



Jensen: Pioneer on sleep – at the forefront on environment



Good sleep and high environmental performance, that’s Jensen’s winning recipe. The Norwegian bed manufacturer is gaining more and more impact in the European market.

Sleep and rest have never been more important than they are now, in our modern and stressful society. At the same time, climate and the environment are on everyone’s agenda. Jensen Beds combines the considerations of all this in their business.

Jensen Beds started up in Svelvik outside Drammen in 1947, and still has all its production here. Jensen was a pioneer when it comes to developing the modern, continental beds we have today.

They are characterized by very good sleep comfort while meeting strict and comprehensive requirements for climate and the environment.

Why have you chosen to ecolabel your products?

- Sustainability has always been important to us at Jensen, and already in 2006 we launched our first bed with the Nordic Swan Ecolabel. This is a type 1 environmental label that is recognized worldwide - and which represents the circular economy in practice. The Nordic Swan Ecolabel gives the consumer peace of mind when it comes to environmental requirements and how the product performs in terms of sustainability, and we wanted to make our mark on the environment. That was the background for our choice, says Jan Trygve Jensen, general manager of Jensen Beds.

“Type 1 environmental labelling” is a global standard (ISO 14024). It defines that such a label is holistic, sets absolute requirements for many environmental issues, revises them regularly and acts with full transparency.

Makes it easy to communicate sustainability

Climate, environment, sustainability. Big terms people interpret differently. And what is most important? Does consideration for the climate trump everything? What about the extraction of natural resources? The use of chemicals? Quality or working conditions in production? These are difficult assessments for both producers and purchasers - and not least for consumers.

” Sustainability is a complicated field, and for consumers it is very unclear. The Nordic Swan Ecolabel looks at the whole complex, cleans things up and makes it easy to communicate sustainability to consumers”.

*Jan Trygve Jensen,
general manager at Jensen Beds*

CASE – JENSEN BEDS

Jensen Beds wants to be a company that takes the surroundings, environment and sustainability into account. That is why they chose to align the entire production with the strict requirements of the official Nordic environmental label.

- The products are evaluated by an organization that works for a more sustainable society. For us, it is important to use expertise that makes us better, and the collaboration with the Nordic Swan Ecolabel does just that, says Jensen.



Good impact on the European market

Jensen Beds is big in its home country, but also started exporting early on - first to Denmark, then to Sweden and to Finland - and now has a solid market position in all the Nordic countries.

How is the interest for the Nordic Swan Ecolabel abroad?

- It is two-fold, because in the Nordic countries the Nordic Swan Ecolabel is very well known. Outside this region, awareness is significantly lower, but the foreign markets are at least as concerned with environmental

labels as we are here, but they are most familiar with their own, national brands. I believe it is important to work for equality and cooperation between type 1 labels, and that this can be decisive for their future, says Jensen.

In addition to the Nordic countries, Jensen also exports to the Netherlands, Germany, Switzerland, Austria, Poland, Great Britain, Spain and South Korea. Around 40 per cent of Jensen's turnover today comes from exports.

How have you marketed the products with the Nordic Swan Ecolabel outside the Nordic region?

- We use the Nordic Swan Ecolabel logo in all communication - especially in stores, but also on websites and in brochures. All material uses the label, so it can be found in all contexts. One of the pillars of the Jensen brand is "Friendly to nature, friendly to you". That is our sustainability communication. Under this umbrella comes the Nordic Swan Ecolabel, and then we talk about it, says Jensen.

What do you think about the future for Jensen?

- I have great faith in our future. Working with sleep and sleep comfort will always be our main vision. And sustainability is part of it. People must be confident that we always think about the environment and sustainability. We have seen that these values can be exported and that we get a good response to what we do, so I have a positive view of the future, concludes Jan Trygve Jensen, general manager of Jensen Beds.

FACT BOX ABOUT THE NORDIC SWAN ECOLABEL REQUIREMENTS FOR BEDS

- Requirements for energy consumption in the production of wood-based boards and metal parts result in reduced climate impact
- At least 70% of the wood is from certified sustainable forestry
- Strict requirements for chemicals used in the production of the bed and all the materials
- Meets strict requirements for the evaporation of harmful substances
- Contributes to a more circular economy through the possibility of repair and reuse of materials
- Has documented good quality, strength and safety

FACT BOX ABOUT JENSEN

- Established in 1947
- All production takes place in Svelvik outside Drammen, Norway
- 130 employees
- Turnover of NOK 600 million, approx. 40% is from exports
- Jensen Nordic certifies all its bed products: 203 beds, mattresses and mattress toppers
- Also sells to the contract market