

Swedish family-owned design company is looking for shops, concept stores, agents and distributors in the home furnishing and decorating branch.

Summary

Profile type

Business Offer

Company's country

Sweden

POD reference

BOSE20250128017

Profile status

PUBLISHED

Type of partnership

**Supplier agreement
Commercial agreement**

Targeted countries

• World

Contact Person

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Term of validity

**25 Feb 2025
25 Feb 2026**

Last update

25 Feb 2025

General Information

Short summary

Family owned company based in northern Sweden is looking for business partners for its home furnishing products designed and manufactured in Scandinavian style. With several satisfied retailers across the Nordic countries, the company is now focusing on expanding to the world.

Full description

The company offers a unique collection of home decor products that embody the simplicity and elegance of Swedish design. The inspiration is drawn from the beautiful nature of northern Sweden, where the beauty and tranquility of the wilderness are our source of creativity.

Today, the company distributes its products through a network of retailers in the Nordic countries as well as several stores in the Netherlands, Germany, and Switzerland.

In the collection, you'll find several different products, but the most unique and beloved product is the magnetic leather towel holder. This unique and practical design is an expression of company's innovation and has become a favorite among both retailers and customers.

The top selling product, towel holder, is handcrafted in Sweden using vegetable-tanned leather along with two strong magnets that securely hold the towel in place. The towel holder is equally suitable for use in the bathroom as well as in the kitchen. The holder is available in two sizes and three different colors. The smaller size comes in a pack of two and is perfect for regular hand towels and kitchen towels. The larger hanger is delivered individually and can hold heavier towels, blankets, pillows, and more.

Only imagination sets the limits for the areas of use. Among other products in the range, the company also has a new series of colorful terry towels. The towels are thick cotton terry with a pattern inspired by Scandinavian nature. Designed in Sweden and manufactured in Portugal.

Advantages and innovations

The towel holder is protected by a registered design within Europe.
The terry towels have OEKO-TEX 100 certificate.

Technical specification or expertise sought

Stage of development

Already on the market

IPR Status

IPR granted

IPR Notes

Sustainable Development goals

- **Goal 3: Good Health and Well-being**
- **Goal 12: Responsible Consumption and Production**

Partner Sought

Expected role of the partner

The company is looking for home furnishing business partners that are interested in becoming retailers, agents or distributors. The ideal partner could be for example:

- home decoration or furnishing store
- smaller designer shop
- department store

The business partners can choose for themselves which parts of assortment could be of interest to them.

Type of partnership

Supplier agreement

Commercial agreement

Type and size of the partner

• **SME <=10**

• **SME 50 - 249**

• **SME 11-49**

Dissemination

Technology keywords

• **11009 - Creative products**

Targeted countries

• **World**

Market keywords

• **07004005 - Furnishing and Furniture**

• **07004003 - Home furnishing and housewares**

Sector groups involved

• **Creative Industries**

Media

Images



[Towel holder](#)



[Towel holder and terry towel](#)



[Terry towels](#)



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