emphasis in the sales structure of Rautia is more on basic building products. Sales to consumers account for about 64% of total sales. All Finnish K-rauta and Rautia stores are run by retailer entrepreneurs. 49 of Rautia stores operate as combined Rautia-K-maatalous stores, which are also engaged in the agricultural trade.

**Postal address:**

P.O. Box 75  
01301 Vantaa  
Finland

**Visiting address:**

Tikkurilantie 10  
Vantaa  
Finland

T +358 (0)1053 032

[www.k-rauta.fi](http://www.k-rauta.fi) [www.kesko.fi](http://www.kesko.fi)

## 2. S-Group



The S Group comprises the cooperative enterprises and Suomen Osuuskauppojen Keskuskunta (SOK) with its subsidiaries. The S Group provides services for the supermarket trade, the service station store and fuel trade, the department store and speciality store trade, the tourism and hospitality business, the automotive and accessories trade as well as the agricultural trade. The S Group's purpose is to provide services and benefits for members.

Hardware: At the S Group, you can find building and renovating equipment, whether you are an agricultural builder, a renovator of an apartment building or the builder or renovator of a house or townhouse. Agrimarket, S-Rauta and Kodin Terra offer expert hardware store service.

Garden: Multasormi, Agrimarket and Kodin Terra serve in the establishing of a yard and the purchasing of utility and decorative plants. You can find the products you need for designing and taking care of a garden. Kodin Terra was established as a "DIY chain for women", with more focus on interior decoration.

Fleminginkatu 34  
Helsinki  
Finland

**Mailing address:**

P.O.Box 1  
00088 S Group  
Finland

T +358 10 76 8011

E-mail: [firstname.lastname@sok.fi](mailto:firstname.lastname@sok.fi)

[www.sok.fi](http://www.sok.fi)

### 3. Starkki



Starkki is a customer-oriented, nationwide, profitable chain concept serving both trade and private customers. Their main task is; creating ideas and solving customers' problems by selling building supplies, timber and board products, hardware, tools and interior decorator's supplies.

#### STARKKI

- 22 units in Finland
- Turnover € 479 million (2013)
- 1000 employees
- 2nd largest distributor of building materials in Finland

#### SERVING BOTH TRADE AND DIY CUSTOMERS:

##### TRADE CUSTOMER SERVICE

- Construction companies
- Retailers including the Rautanet chain
- Woodworking industry
- Other industrial ventures, state and municipality utilities

##### CUSTOMER SERVICE FROM STORE AND YARD

- Home builders
- Renovators
- Home repair, refurbishing
- Interior decorators
- DIY customers

The chain was acquired in 2000 by DT Group. Key business indicators can be found here: [DT Group](#)

In March 2014 DT Group acquired Puukeskus. See more information below at "Puukeskus".

Starkki is one of the Nordic key brands for Wolseley Group. More about Wolseley Group: [Wolseley](#)

#### Starkki Head Office

Helsingintie 50

15100 LAHTI

Finland

T +358 3 850 900

E-mail: [firstname.lastname@starkki.fi](mailto:firstname.lastname@starkki.fi)

[www.starkki.fi](http://www.starkki.fi).

Information received in August 2014: Because of the fusion Puukeskus and Starkki won't take on new suppliers at the moment, they will be able to consider new products in 2015 earliest.

#### 4. Bauhaus



Bauhaus, the German “do-it-yourself” department store was established in Germany in 1960 and has more than 200 stores in 14 European countries. Bauhaus started operating in Finland in 2001.

In 2014 Head of Purchases Ms. Susanna Lindberg informed FIT-Helsinki about their procedures. Bauhaus in Finland is an independent company that makes own decisions about the purchases for both Finland and Estonia. What concerns the imports, they often use the existing contracts negotiated by the mother company in Germany. These are called Europe Contracts and they are valid in all Bauhaus countries. If a Belgian company has this contract it will make it much easier to establish a channel to Bauhaus in Finland. Bauhaus in Finland wants that all their suppliers have the capacity to deliver goods to all Bauhaus stores in Finland at supplier's expense. They do not have a warehouse so all the goods need to be delivered in small quantities directly to the stores.

Switchboard T +358 9 58411100

[www.bauhaus.info](http://www.bauhaus.info)

#### 5. RTV



RTV-Yhtymä Oy is a Finnish independent DIY & home improvements building material store, represented throughout Finland. They also have 26 outlets, catering to both commercial/industrial and private “home handyman” customers.

RTV-Yhtymä supplies a wide range of home improvement and building materials, from all major Finnish manufacturers. They also import paints, wallpaper, ceramic tiles, floor coverings, surface treatment machinery, equipment & products and hardware & building products.

**Address:**

Mattilantie 1  
11710 Riihimäki  
Finland

T +358 (0) 19 74 21 (headquarters)

[www.rtv.fi](http://www.rtv.fi)

## 6. Hartman



Hartman is an independent hardware chain, which was found more than 145 years ago. Their main activity is building & interior decoration. They sell both to individuals as well as professional builders and the industry. The chain is concentrated in Western Finland.

### Visiting address:

Kauppapuistikko 12  
65100 Vaasa  
Finland

### Postal address:

Hartman Rauta Oy, PL 53  
65101 Vaasa  
Finland

T +358 (0) 6 326 6111

[www.hartman.fi](http://www.hartman.fi)

## 7. Värisilmä



Väritukku provides trading sector services for Värisilmä chain. Värisilmä chain has 120 stores in Finland selling paints and home improvement materials for b2b and private customers. Väritukku is owned by the Värisilmä shopkeepers.

Väritukku Oy  
PL 400  
Petikontie 20  
01721 Vantaa  
Finland

T +358 9 849 141

F +358 9 854 0914.

E-mail: [firstname.lastname@varisilma.fi](mailto:firstname.lastname@varisilma.fi)

[varitukku@varisilma.fi](mailto:varitukku@varisilma.fi)

[www.varisilma.fi](http://www.varisilma.fi)

## 8. Puukeskus



Puukeskus is Finland's leading supplier of timber and building materials for trade and the general public. Puukeskus has a versatile product range. At Puukeskus you'll find all the building materials and products you need. Puukeskus was founded in 1929 in Helsinki.

Puukeskus offers a wide selection of services for both trade and DIY customers. Available services are for instance: delivery, assembly, planning and timber sawing, invoicing and financing services. From Puukeskus one can also rent trailers, lifts and machinery needed when working with mineral-wool loose materials. Puukeskus has a wide network of outlets, all over the country. Puukeskus also handles the logistics in heavy building materials.

Puukeskus provides customers from woodworking industry with Finland's most versatile selection of wooden materials. They have 23 outlets in Finland, 3 in Russia, 1 in Estonia

In March 2014 Puukeskus was acquired by DT Group who also owns Starkki. DT Group believes that the acquisition will give a considerable boost to its activities in Finland. In 2013, Puukeskus' revenue totalled approximately € 230 million. The combined activities in Finland will have approximately 1,400 employees at 45 locations in Finland and Estonia.

### **Address headquarters:**

Puukeskus Oy, Lyhtytie 1  
00750 Helsinki  
Finland

T +358 (0) 20 55 65000

E-mail: [firstname.lastname@puukeskus.fi](mailto:firstname.lastname@puukeskus.fi)

[www.puukeskus.fi](http://www.puukeskus.fi)

Information received in August 2014: Because of the fusion Puukeskus and Starkki won't take on new suppliers at the moment, they will be able to consider new products in 2015 (earliest).

## 9. Puumerkki



Puumerkki is a building materials wholesale chain specialized in wood based products and serves building contractors, retailers and industry. Puumerkki serves its customers at 13 locations throughout Finland. The company is also serving in neighbouring areas: Estonia, Latvia and Lithuania. Puumerkki is a subsidiary of Stora Enso Timber and part of the Stora Enso Group.

Puumerkki Oy  
Porvoontie 9  
04220 Kerava  
Finland

T +358 2074 50500

[www.puumerkki.fi](http://www.puumerkki.fi)

## 10. Puuilo



Puuilo is a family company, founded in 1982. The whole company started off from a little carpenter's workshop. Nowadays Puuilo is a middle-sized chain of stores and does purely retail business. The product selection includes for example tools, machinery, detergents and different seasonal products. The company is widely known from its affordable prices and extremely wide range of products, which contains over 50.000 different items. Puuilo wants to keep a wide selection and pay less attention to the store interior decoration. In 2013 Puuilo made a turnover of € 51 million with a 10% business profit. Puuilo also develops own products which are produced in China. 20% of the selection is own import from China. 55% of Puuilo's shares are since 2011 owned by Sentica Partners. Number of staff ~200.

Alltogether Puuilo has 12 stores in Finland and a webshop.

Puuilo Oy  
Nuaskatu 12,  
87400 Kajaani  
Finland

E-mail: [puuilo@puuilo.fi](mailto:puuilo@puuilo.fi)

[www.puuilo.fi/cat/company\\_en.php](http://www.puuilo.fi/cat/company_en.php)

## 11. Byggmax



Byggmax is a relatively new chain in the Finland, since 2008. They have more than 100 stores in Scandinavia, of which 68 in Sweden. In Finland they have 13 stores. Byggman works with a



”drive-in concept” where the customers collect the products from the warehouse shelves. This lowers the prices.

[www.byggmax.fi](http://www.byggmax.fi)

## 12. Motonet

# motonet

Motonet was founded in Turku, Finland in 1990. Motonet is specialized in car spare parts but they also have a wide selection of DIY products as well as all kinds of hand and power tools, boat accessories, fishing equipment, gardening, cycling, and motorcycling.

The company has grown to include 21 locations. The turnover in 2012 was € 200 million. Motonet currently has approximately 800 employees.

**Mail Address:**

Motonet Oy  
PL 131  
20251 Turku  
Finland

[www.motonet.fi/fi/etusivu](http://www.motonet.fi/fi/etusivu)

## 13. Netrauta

The logo for Netrauta.FI features a stylized square icon on the left, composed of four smaller squares arranged in a 2x2 grid. To the right of the icon, the text "NETRAUTA.FI" is written in a bold, white, sans-serif font, set against a solid orange rectangular background.

Netrauta is a DIY webshop. They work together with suppliers and do not want to have own import. They have many products from Central Europe and are familiar with Belgian products.

[www.netrauta.fi](http://www.netrauta.fi)

## DIY sector sales figures

DIY sector in Finland sales 2011–2013

	2011		2012		2013		
	myymälät kpl	myynti milj E	myymälät kpl	myynti milj E	myymälät kpl	myynti milj E	kehitys %
<b>Ryhmittymä/ ketju</b>							
K-rauta	41	720,0	42	721,2	42	700,2	-2,9
Rautia-ketju	106	601,0	99	598,1	99	569,2	-4,8
Ketjuihin kuulum. sop.kaupat	31	60,0	29	57,5	28	57,5	0,0
Yrityspalvelu(tukkumyynti)		278,0		257,3		229,7	-10,7
<b>1) K-ryhmä yhteensä</b>	<b>178</b>	<b>1659,0</b>	<b>170</b>	<b>1634,1</b>	<b>169</b>	<b>1556,6</b>	<b>-4,7</b>
<b>Starkki</b>	<b>21</b>	<b>638,0</b>	<b>21</b>	<b>617,5</b>	<b>22</b>	<b>575</b>	<b>-6,9</b>
Kodin Terra	11		11		11		
Agrimarket	117		90				
Prisma	60		64		64		
S-rauta +muut väh.liikkeet	8		20		36		
SYP-tukkumyynti							
<b>2) S-ryhmä yhteensä</b>	<b>196</b>	<b>583,6</b>	<b>185</b>	<b>593,6</b>	<b>111</b>	<b>476,1</b>	<b>-19,8</b>
<b>Hartman</b>	<b>5</b>	<b>227,8</b>	<b>5</b>	<b>216,8</b>	<b>6</b>	<b>219</b>	<b>1,0</b>
<b>3) Muut ketjut</b>	<b>14,0</b>	<b>103,0</b>	<b>14</b>	<b>126,9</b>	<b>78</b>	<b>234,1</b>	<b>84,5</b>
<b>Puukeskus</b>	<b>23</b>	<b>419,5</b>	<b>23</b>	<b>318,9</b>	<b>22</b>	<b>280,4</b>	<b>-12,1</b>
<b>Puumerkki</b>	<b>14</b>	<b>217,0</b>	<b>13</b>	<b>200</b>	<b>13</b>	<b>203</b>	<b>1,5</b>
<b>Värisilmä</b>	<b>112</b>	<b>147,6</b>	<b>106</b>	<b>140,2</b>	<b>106</b>	<b>149,7</b>	<b>6,8</b>
<b>RTV</b>	<b>29</b>	<b>163,0</b>	<b>29</b>	<b>167,8</b>	<b>29</b>	<b>171,8</b>	<b>2,4</b>
<b>Bauhaus</b>	<b>5</b>	<b>169,0</b>	<b>5</b>	<b>172</b>	<b>5</b>	<b>172,3</b>	<b>0,2</b>
<b>Yhteensä</b>	<b>590,0</b>	<b>4327,5</b>	<b>571,0</b>	<b>4187,8</b>	<b>561</b>	<b>4038</b>	<b>-3,6</b>

### Translations of some figures

Myymälät kpl =number of stores

Myynti milj. E = sales million Euros

Kehitys = development

## Disclaimer

The information in this publication is provided for background information that should enable you to get a picture of the subject treated in this document. It is collected with the greatest care on the bases of all data and documentation available at the moment of publication. Thus this publication was never intended to be the perfect and correct answer to your specific situation. Consequently it can never be considered a legal, financial or other specialized advice. Flanders Investment and Trade (FIT) accepts no liability for any errors, omissions or incompleteness's, and no warranty is given or responsibility accepted as to the standing of any individual, firm, company or other organization mentioned.

Date of publication: March 2015