



Pressrelease from Nordic Ecolabel October 20th, 2008

Blå Station awarded Nordic Ecolabel for chairs

Stockholm, Sweden. October 20th, 2008. Several of Blå Station's chairs have passed the Nordic Ecolabel's environmental and quality criteria and been awarded the Nordic Ecolabel. This increases the number of Nordic Ecolabelled furniture on the market for both private consumers and office buyers

"Blå Station has since its start 1986 worked in an environmentally-conscience way by fulfilling the criteria for a sustainable development, comments Johan Lindau, CEO for Blå Station.

"We have among other things chosen to manufacture all our furniture in Sweden. This has made it easier for us to control the entire manufacturing process, from product idea to customer deliveries. A piece of furniture from Blå Station should earn its market place, having a design quality so high that it will be desirable on the market for many years. Furniture should be something one likes and can be owned for many years, which is a good environmental aspect," he adds.

Today there is more focus than ever on how natural resources are used, and the ultimate consequences for our climate and environment. Blå Station makes it easy for their customers to make a sound environmental choice, and by being awarded the Nordic Ecolabel, a world-leading Ecolabel, they have documented the environmental work they have done on a selection of their chair products.

"We have concentrated our efforts to get a Nordic Ecolabel on the furniture that are used in public places, where there are extreme requirements on functionality and quality, for example in schools, airports, and meeting halls. We have chosen products with different components and material to show our product breadth," explains Johan Lindau.

The Nordic Ecolabel criteria for furniture require low environmental impact as well as high quality. Furniture that is long-lasting is in itself an environmental advantage since they do not have to be discarded so quickly. Furniture is also tested for sustainability, stability and must fulfil Nordic Ecolabel safety requirements.

Other Nordic Ecolabel environmental criteria include a requirement that wood must not originate from protected forests. At least 70 percent must originate from certified sustainable forests, with an independent control body certifying that tree felling follows strict rules and there is a re-planting scheme in place.

Textiles and fillings must also fulfil strict chemical requirements, from the type of cotton being grown (may not be sprayed) to the ready-made material. Certain flame retardants and dyes are completely forbidden.

There is also a requirement that recycled metal should mainly be used. This type of metal decreases energy consumption and reduces the amount of pollutants that often come from manufacturing metal. These measures also ensure a reduction in emissions that affect the global greenhouse effects.

The family-owned Blå Station was founded in 1986 by furniture designer Börge Lindau and two of his children Johan & Mimi. The company has throughout the years, been well-known as a driving force in the Swedish furniture industry for introducing new materials and manufacturing techniques.

Chairs that are Nordic Ecolabelled include:

Boo with the fabrics Plain and Melange

Design: Stefan Borselius 2008. Awarded with Swedish Design Award S 2008.

Chair 69 in oak

Design Fredrik Mattson 2005. Awarded with the Forsnäs Prize and Red dot.

Innovation C with the fabrics Europost, Gaja, Fame, Hallingdal, Bubbles, Anime

Design Fredrik Mattson 2001. Nominee for Swedish Design Award S 2007.

Sting, naturally anodized.

Design Stefan Borselius & Fredrik Mattson 2003.

Awarded with Red dot best of the best 2004, Guldstolen 2004, Furniture of the Year 2004 and more.

Print-ready photographs of the chairs can be downloaded from the press release at www.svanen.nu

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The Nordic Ecolabel

The Nordic Ecolabel is the official Ecolabel of the Nordic countries and was established in 1989 by the Nordic Council of Ministers. Its vision is a sustainable society with a sustainable consumerism. Today there are 66 product areas that can apply for the Nordic Ecolabel. SIS Ecolabelling is the Swedish non-profit organisation that administers the Nordic Ecolabel on behalf of the Swedish government. More information on the Nordic Ecolabel is available at www.svanen.nu



Chair 69



Sting



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