

2018 |

Our Brand

STOLAB
Est 1907 · Sweden

CONTENTS:

- | | |
|----------------------|-----------------------------|
| 2. Our brand | 22. Promise |
| 4. History | 24. Employees |
| 10. Culture | 26. Customers |
| 12. Business Concept | 28. Suppliers |
| 14. Mission | 30. Production |
| 16. Vision | 32. Furniture and designers |
| 18. Core Values | |

We are our brand.
Everything we do,
say and deliver
makes an impact
and a clear impression

As long as we follow our compass, we will jointly create a strong, viable brand, an original that can never be replicated. This is how we will earn the respect, loyalty and pride of those who work with us, who own a Stolab piece of furniture or who have a stake in our company. Honesty through and through. In the short term. In the long term. All the way into the future.

This is a true story from Smålandsstenar

The history of the Stolfabriken [the chair factory] starts in 1907. In exactly the same location as our current manufacturing and operations.

When Oscar André got involved and started the company Stolfabriksaktiebolaget in Smålandsstenar, it was not by chance. He had strong reasons for this. The region had close access to the best raw materials and a competent workforce, as well as a wealth of knowledge in terms of woodworking.

Windsor-style chairs all the way

The business concept was clear from the start. Stolfabriksaktiebolaget would manufacture Windsor-style chairs in birch. It's what people needed, and what they wanted. The business concept's basic premise has remained with us and developed through the years. We managed to survive through two World Wars and to journey past many milestones. Our Smålandsstenar story is 110 years old and 100% true...

1907

Stolfabriksaktiebolaget was started in Smålandsstenar by Johan Carlsson and Oscar André.

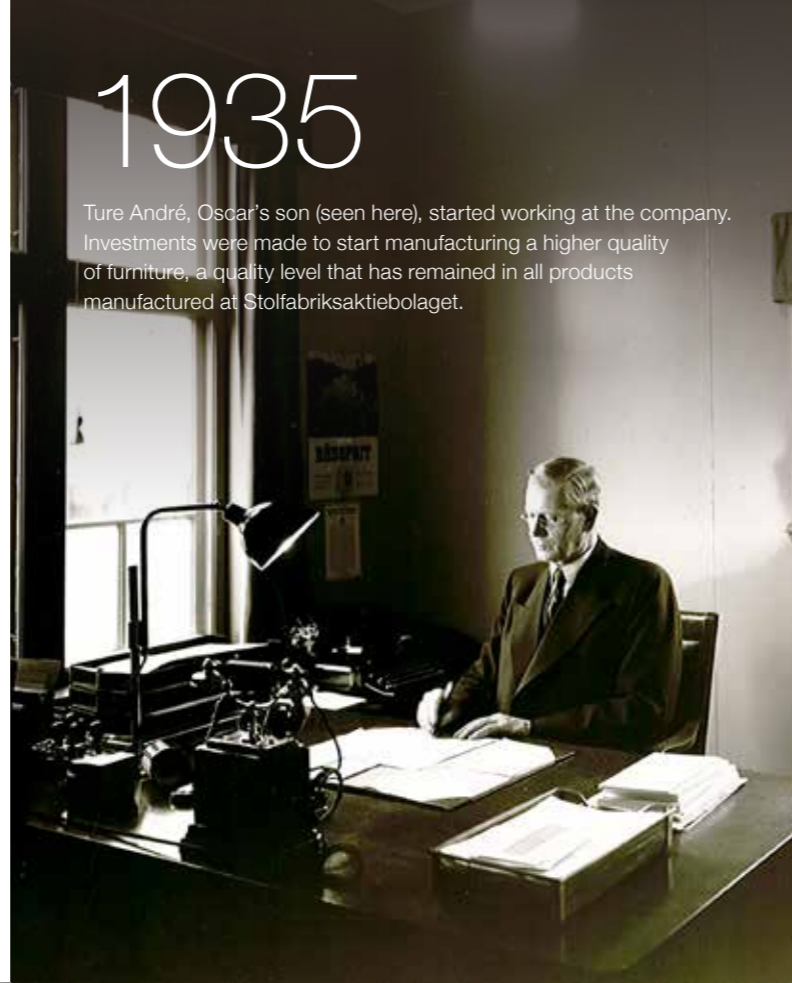
1910

Simple birch furniture is manufactured, with Windsor-style chairs as the signature product. The chairs cost SEK 19 for a dozen.



1935

Ture André, Oscar's son (seen here), started working at the company. Investments were made to start manufacturing a higher quality of furniture, a quality level that has remained in all products manufactured at Stolfabriksaktiebolaget.



1942

Collaboration starts with designer Carl Malmsten. Manufacturing of the Lilla Åland Windsor-style chair begins in 1942. Stolfabriksaktiebolaget starts exports to Germany, the USA, Holland and Israel. By sending chairs with legs that could be screwed into the seat upon arrival, shipping costs were reduced.



1955

THE HISTORY
OF STOLAB

Collaboration is started with designer Yngve Ekström and classics such as Arka, Pinnockio, Palle and the Björka table are created.



1957

The employee headcount of Stolfabriksaktiebolaget exceeds 50 and 40,000 Windsor-style chairs are manufactured annually at the factory.



1964

The old wooden building is demolished to make room for a completely new, bright, modern facility better suited for an expanding chair factory.



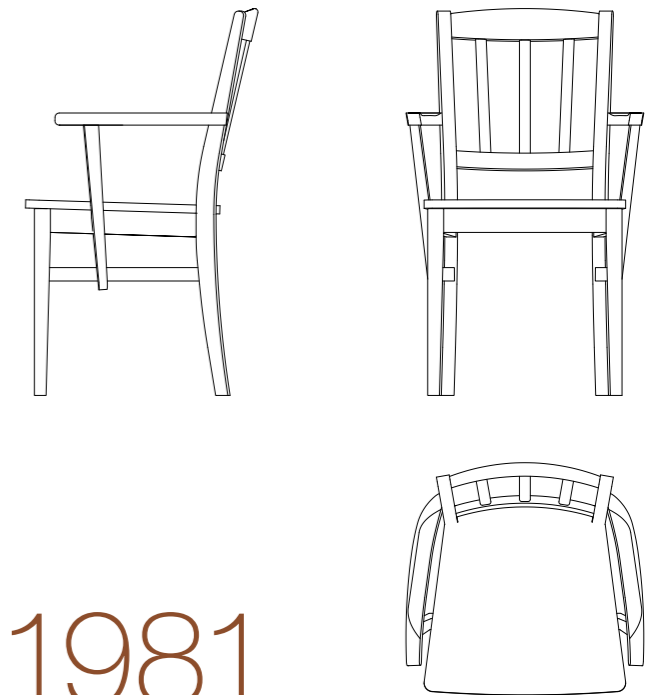
1981

Göran Martinsson acquires Stolfabriken, which changes name to the short, but sweet, Stolab. Under his ownership, superb investments are made to Stolab's manufacturing, both with regards to craftsmanship and manufacturing technologies.



1981

Collaboration is started with designer Nils-Göran Gustafsson. With Stolab, he creates a number of staple products for the range such as Öland, Blidö, Sundborn and the Björka drop-leaf table.



1989

Large investments are made in new and modern CNC technology.
Collaboration starts with Marit Stigsdotter.
The Sgabello stool is released at the Stockholm Furniture Fair.



1994

The factory is extended to enable greater capacity.

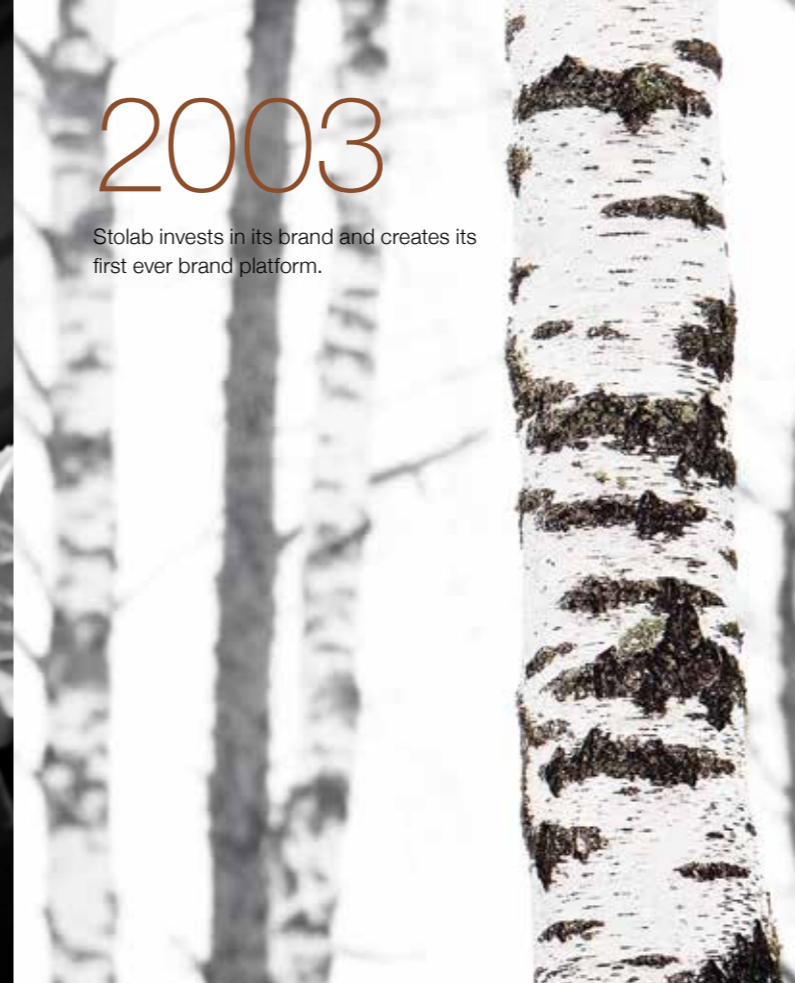
2000

Extensive investment is made in quality and environmental systems during the early 90.



2003

Stolab invests in its brand and creates its first ever brand platform.



2007

THE HISTORY
OF STOLAB

Stolab celebrates its 100th anniversary and launches ash as a material in its range, for instance in the new Excelsa chair designed by Matilda Lindblom.

The Arka lounge chair, designed by Yngve Ekström, is relaunched for Stolab's 100-year anniversary.



2010

Stolab starts collaborating with Jonas Lindvall. The Miss Holly chair is launched in 2011.



2012

Oak is reintroduced into the Stolab range.
A new extension is added to the factory.

2016

Stolab acquires Albin i Hyssna.



2017

Martin Johansson takes ownership of Stolab and Albin i Hyssna.

2018

Stolab refines its range of furniture. Increasingly invests in being a premium brand.



This is where we became what we are today

Stolab's culture is a product of the history we carry with us and the values we consistently employ. We are true entrepreneurs and are highly influenced by the area we live and work in – Småland. A province that teaches us to maximise on and care for our resources. Here you'll find a genuine curiosity and constant drive to develop and improve, which takes the form of ingenious design, craftsmanship and manufacturing solutions. Solutions that rarely entail taking the easy road, but that lead to beautiful forms of proof of what it means to have professional pride and expertise.

Our culture is palpable in our furniture. It permeates our way of working and our way of building relationships with our customers, suppliers, employees and other stakeholders.

Our business concept is generous but makes no compromises

Stolab endeavours to directly manufacture and sell solid wood furniture for home and public use. We market ourselves to customers who value sustainability, high quality and attention to details. By consistently performing according to our core values, we will differentiate ourselves and be the best at what we do.



We make
furniture that
offers great
value to our
customers

Through in-house, small-scale manufacturing that is sound and sustainable for people and the environment, we make timeless, solid wood furniture that offers great value to our customers.

We achieve this by closely collaborating with distinguished, dedicated designers who ensure sustainability. Together, we make Stolab a good representative of Scandinavian design, domestically and internationally.

You can only
be the best if you
work hardest

We aim to be the best when it comes to manufacturing solid wood furniture with strong roots in Scandinavian design. We can only achieve this by working hard and not losing sight of our vision every day, in every instant, decision and thought.



By following
our compass
we will reach
our destination

Made in Sweden

Solid wood

Sustainable



Made in Sweden

Our in-house manufacturing facility in Smålandsstenar is at the heart of our operations. It is here that pride in our profession and our expertise are most clearly expressed and where what we say is put into action. It is here that we perform our craft and our curiosity of new methods and technologies comes into play.

It is also here that we meet our designers, innovate new furniture and constantly refine what we already do well. It is through our own manufacturing that we can display and communicate the differences from one chair to the next, detail by detail. It is our inhouse manufacturing and manufacturing expertise that make us unique.

It's here that things get real.

Solid wood

Solid wood is the common denominator of all our products and is well in line with the level of quality we want our furniture to embody. We love solid wood as it is a challenging and inspiring 'living' material that demands respect and patience. And it is particularly in the details that solid wood, our expertise and our craftsmanship come into their own.

Making the right choices from the beginning is a condition for manufacturing timeless furniture. More specifically, only choosing wood that has been allowed to grow and develop slowly and in an environmentally sound way.

Sustainable

Our actions today make an impression on future generations and become the hallmark of Stolab. We have an underlying belief that, although we may be a small part of a greater context, we nonetheless make a difference. We should ensure that we do whatever we can to contribute to a healthy environment. This is why we give a little extra thought when making decisions. We want to make a positive contribution rather than a negative impact, which includes our products, our work environment and our manufacturing facilities. For us sustainability and timelessness are synonymous. We strive to make furniture that clearly has soul and character. Furniture that is truly contemporary, but where its quality, design and function only makes it more beautiful with time and it can be used and appreciated by many generations to come.

NEW LIFE™ FROM STOLAB

New Life™ is a part of our wider sustainability approach – a concept we have created at Stolab to promote ideas, projects and products that, in some way or another, create opportunities for new life within our field of activity. It could be upcycling, recycling, reuse, old products that are brought back to life, new ways of thinking about sustainability, etc. 'New life' also describes our drive to develop and find new ways of expressing our business concept. To find new avenues and never cease to be curious.





Our promise is
a guarantee with
no end date

Through our own sustainable manufacturing facility in Sweden we offer our customers high quality solid wood furniture with carefully crafted craftsmanship and detail work

STOLAB'S EMPLOYEES
THE PEOPLE WHO
MAKE IT ALL POSSIBLE

STOLAB'S EMPLOYEES
THE PEOPLE WHO
MAKE IT ALL POSSIBLE



We are all important participants in living up to our promise

As Stolab employees, we all understand and embrace our company's core values, vision, culture and promises and understand how important they are to succeed. We are all equally important as ambassadors of our brand.

Strict demands for quality through and through are only met by all of us taking responsibility and being dedicated. Which is why we invest in continuously developing our employees in all areas. All of our joint experience and expertise allows us to deliver what we promise to our customers, with credibility.

STOLAB'S CUSTOMERS
WITHOUT THEM,
NO BUSINESS

STOLAB'S CUSTOMERS
WITHOUT THEM,
NO BUSINESS

Once our furniture is with our customers, it takes on life

Stolab's customers are found both in the public and private sector and consist of professional interior designers, architects and purchasers and private consumers who we reach through our retailers. But what Stolab's customers have in common, whether public or private, is that they see their furniture as an investment and place high demands on design, functionality and quality. Our customers carefully select their furniture and understand and appreciate the difference between originals and knockoffs. By training our customers, communicating our message and upholding our customer promises, we build long-term customer relationships, regardless of who our customers are or where they are located.

Carefully selected and an important part of our business

Our suppliers and partners are of vital importance to us and enable us to fulfil our mission and brand promise of maintaining a high and even level of quality in all we do. They are also vital for our drive to develop our brand and as a manufacturer. This is only possible if those who work with us are familiar with and buy into the Stolab brand, what it stands for and why.

Our collaboration with suppliers and partners builds on mutual respect, job satisfaction and a long-term approach.



It's here that things get real

We endeavour to run a small-scale, efficient manufacturing facility in which a high level of technology goes hand in hand with craftsmanship in a way that distinguishes Stolab. We do this by investing in employee expertise and combining valuable craftsmanship with investments in modern manufacturing technology that suits our needs and demands on quality. This allows us to ensure that we will be able to continue to offer a competitive manufacturing facility in Sweden, even in the future. Manufacturing that also entails a creative environment for product development and a healthy working environment for our employees.

Our manufacturing facility is at the heart of our business, and it's here that our visions become tangible. Which is why it is also a natural meeting place for visitors and a place to meet and train our customers, designers, suppliers and partners. As our manufacturing facility reflects who we are as a company, we are very particular about keeping it neat and tidy.

Our furniture has nothing to hide

Our range is a result of close cooperation with our designers. We work with designers who think sustainability and create sustainable furniture. Designers who can add a complexity to their furniture while adapting to and challenging our expertise and manufacturing capabilities. Furniture that has unique details that are a good representation of Scandinavian design and what it stands for. Furniture with attributes that create great value for our customers. What we say and what we promise become tangible in our furniture.

They are the distinct messengers of our brand, which day in and day out wordlessly and honestly communicate what we stand for. Our furniture is meant to be seen, which is why we have nothing to hide.

Solid wood craftsmanship.
Made in Sweden since 1907



This brochure is printed on Munken Polar, a paper made by Arctic Paper in Munkedals AB in Sweden,
one of the world's most environmentally friendly paper mills.



We make furniture that offers great value to our customers

Through local, small-scale manufacturing that is sound and sustainable for people and the environment, Stolab makes timeless furniture in solid wood, with carefully crafted craftsmanship and detail work, that offers great value to our customers.

We do this in collaboration with distinguished designers ensuring that Stolab is a good representative of Scandinavian design, domestically and internationally.


*Solid wood craftsmanship.
Made in Sweden since 1907.*

STOLAB

Est 1907 · Sweden

Stolab Möbel AB. Östra Järnvägsgatan 7, SE-333 31 Smålandsstenar, Sweden.

Phone: +46 (0)371 337 50. E-mail: info@stolab.se www.stolab.se

 [stolab1907](https://www.instagram.com/stolab1907)