

# JOHANSON

Press release 2024

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## 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 1953 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.

### Press contact

For more information, images or product loans, please contact Ulrika Görefält, who is Johanson's press contact. Email [ulrika.gorefalt@plodder.se](mailto:ulrika.gorefalt@plodder.se) or phone +46 (0)708-27 05 53. All press releases and images are available to download at <https://johansondesign.com/downloads/press>

Johanson is deeply committed to its environmental and quality work. The company is certified according to ISO 14001 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 60 employees and a turnover of 270 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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## The PLUS Series, an Eco-Friendly Stackable, Expands



After the successful launch of the PLUS chair at the Stockholm Furniture Fair earlier this year the series already has a follow-up. The stackable chair made from recycled plastic is now also available as a bar stool, along with an accompanying table series.

The goal of designing a truly comfortable bar stool with a clear design concept combined with high environmental standards is achieved with the launch of the PLUS bar stool, designed by Alexander Lervik. The bar stool is based on the developed seat shell, which not only creates a sustainable and comfortable bar stool but also allows it to be stacked.

*“My goal was to design a truly comfortable bar stool that, despite its slightly larger backrest, feels airy in its expression. This model also has a low carbon footprint. A flight from Copenhagen to Sydney generates 4000 kg of CO<sup>2</sup> per passenger. The same amount of CO<sup>2</sup>e could be used to manufacture 1000 PLUS chairs,”* says Alexander.

New to the PLUS series is that it can now also be obtained with both an upholstered seat and backrest. This applies to both chair models. During 3daysofdesign, a table series is also launched that incorporates the PLUS sign in the base’s four arms and its rounded corners.

*“I wanted to create a minimalist design without compromising on expression, and I started from the solutions that the metal producer explained as the simplest and most efficient from a manufacturing perspective. The PLUS sign is in the base’s four arms when you see it from above, where the meeting with the floor has the rounded corners of the PLUS sign that are found in the chair’s PLUS sign. The table’s base is also the foundation for the chair’s central pillar base,”* continues Alexander.

Throughout the development process of the PLUS series, the focus has continued to be on finding manufacturing methods that minimize material usage to achieve an attractive price level but primarily to reduce the climate footprint.

### Product information:

PLUS is launched with the seat/backrest in 11 different colours, while the frame can be lacquered in all RAL colour options. There are several different frames to choose from – with 4 legs, runners or a swivel pillar frame – all with or without armrests. The chair is also available with textile covers, and castors may be fitted to several models. The 11 colours for the seat/backrest are: white, black, green, light grey, dark grey, beige, pink, burgundy, red, blue and yellow. The table is launched in two models.

The PLUS bar stool and table series are launched during 3daysofdesign in Copenhagen in June 2024.

### Press contact

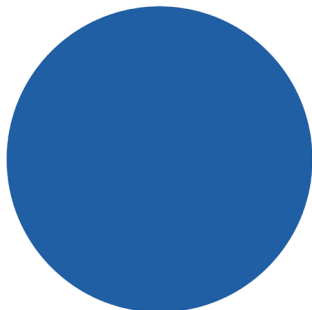
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## HYACINTH – curated by TEKLAN



RAL  
HYACINTH  
BLUE  
TEKLAN  
CURATION



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Johanson and TEKLAN continue their successful collaboration with a specially selected color – **RAL HYACINTH BLUE TEKLAN CURATION** – during 3daysofdesign in Copenhagen.

Following Johanson's well-received exhibition SOLARIS by TEKLAN at the Stockholm Furniture Fair in February 2024, Johanson is pleased to announce the continuation of their partnership with HYACINTH BLUE.

HYACINTH features a striking blue color theme, specifically RAL shade 280 40 45, a hue that has become increasingly prominent in both fashion and design. This addition expands Johanson's already extensive palette, now comprising 406 RAL colors in various finishes.

We hope that HYACINTH marks the beginning of an ongoing and fruitful collaboration between Johanson Design and TEKLAN.

Visit Johanson in Copenhagen where RAL HYACINTH BLUE TEKLAN CURATION will be showcased at FRAMING from June 12-14, 2024, at Bredgade 28, 2nd floor.

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