



This is the view that greets us every day. We have had our roots here since 1936, and this has left its mark on our way of thinking. With nature so close by, it is natural for us to think long term!

CLOSE TO OUR HEARTS

Horred is located in the Viskan valley between Varberg and Borås. This valley is relatively barren with little arable land. This has created a need to be very efficient with the raw materials we have; we absolutely must not waste resources, that is the worst thing we can do.

This closeness to our neighbours, our valley and our opportunities has characterised everything we do since Sven started making fully customised furniture in 1936. Sven's fundamental idea of manufacturing furniture will last for several generations remains very much alive in Horred.

Most of our furniture is made of wood. A fantastic, renewable material. We have been working with this material since the beginning, for 90 years. This gives us unique expertise in how wood should be used in the best way.

Most of our furniture comes with a ten-year warranty, but it lasts much longer than that. If you want to change things up without buying new furniture, you can always replace a tabletop or repaint the doors on a storage unit from us. We manufacture to order, with minimal waste and very little environmental impact.

For the same reason, we only use green electricity from hydroelectric power plants located within a 10-kilometre radius of Horred. The wood waste we receive is reused as energy in our district heating plant, which heats the school, retirement home health centre, flats and houses in our village of Horred.

As a company, we are ISO 9001:2015 certified and most of our products are labelled with Möbelfakta, two very important foundations for us.

TOWARDS A CIRCULAR ECONOMY

At Horreds, we actively work with product reuse. This is primarily through our outlet, where used products are resold.

We also help customers who have recycling projects underway, for example by supplying them with older discontinued table tops and storage units or second-hand products.

In short, our thoughts are as follows:

In order for us to continue to cultivate and live on our land, society and industry as a whole must begin to shift from today's linear economy (i.e. society manufactures products that are discarded or incinerated after use) to a circular economy (i.e. society recycles and reuses over and over again). This means that we must stop producing waste and instead create a circular economy where we reuse and recycle everything. This means that we must stop producing waste and instead create a circular economy where we reuse and recycle everything.

In short, it is about making use of resources, materials and products for as long as possible in various forms. It is about minimising and, ideally, eliminating waste and recycling as much as possible, and trying to emulate nature's own cycle.

As we know, there is no waste at all in nature.

Reuse/recycling therefore plays a central role in the future economy.

How do we achieve this? These are the important steps:

1. Reduce consumption of new items. Purchase items that last longer.
 - At Horreds, we provide products with a 10-year warranty, but the products last a lifetime.
2. Reuse more.
 - Sell or donate the products to new users or the next generation.
3. Design products and packaging more intelligently.
 - Most of our products can be taken apart after use and reused.
4. Recycle more materials.
 - Our products can be reused or recycled to a very large extent, almost 100%.
5. Utilise the energy in what cannot be recycled and must therefore be incinerated.
 - We do this through our own district heating plant, where we have a large number of subscribers in our village of Horred.

If you are going to be a rebel, do it with a purpose!!

Yours sincerely
Per-Ola Johansson

