Pekka Lindroos, Hartwall: "Berggren provides us with quick, efficient and high-quality service"

Berggren has provided trademark attorney services to the beverage company Hartwall for several decades. Over the years, a large number of trademarks have been registered both in Finland and internationally. Hartwall is satisfied with Berggren's efficient and high-quality service.

"Berggren is the leading trademark expert in Finland. Of course, they also handle other aspects of IP, such as patents and design protection, but our cooperation is focused on the trademark protection of our iconic brands," says **Pekka Lindroos**, Legal and Corporate Relations Director at Hartwall.

"Trademark protection is extremely important for us"

Trademark protection protects products from attempted copying by competitors. One of Hartwall's many iconic products is Original Long Drink, a mixed beverage whose name, logo and blue-and-white striped pattern are all protected.

"We have a lot of trademarks and trademark registrations. Now that we have exported our products to more exotic destinations, we have come up with some interesting challenges for Berggren," Lindroos says.

"Trademark protection is extremely important for us. When you have a great and iconic product, your competitors will naturally try to copy it. The closer a competitor's product is in its appearance, the higher the risk that consumers won't be able to tell the difference between brands," Lindroos explains.

Professional service

According to Lindroos, cooperation with Berggren has always been very effective. Hartwall's satisfaction is reflected in the long-term relationship between the two companies.

"We understand each other. Berggren provides us with quick, efficient and high-quality service," Lindroos says.

"Working with Berggren is businesslike and professional, but the relationship is also relaxed in a way. We get what we want and everything works. We are satisfied with Berggren. We hope Berggren is also satisfied with us," Lindroos concludes.

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