

JOHANSON

Press release 2018

Johanson – a genuine Swedish furniture company



For those of you who are not familiar with Johanson, the company has more than 60 years of experience in creating Swedish furniture featuring pure, simple and well-balanced design. Börje Johanson's original idea was to sew hearth cushions and in 1935 he started his company in Markaryd in southern Sweden. His sons Dan and Paul Johanson took over the business in 1992. With a very clear ambition to manufacture furniture for public interiors, they have invested a great deal of time, energy and resources into design, product development and marketing. This has produced impressive results, with the company now a well known name. Loyal customers can now be found in Europe, USA, the Middle East and Asia.

An important step in the company's development process was our decision to work with external designers. We are continually developing our wide selection of furniture in close and long-term collaboration with some of the foremost designers in Sweden and Europe.

Our basic philosophy is to produce all our furniture ourselves in Sweden.

Press contact

For more information, images or to borrow products, please contact Ulrika Görefält who is Johanson's press contact. Send emails to ulrika.gorefalt@plodder.se or call +46 (0) 708 27 05 53. All press releases and images are available to download at <http://johansondesign.com/news-press>

Although numerous other players in different manufacturing industries have moved abroad we at Johanson have decided not to follow suit. In principle, all manufacturing takes place at our production plant in Markaryd. Every piece of furniture is meticulously produced using traditional skills and craftsmanship combined with a very high level of quality-consciousness.

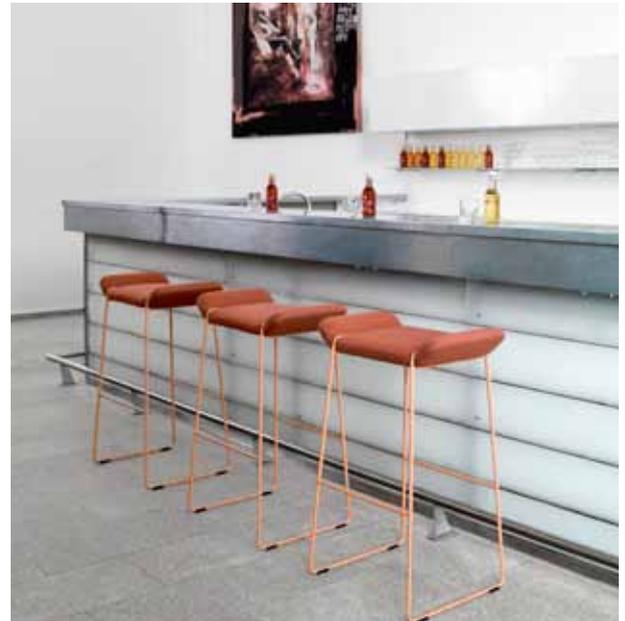
Johanson is deeply committed to its environmental and quality work. The company is certified according to ISO 14001, our products carry the Nordic Ecolabel and they fulfil the requirements for certification by the Swedish Möbelfakta organisation. We comply with EU standards, in which the highest requirements for testing and durability for public environments are met.

Today, Johanson is an international company with 65 employees and a turnover of 140 MSEK. Our aim is to continue to expand while retaining our quality and delivery reliability standards as well as our involvement and service levels that characterize our commitment to our present customers.

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Frankie family



With their special feeling for fashion trends, the design duo Färg & Blanche have created a chair inspired by trouser braces. Focus has been on emphasizing the back of their chair, FRANKIE, and the straps of the braces on the back give this piece of furniture an almost human identity. FRANKIE has been created for offices and commercial environments. This stackable chair has an upholstered seat and sprung back that provides a high level of comfort and make it ideal for meetings and conferences.

Johanson are proud to manufacture a chair designed by the well-established Swedish design duo Färg & Blanche and they see great potential for its future. Fredrik Färg and Emma Marga Blanche have emphasized the back of the chair, the part that is most visible, and this gives the whole piece a creative and exciting graphic expression. The name FRANKIE alludes to the dance legend Frankie Manning, who was one of the creators of the Lindy Hop.

“I am particularly fascinated by both fashion and dance and, in the case of FRANKIE, we thought that it would be exciting to let such a pronounced detail as trouser braces hold up and form the whole of the seat back,” says Fredrik Färg.

The serie exists of Frankie chair 4-leg base and sled base, Frankie Lounge chair, bar stool and the small Tab.

Take a look at the Frankie serie at Designjunction, 20-23 september in London. Stand F20 Doon street.

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Shima family



Shima is a hybrid piece of furniture with a stylish and ergonomical design offering comfortable sitting and resting positions for both work and relaxation. The base, which supports an upholstered cushion, is made of steel and is fitted with a rotatable laptop-size side table. Thanks to its attractive design, SHIMA will suit every occasion, from short coffee breaks to a few hours work in a relaxing atmosphere.

Shima Garden is a receptacle for flowers or green plants that comes in a range of sizes. This addition to the Shima series opens up even more opportunities to work creatively to enhance interior environments. The product introduces greenery in a natural way, improving not only the indoor climate – and, by extension, people's ability to concentrate – but also creating surroundings which are more pleasant to work in.

Shima Garden meets the need to create settings that can be easily adapted, partly because of the product itself, but partly also thanks to the huge freedom of choice that Johanson's production methods offer with regard to the colour of the frame. The Johanson production plant in Markaryd in the south of Sweden offers a choice of no less than 399 RAL colours as standard.

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