

— THE —
ORGANIC
COMPANY

The Organic Company: *We are on a mission*

The Organic Company - a Danish company that designs and produces GOTS certified organic cotton products - has set out to change the world one organic cotton product at a time. The Copenhagen based company has set some serious goals for themselves. They want all conventional farming globally to become organic, and they want to reduce the use of resources. Not an easy task, but nonetheless what CEO Joy Vasiljev, her business partners and the employees are looking at in the future.

“In 2019 we globally spend the resources of 1,7 Earths according to Earth Overshoot Day, and the Earth simply can’t keep up anymore. We have to change that, because the consumption is getting out of control. Our contribution is to produce organic products that can last a lifetime and that can be used instead of single use products. That way we can offer products that reduce the consumption of resources, so it’s “Less and better”,” explains CEO Joy Vasiljev.

She is passionate about organic farming because she has seen what pesticides do to the soil, cotton workers, groundwater and animal life. All products from The Organic Company are produced in 100 percent organic cotton and certified by GOTS, the highest standard which focuses on social and environmental criterias in the entire supply chain.

“Organic farming and production are still a niche, even though most people are aware of the fact that pesticides kill and destroy. We believe that the production of conventional cotton is toxic, repressive and destructive - therefore our products are made from organic, GOTS certified cotton,” Joy Vasiljev adds.

A decade of organic focus

The Organic Company was brought to life in 2007 by Joy Vasiljev who was missing organic products that could match other design items in looks and quality. More and more organic cotton products have come to life over the years, always in a minimalistic Scandinavian design and a quality that lasts. The product list contains kitchen products like towels, cloths and aprons, bathroom products like towels and robes and items for everyday use like bags and cloths for gift wrapping.

The two goals of organic farming and less and better use of resources are always on the lips of The Organic Company’s employees. Education and information are crucial parts of turning the masses towards organic products, and a Youtube channel and a podcast on the way are some of the ways that The Organic Company tries to share information.

“We need game changers. As today’s business is not future proof” says Joy.

New products make their debut on trade fairs

Four new items are launched on European trade fairs in the beginning of 2020. Cotton make-up pads made from production leftovers, a reusable tea bag and everyday napkins are all new products in the assortment. The fourth item is the food bag in a new colour. All products are alternatives to single use and can be used again and again.

“We aim to design items that are missing on the market and these three new products are great for customers who want to replace single use products with organic items that last and look good. With our make-up pads we have tried to make even better use of resources with leftover fabric from our production”

The Organic Company will visit Maison & Objet in Paris at the end of January and Ambiente in Frankfurt in February.

For more information contact Hege Faber Borgersen on hege@theorganiccompany.dk or +45 23110204

web: www.theorganiccompany.dk

insta: www.instagram.com/theorganiccompany

facebook: www.facebook.com/The.Organic.Company

youtube: www.youtube.com/theorganiccompanyvideo

Upcoming trade fairs:

Maison & Objet | Paris | 17- 21 January | Hall 4 stand F45

Ambiente | Frankfurt | 7 -11February | Hall 8 stand H24