JOHANSON | STOLAB

Press release, 1 October 2026

Two Smaland furniture companies join forces as Johanson becomes majority owner of Stolab and targets turnover of half a billion SEK

When the well-known furniture company Johanson, based in Markaryd, becomes the majority owner of Stolab, whose production is located in Smalandsstenar, a new shared chapter begins in the history of these two successful furniture companies. Two family-owned businesses with their own product development and manufacturing in Smaland are now bringing together their different areas of expertise, experience and strong market positions to create an even stronger platform for Smaland design and furniture production, both in Sweden and internationally.

Designed presence in prominent locations in Sweden and around the world
Over the years, the two Smaland-based furniture companies Johanson and Stolab have contributed to a number of beautiful and interesting interior projects in Sweden and around the world.

Stolab's Smaland design craftsmanship can today be found in interiors at, among others, the newly opened cultural hotel Stockholms Stadshotell, Janki Resort in Finland, and distinguished restaurant interiors at Fyr in Halmstad, Sture in Malmo, Portal in Stockholm and PM & Vanner in nearby Vaxjo. Stolab furniture is also represented in settings such as Kebnekaise Mountain Station, the Munch Museum in Oslo and the Norwegian Forest Finnish Museum.

Johanson, which today has an export share of nearly 60 percent, can point to interiors around the world. A few notable examples include Netflix's office in New York, the historic Harrods in London, Google in Stockholm, Air France, Nibe in Markaryd, CNN, Amazon in Stockholm, Microsoft in Atlanta, the University Library in Cologne, and Permobil in Sundsvall, which has received the award for Sweden's Best-Looking Office.

Together, the two companies have just over 120 employees and combined turnover of approximately SEK 350 million, with sales in 25 markets. The companies have well-invested production facilities in Sweden and Lithuania. Through increased collaboration and shared strategic choices aimed at reaching new customers, Johanson and Stolab expect to achieve turnover of half a billion SEK within five years.

Much that both complements and unites
The two companies complement each other in several ways. Johanson's strengths are upholstered furniture and metalworking products. The company primarily serves public environments, offices and hotels, backed by long-established international sales. Stolab's core is wooden furniture and a strong position in the Swedish market, with private customers as its largest business area, followed by furniture for public environments, where hotel and restaurant interiors are a key focus, and furniture for healthcare and care environments as a growing segment.

At the same time, there is much that unites the two design companies. Both are family-owned businesses with their own production in Smaland and a strong belief in quality, long-term thinking and in-house manufacturing. The companies also know each other well from before, and Johanson already produces parts of Stolab's upholstered range.

- Stolab is a strong brand that fits well with our long-term ambition to continue developing and broadening Johanson Group. Our businesses complement each other in several ways, and we see great opportunities to expand through increased sales abroad, say Dan and Paul, owners of Johanson Group.

- I have always had a high regard for Johanson, says Martin Johansson, CEO and co-owner of Stolab. They have worked with a long-term and consistent approach, and they have a sound corporate culture in which we feel very much at home. There are also very few brands that have been as successful as Johanson in building international sales. Now that our ownership structures are becoming more closely connected, I am convinced that we can benefit from their experience and do what we already do even better, for more customers in more countries, concludes Martin Johansson.

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Two independent brands
Stolab now becomes part of Johanson Group but will continue to develop as an independent brand, with Martin Johansson as CEO. In addition to the group's largest brand, Johanson Design, Johanson Group also includes the smaller brands Decibel and Noon. Decibel successfully specializes in acoustic details for interior environments, while Noon is a young lighting company where color and flexibility in its luminaires often form unique elements in public interiors.

- A prerequisite in the discussions leading up to the transaction has been that Stolab will continue to develop based on its own identity and on what we already do well. At the same time, we now gain access to new experience and opportunities that can help us take the next step, says Martin Johansson.

For Johanson, the transaction is another step in the development of a Swedish furniture group with strong, independent brands.

- Stolab has a clear identity and significant development potential. We look forward to taking the next step together, say Dan and Paul Johanson.

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Johanson
Johanson was founded in 1953 in Markaryd, Sweden. All manufacturing takes place in the company's own factories. Today, the company operates internationally, with Johanson Group turnover of nearly SEK 340 million (excluding Stolab). Companies included in the group are Johanson Design (100%), Stolab (66%), Decibel (60%), Noon Light (52%), LTZ (97.5%) and Metector (66%). Johanson Group has approximately 150 employees. The majority of sales are B2B.

Stolab
Stolab has manufactured solid wood furniture in Smalandsstenar, Sweden, since 1907. Over more than a century, the company has built deep expertise in wood, from material selection and construction to production, with respect for the raw material as a natural foundation. The ambition is to continue developing Stolab and creating solid wood furniture that stands the test of time. The company's turnover is approximately SEK 100 million and it has close to 45 employees. Its major markets are Sweden and Norway, and the business mix includes both B2C and B2B