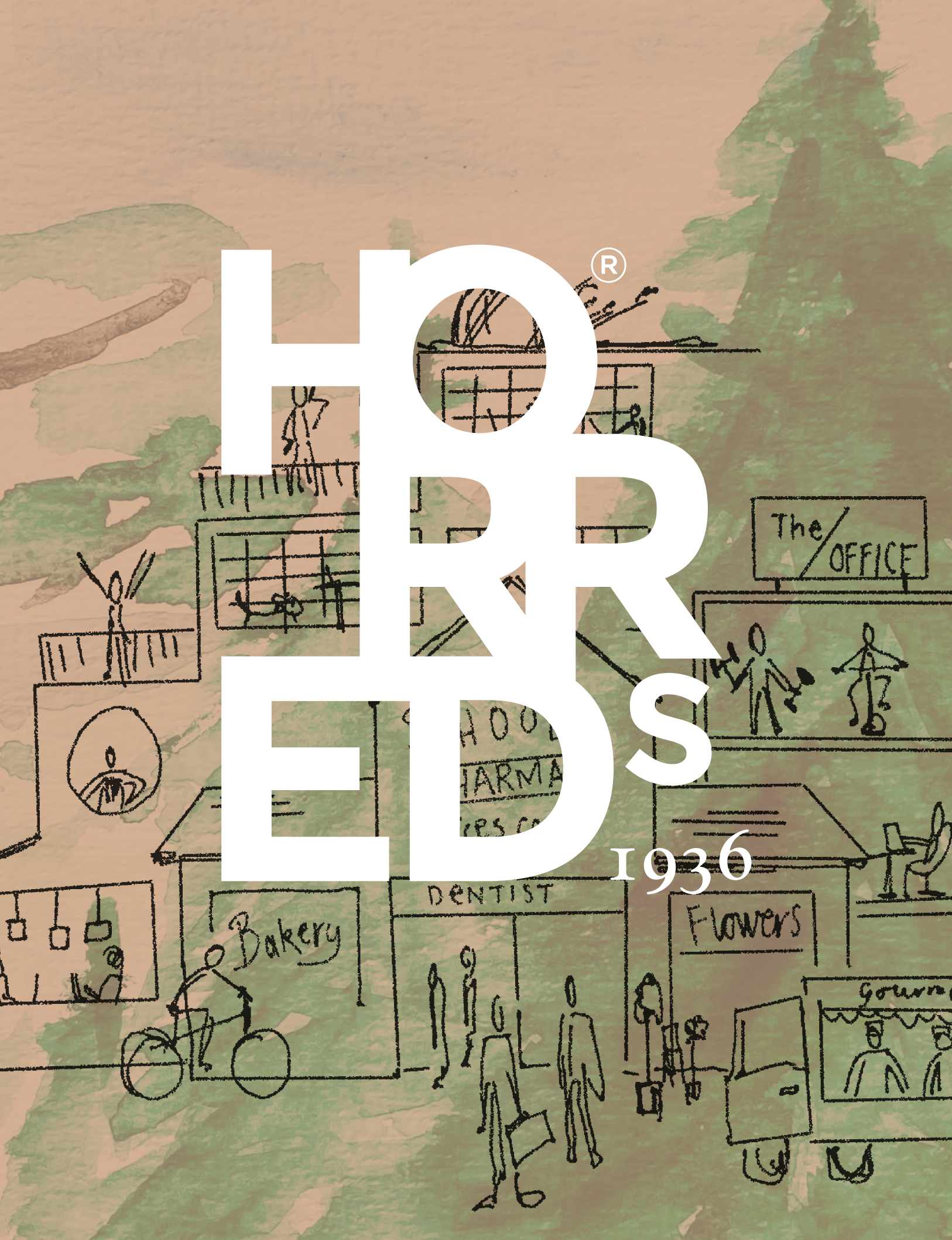


FLORES[®] 1936



: CHANGE?!

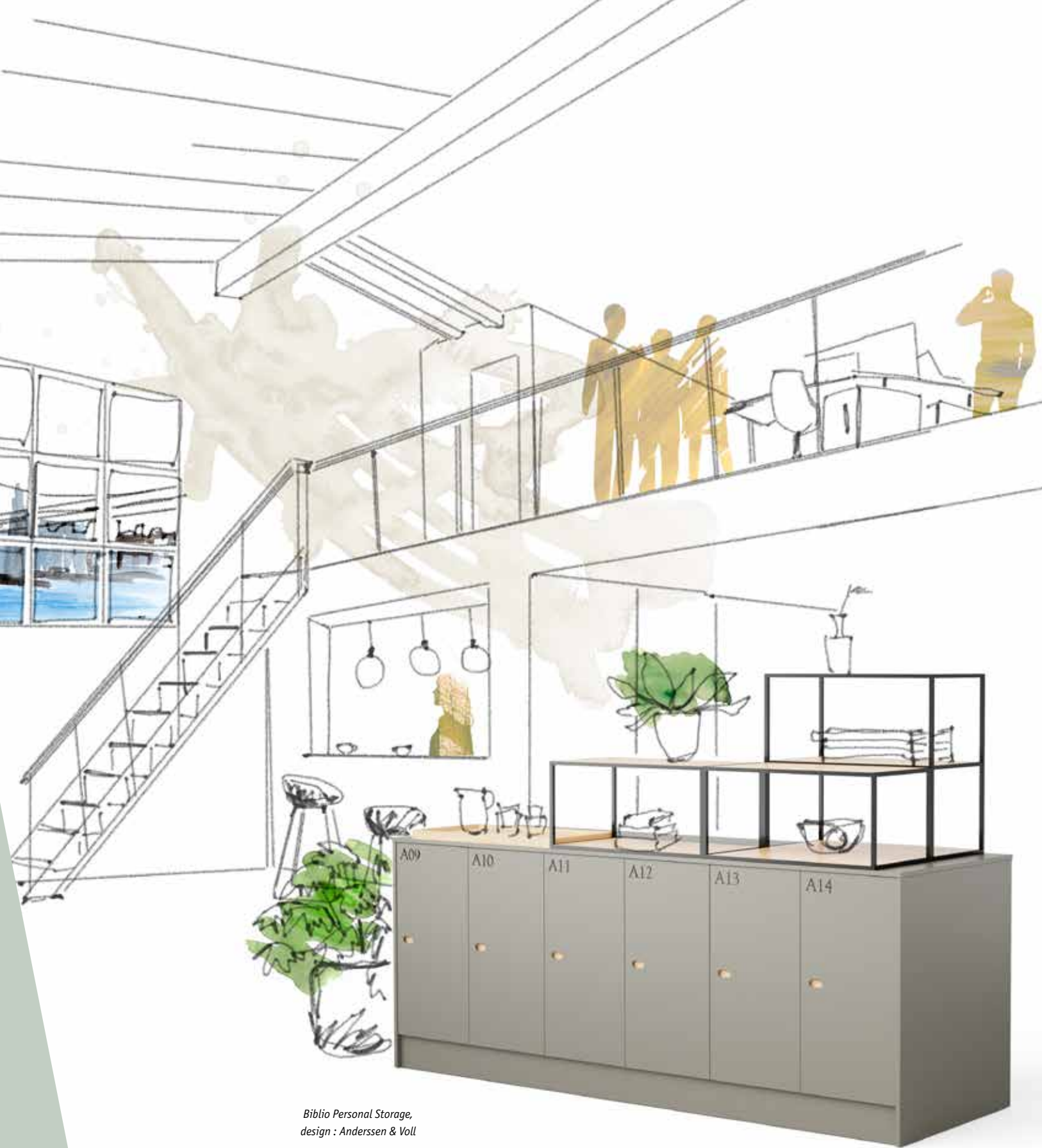
NEVER EVER IN HISTORY OF MANKIND HAVE SO MANY NEW AND CREATIVE INNOVATIONS BEEN DEVELOPED IN SUCH SHORT PERIOD OF TIME. COMPANIES HAVE SUCCEEDED RESHAPING BUSINESS MODELS AND FIND NEW PATHS FORWARD. THAT'S NOT THE CASE FOR US THOUGH. IN OUR MILL TOWN OF HORREDS THINGS CARRY ON AS ALWAYS. AS IT SHOULD BE. THEN AND NOW.

OUR BRAND IS ROCK SOLID, ABLE TO WITHSTAND THE TEST OF TIME AND REVERSALS, ALLOWING OUR CUSTOMERS TO KEEP ON WITH THEIR REBELLIOUS AND CREATIVE PROCESSES. UNDISTURBED. OUR AMBITION IS TO DELIVER WORKSPACES THAT MAKE BIG IMPACT, YET WITH AS SMALL FOOTPRINT AS POSSIBLE. ADAPTABLE, JUST LIKE YOU.

WELCOME TO HORREDS.

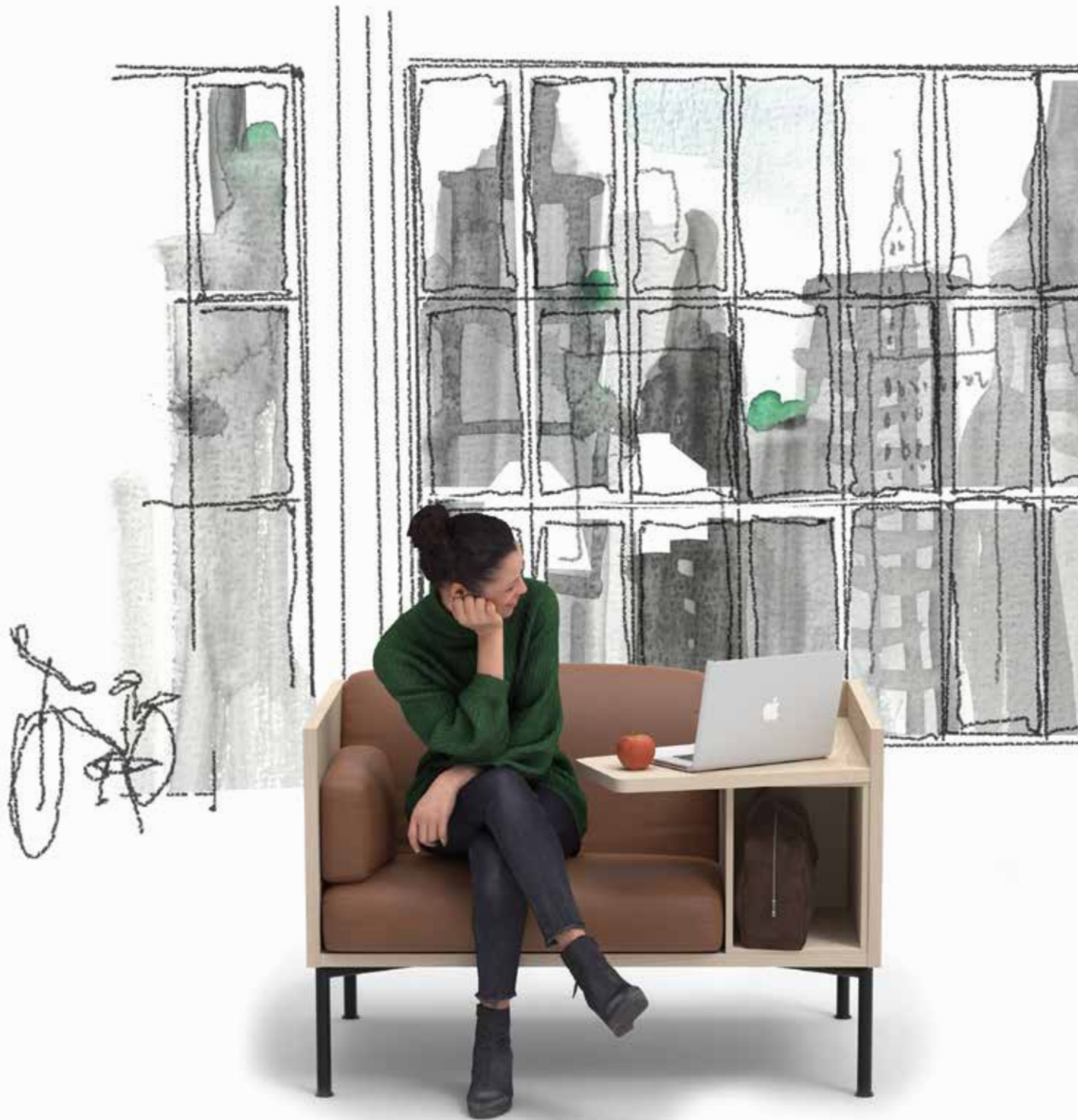
//PER-OLA JOHANSSON





*Biblio Personal Storage,
design : Anderssen & Voll*

: HUMAN BASED



Mute Focus, design : Fredrik Mattson



NEW PATTERNS. NEW DEMANDS.

Have you ever thought about how amazingly solution-focused we humans are? Long periods of working from home, new travel patterns, rather shopping from local businesses and lots of discovering. A shift for many in how we live, work, and socialize. The average worker in the western world spends up to 225 hours a year commuting, which Forbes has seen drop by as much as 50%. In the professions that allow it, people have found new alternative spaces to work from in their vicinity as an option to their homes. At the same time, other studies have concluded that working "on site" at the office is more inspiring, productive, and healthy.

The number of co-working spaces and offices is increasing as they provide flexibility, high level of services and facilitate cross-border collaborations. But of course, this has led to completely different and much higher demands on furniture quality and flexibility as more people use the same space at different times.

15 MIN CONCEPT.

"The 15-minute city" – a concept of a long-term and sustainable urban planning model introduced by Carlos Moreno. The idea is to divide cities into districts in which citizens can access their daily necessities within 15 minutes, challenging the conventional city planning. Why waste time going to the far other side of town for your errands or work? Time that interferes with quality of life. Why are cities built for traffic rather than for us humans? You should be able to go to work, have a home life, exercise, buy groceries and enjoy culture and leisure activities in your near vicinity. The concept promotes ecology, social neighbourhood life and participation.

The 15-minute life requires flexibility, high quality and adaptation based on the human being. In the small mill town of Horreds, we have long-term production of tables, chairs, and conference furniture that will last a lifetime. Human to human designed.

1936 /
2030.



**OUR STRONG, AND FOR US NATURAL,
ENGAGEMENT FOR SUSTAINABLE DEVELOPMENT
GOES WAY BACK TO 1936.
MOVING FORWARD, OUR WORK
WILL CONTINUE WITH THE AGENDA 2030
FOCUS AREAS RELEVANT TO US.**



In 1936, our grandfather saw the need for well-thought-out and functional furniture. Since then, we've been manufacturing our furniture here in the small Swedish mill town of Horred. Over the years, we have crafted a culture in which every little detail and surface has a purpose. And an especially nice quality is that our furniture can withstand being moved and placed in new settings thanks to its built-in durability and finish. This is what we're really proud of.

We take pride in our partnerships with furniture designers and interior architects. Together, we create stylish furniture that synergises with its surroundings, brings added edge, and blends readily with future updates.

Our surroundings have naturally influenced us and our approach to furniture making. Words like "local" and "long-term" have been embedded in our company culture since its inception in 1936. The mission of creating furniture made to last and serve a life-long purpose. Designs which make an impression but have minimum impact on our natural environment. We are committed to manufacturing our furniture with pride. Just like granddad did.

: VALUED WORKSPACE

Well-being, ecological awareness and leaving the smallest possible footprint. This is how the modern office worker wants it. The question we, design companies, architectural firms and manufacturers, ask ourselves is how can we best act!

LEVEL UP FROM PING-PONG TABLES.

No more pushing staff performance to the limits the old fashioned way – Companies now focus on helping their employees flourish. This does not only mean ping pong tables and resting pods, but also integrated gyms, larger kitchens for social moments with for example cooking, barista coffee bars, more showers and larger storage spaces for bicycles as standard in modern office buildings. Air quality, sound, light and climate also play a big role. Planned elements of "distraction" and work breaks are encouraged with the aim to inject energy to the staff.

Companies are taking greater responsibility by integrating the UN's 17 global goals for sustainable development (Agenda 2030). For employees it is of great importance when choosing a workplace. Also certifications become more important which set new standards when building and buying new.

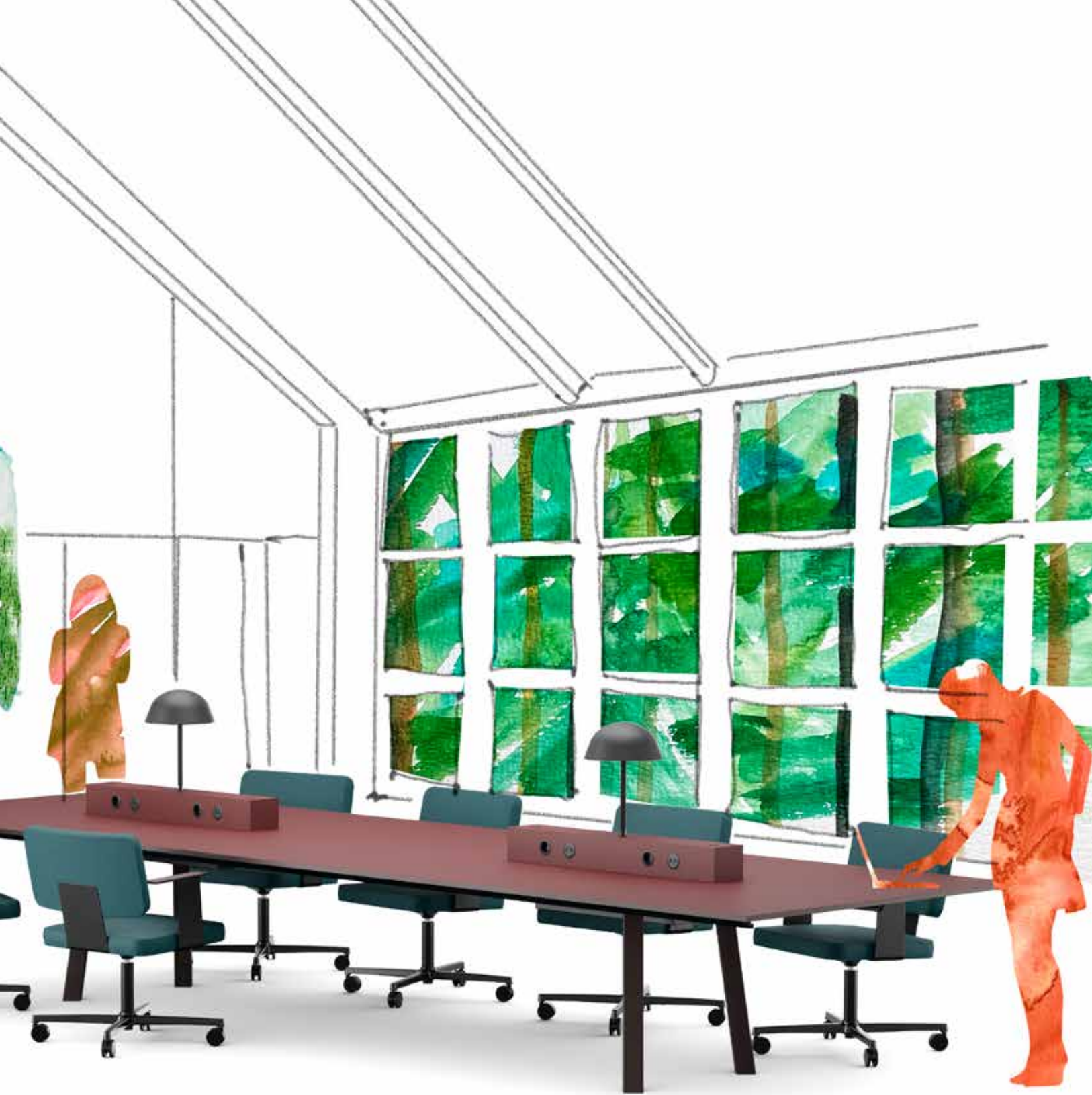
BRING THE WILD INSIDE.

More nature inside offices has proven to increase well-being as well as environmental respect. Plants in various shapes and forms add both acoustic and aesthetic values that soften the interior, reduce stress levels, improve mental health and recovery. In addition to indoor elements of nature, small courtyards and gardens are weaved into office buildings.

OUR WORK WITH THE GLOBAL GOALS


At Horreds, we are proud of our local manufacturing traditions where environment always has been at the center of what we do. 90 percent of Horred's furniture is eco-labeled with the Nordic Ecolabel and tested for durability according to Swedish Furniture Facts. Our waste and heat surplus is utilized to supply energy to our local neighbourhood. The expertise and production that does not take place within our walls is only a few miles away. Investing in Horreds design means a lifelong relationship where you are able to upgrade and renew over time to new trends with different materials. Together, we build a sustainable and environmentally friendly future for the next generations to come.





VX Project Table
Grand, design : Thomas Bernstrand & Stefan Borselius

: **EY!**



The most astonishing ideas seldom originate from a lonely moment in a couch. We all know this. Cooperations and “in real life” meetings trigger far deeper dimensions to creativity. That’s when all shades of challenges come to life. We chat, we laugh, and come up with real solutions to real problems. When we surround ourselves with people, we gain energy and learn new things.

LIVE WORK

Sometimes we need to focus in solitude. Or solve something in the comfort of our own home. Therefore, employers who offer hybrid-work are winners.

The purpose of the office is that of being a welcoming place contributing to different types of work. But most of all, a place that encourages the real live meeting.

*Nomono Conference, Glove Bar,
design : Fredrik Mattson*

OVERVIEW



*Siglo Workdesk, Siglo Storage, design : Henrik Schulz
Glove, design : Fredrik Mattson
Exo Trolley, design : Tengbom Arkitekter*

Find all the designs at horreds.se



Siglo Storage, design : Henrik Schulz



VX Storage



Glove, design : Fredrik Mattson



Glove Bolster, design : Fredrik Mattson



Anne Storage, design : Anne Krook



Glove Lounge, design : Fredrik Mattson

OVERVIEW



Grand, design : Thomas Bernstrand & Stefan Borselius



Cuba

Find all the designs
at horreds.se



VX Stool



Glove Bar, design : Fredrik Mattson



Biblio Storage, design : Anderssen & Voll



*Exo Trolley, design :
Tengbom Arkitekter*

"For us beauty is kind of superficial. We love looking at surfaces and it's really in the details. The finish that has taken years for us to develop. Or the perfect joining of two materials. Like a good dish. I guess it sounds a bit nerdy, but here at Horreds this is our everyday life. And we just love it."



VX Projekt
Cuba



Tapp Project Table, Grand,
design : Thomas Bernstrand & Stefan Borselius



A-Frame Project Table, design : Anderssen & Voll
Grand, design : Thomas Bernstrand & Stefan Borselius



VX Conference
Glove, design : Fredrik Mattson



Tin, design : Morgan Rudberg & Lars Pettersson
Grand, design : Thomas Bernstrand & Stefan Borselius

OVERVIEW



Nomono Workdesk, Glove, design : Fredrik Mattson



Mute Focus, design : Fredrik Mattson



Mute Floor, design : Fredrik Mattson



Siglo Personal Storage, design : Henrik Schulz



VX Personal Storage



*Nomono Duo Workdesk, design : Fredrik Mattson
Grand, design : Thomas Bernstrand & Stefan Borselius*



VX Workdesk, Storage



A-Frame Workdesk, design : Anderssen & Voll




*Nomono-T Workdesk, A-side Storage,
Glove, design : Fredrik Mattson*

Find all the designs at horreds.se




Tetris Personal Storage, design : Front Design

The background is a watercolor illustration. On the right side, there is a large, detailed tree with a brown trunk and green foliage. To the left of the tree, there are soft, painterly washes of green and brown, suggesting a forest or a mountainous landscape. The overall color palette is muted and naturalistic.

IF YOU'RE GOING TO BE A REBEL, DO IT WITH A PURPOSE

We have decided to challenge the throwaway culture, just as we question accepted norms and conventions. This is why we particularly like rebel companies, the ones that think like us. The ones that aren't afraid to go against the flow, to keep moving and changing. Our philosophy is always to dare to go a step further, and that each detail should be there for a reason. Everything to meet needs that are constantly evolving and seeking new solutions.

A simple black line drawing of a person standing next to a tree. The person is wearing a long-sleeved shirt and trousers. The tree is a stylized, sketchy representation of a tree trunk and branches.

HORREDS[®]
1936

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