



Cooperation strengthens expertise and ensures uniqueness

Cailap Oy is a 40-year-old Finnish family business that designs and markets consumer products related to beauty and fashion, such as sunglasses and hair accessories. The products' unique design language is important for the company, which is one of the reasons why Cailap has chosen to work with the IP house Berggren.

Cailap started its cooperation with Berggren in fall 2016 with the aim of increasing and maintaining its competitiveness. The company had designed new and innovative products that it wanted to protect.

“We have centralized the management of our intellectual property with Berggren. It includes, for example, registering and maintaining small patents and design rights as well as our domains and trademark protection,” says **Hanna Laurmaa**, Business Director at Cailap.

Berggren has extensive international expertise

When Cailap was choosing its IP partner and comparing the available alternatives, the key factors included not only strong references, but also extensive international experience. Berggren, which provides a full range of services related to intellectual property rights, ticked all the boxes.

“This cooperation has delivered what we were looking for. Berggren provides effective support for our expertise and our desire to differentiate ourselves through design. They have our IP affairs well under control,” Laurmaa explains.

“In our case, Berggren’s role involves a lot of consultation. They have given us important advice on what we should protect and how. They have also helped us draft preparatory contracts and designer contracts,” Laurmaa adds.

Strong networks help Cailap achieve its goals

All in all, Cailap has been satisfied with the cooperation with Berggren. Its goals have included the strengthening of its distribution operations and international brand awareness, which has been made easier by strong networks of contacts and extensive expertise, among other things.

“The cooperation with Berggren strengthens our expertise. We really enjoy working with them and we’ll continue to develop and deepen the cooperation as our projects move forward,” Laurmaa concludes with a smile.