

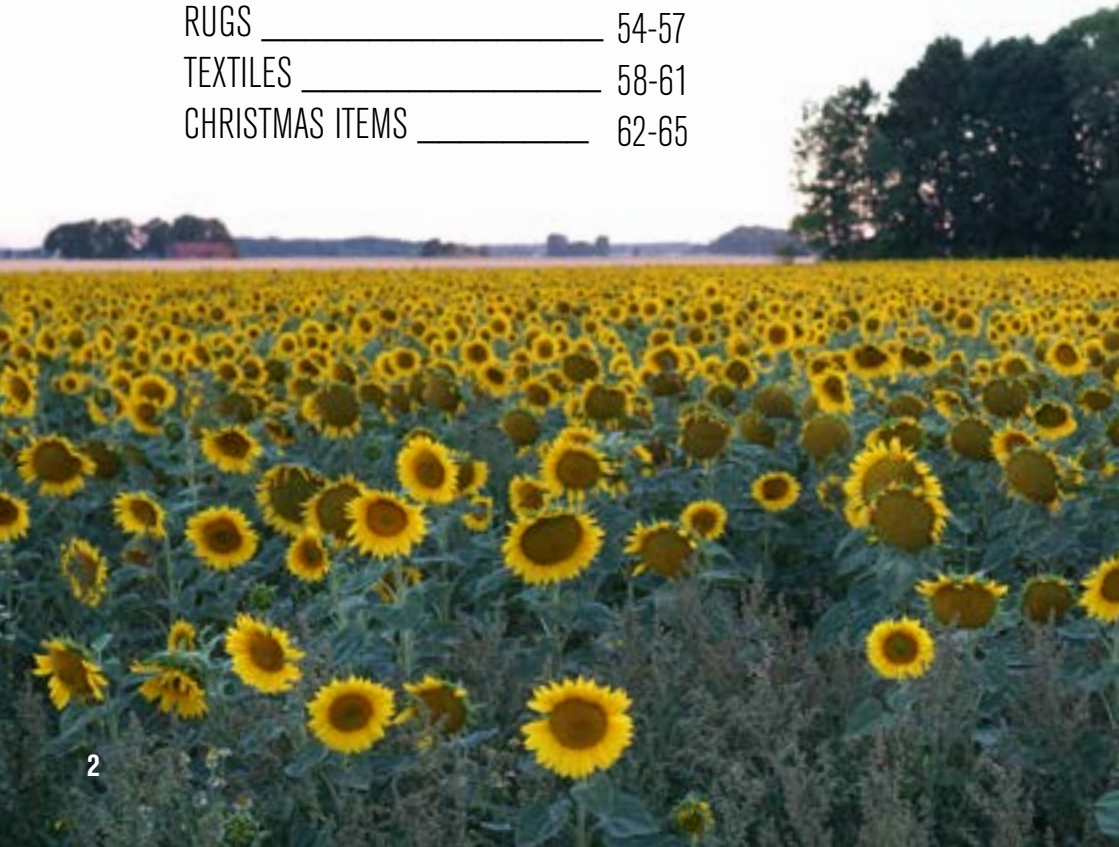
# **Born in Sweden®**

## **CATALOGUE 2021**



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*SPHERE VASE -  
A smart range of vases that  
include a stainless steel ball,  
making it really easy  
to arrange your flowers.*



## OUR PHILOSOPHY

Sweden is a country fortunate enough to have deep forests, clean water and an abundance of fresh air. We take the environment seriously and most Swedes have a close relationship to nature.

As a company, we want to do our part in taking responsibility for the planet and the people living in it. The raw material we use is either recycled or recyclable. We are careful to make sure we control each step of the production to be as sustainable as we can.

The human aspect is just as important. We choose small factories that we can develop a close relationship with, whether it's in Sweden or in Asia.

Sweden, as well as the rest of Scandinavia have a strong design oriented legacy. You could say that it's in our DNA.

Most Swedes have a relation to our iconic designers, growing up in homes where functional design was as natural as meatballs and potatoes for dinner.

Our wish is to continue following the path that our former generation of designers have paved the way for. We want to design beautiful and practical items in a Scandinavian style, using long lasting materials and never hold back on quality. It is not our intention to produce things for a season but for LIFE!

Our goal is to produce items you can grow old with, things that will make you smile and bring a little bit of Scandinavia in to every home.



# STUMPASTAKEN

Design: Jonas Torstensson

*STUMPASTAKEN -  
A sustainable  
Swedish design classic  
100% recycled*



**STUMPASTAKEN ORIGINAL**

Item nr: 7340160

Size: 30x30x4 cm



**STUMPASTAKEN ORIGINAL BALL POLISHED**

Item nr: 7340160-6

Size: 30x30x4 cm



**STUMPASTAKEN ORIGINAL BLACK**

Item nr: 7340160-5

Size: 30x30x4 cm



**STAND FOR STUMPASTAKEN ORIGINAL**

Item nr: Raw 7340162, powder coated black 7340164

Size: 30x30x71 cm



**GRID FOR STUMPASTAKEN ORIGINAL**

Item nr Raw: 7340161, powder coated black: 7340167

Size: 26,5x26,5x7 cm



**CORK BOWL FOR STUMPASTAKEN ORIGINAL**

Item nr natural cork: 7340165-1

Item nr black cork: 7340165-2

Size: 30x30x4 cm

Stumpastaken is made in Sweden of 100% recycled aluminum. This unique candleholder makes it possible to burn candlestumps all the way to the end. A safe, clever and environmentally friendly way of enjoying candlelight. Stumpastaken was originally designed in 1991 and has become a Swedish design classic.



# STUMPASTAKEN SMALL

Design: Jonas Torstensson



## STUMPASTAKEN SMALL

Item nr: 7340170

Size: 22,5x22,5x4 cm



## GRID FOR STUMPASTAKEN SMALL

Item nr: raw 7340173, powder coated black 7340174

Size: 20x20x7 cm



## STUMPASTAKEN SMALL BALL POLISHED

Item nr: 7340170-6

Size: 22,5x22,5x4 cm



## VASES FOR STUMPASTAKEN

Item nr: 7340169

Size: Height 10cm, diam 3,7cm.

4-pack, fits all Stumpastaken models

*Easy cleaning of  
Stumpastaken  
Scan the QR code*



## STUMPASTAKEN SMALL BLACK

Item nr: 7340170-5

Size: 22,5x22,5x4 cm



## CORK BOWL FOR STUMPASTAKEN SMALL

Item nr: natural cork 7340171, black cork 7340172

Size: 22,5x22,5x6 cm



The accessories in our Stumpastaken range gives you the opportunity to get a wider function of your Stumpastake. The grid, used only with tealights underneath is perfect to use for keeping a teapot or light food warm. The cork bowls are made in Portugal of 100% recycled cork. We like the idea of using waste from the cork industry to create beautiful, useful new items. These bowls are perfect for storing your candlestumps, ready to use at any time.

# STUMPASTAKEN LONG

Design: Jonas Torstensson



**STUMPASTAKEN LONG**

Item nr: 7340175

Size: 30x8,5x4 cm



**VASES FOR STUMPASTAKEN**

Item nr: 7340169

Size: Height 10cm, diam 3,7cm.

4-pack, fits all Stumpastaken models



**STUMPASTAKEN LONG BALL POLISHED**

Item nr: 7340175-6

Size: 30x8,5x4 cm



**CORK BOWL FOR STUMPASTAKEN LONG**

Item nr: natural cork 7340176-1

Size: 30x8,5x6 cm



**STUMPASTAKEN LONG BLACK**

Item nr: 7340175-5

Size: 30x8,5x4 cm



**CORK BOWL FOR STUMPASTAKEN LONG**

Item nr: black cork 7340176-2

Size: 30x8,5x6 cm

Stumpastaken long is perfect to place on a window ledge or mantelpiece. It's also very pretty as a table decoration, either with candles or flowers. Needless to say, it's a very safe Advent candleholder, where the candles can be allowed to burn all the way to the end. Easy cleaning up-side-down in the oven works for all Stumpastaken models.

# STUMPASTAKEN FYRAN

Design: Jonas Torstensson



*Easy cleaning of  
Stumpastaken  
Scan the QR code*



## STUMPASTAKEN FYRAN

Item nr: 7340385

Size: 15,5x15,5x4 cm



## STUMPASTAKEN ETTAN BALL POLISHED

Item nr: 7340385-6

Size: 15,5x15,5x4 cm



## STUMPASTAKEN FYRAN BLACK

Item nr: 7340385-5

Size: 15,5x15,5x4 cm



## CORKBOWL FOR FYRAN

Item nr:

Natural cork: 7340386

Black cork: 7340387

Size: 15,5x15,5x4 cm



For the smaller spaces Stumpastaken Fyrän is perfect. It is, just like the rest of the products in the Stumpastaken family, made of 100% recycled aluminum and is therefore a sustainable and responsible design item. Burn your candles all the way down, or save candle stumps and use them in these lovely candle holders.



# STUMPASTAKEN ETTAN

Design: Jonas Torstensson



## STUMPASTAKEN ETTAN

Item nr: 7340380

Size: 8,5x8,5x4 cm



## STUMPASTAKEN ETTAN BALL POLISHED

Item nr: 7340380-6

Size: 8,5x8,5x4 cm



## STUMPASTAKEN ETTAN BLACK

Item nr: 7340380-5

Size: 8,5x8,5x4 cm

*Ettan giftset includes:  
Stumpastaken Ettan  
Corkbowl  
Wind protection glass  
Matches*



## ETTAN GIFTSET

Item nr: 7340383

Size: 8,5x8,5x16 cm



## ETTAN GIFTSET BLACK

Item nr: 7340383-5-382

Size: 8,5x8,5x16 cm



## CORK BOWLS FOR ETTAN

Item nr

Natural cork: 7340381

Black cork: 7340382

Size: 8,5 x 8,5 x 4 cm

Ettan is the smallest and cutest Stumpastake that will ever be. Place a single candle only and let it spread it's light all the way to the very last drop of wax. We also have a version that works as a hurricane lamp, we call it Ettan giftset. A lovely gift and a cool decoration item with many variations of use.



## STUMPASTAKEN STORY:

Stumpastaken was designed already in 1991, by Swedish designer Jonas Torstensson. He realized how many end pieces of candles we throw away and wanted to create something to reduce the waste. With Stumpastaken you can save all candle stumps, place them in this cool looking candle holder and safely burn them all the way down.

Since 1991, the Stumpastaken family has grown with various sizes of the candle holder, aswell as a number of accessories and it has become a Swedish design classic.



*100% recycled,  
Made in Sweden*



## RECYCLING - FOR THE PLANET

By recycling waste materials, there are many advantages.

- 1 - We don't need to use resources to find new raw material.
- 2 - We take care of waste that would otherwise end up in a dump, potentially polluting the ground.
- 3 - We end up using at least 90% less energy overall in production!



We believe it is our duty, both as a company and as human beings, to take action to recycle as much as possible.

In Sweden there is a high level of consciousness about recycling on a personal level. Most households recycle all their cartons, paper, metal, plastic, batteries, electronics and glass in recycle stations situated all over the country. We hope that to be the standard in ALL countries in the near future - for the love of our ONLY planet.





## BIRDFEEDER

Design: Pascal Charmolu

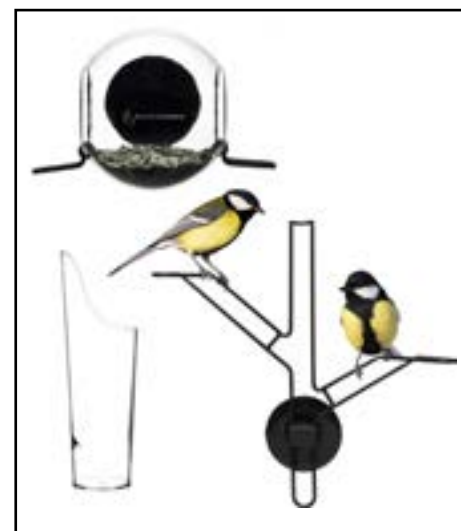
*ALL YOU NEED IS A WINDOW -  
and you will have a lot of fun  
watching the birds eat!*



### BIRDFEEDER

Item nr: 7340030

Size: 10x18 cm



### BIRDFEEDER KIT

Item nr: 7340119

Containing: Birdfeeder, filler and stand-by tree

*Scan the QR code  
for the mini movie  
"The Magic Birdfeeder"*



### FATBALL HANGER

Design: Edmire

Item nr: 7340132

Size: 12x12 cm

These bird items are perfect gifts for the many people who love birds. Our Birdfeeder for the window is extra special since you don't need a garden, only a window. This is a gift that anyone would be happy to receive and you get to watch the birds eat at very close range. The fatball hanger is lovely to hang in a tree with the rubber ring allowing many birds to eat at the same time.



## BIRDBATH/BIRDFEEDER

Design: Edmire



### BIRD BATH / BIRDFEEDER

Design: Edmire

Item nr: Stainless steel: 7340275 Goldplated: 7340273 Copperplated: 7340274

Size: Height 60 cm, diam 22 cm

Our Birdbath/Birdfeeder is the ultimate garden accessory. It catches the eye wherever you place it as a beautiful sculpture for your garden or balcony. In the summer you can fill it with water and let the birds splash or drink and then fill it with seeds in the wintertime.

# GARDEN WATERING CAN

Design: Pascal Charmolu



## GARDEN WATERING CAN BLACK

Design: Pascal Charmolu  
Item nr: 7340056  
Size: H: 55 cm, diam 21,5 cm



## GARDEN WATERING CAN RED

Design: Pascal Charmolu  
Item nr: 7340114  
Size: H: 55 cm, diam 21,5 cm



## GARDEN WATERING CAN WHITE

Design: Pascal Charmolu  
Item nr: 7340115  
Size: H: 55 cm, diam 21,5cm



The garden watering can contains 7,5 liters and has a smart handle underneath which makes it easy to manage. Use the pouring function on one side, or tilt it around for the shower function. Whenever it is not in use, it stands like a cool sculpture.





# HERB STICKS

Design: Kristina Lindkvist

## HERB STICKS

Size: 18x1,8 cm Item nr:

Basilika	7340360
Oregano	7340361
Persilja	7340362
Timjan	7340363
Gräslök	7340364
Mynta	7340365
Dill	7340366
Rosmarin	7340367
Chili	7340368

Having fresh herbs at home really gives the little extra to your cooking and on top of any dish. It also gives a very decorative touch to your kitchen, balcony or garden. Our herb sticks are made of stainless steel and helps you to keep track of what is what in the green.



# WATERING CANS

Design: Pascal Charmolu



## WATERING CAN BRUSHED

Item nr: 7340033

Size: H: 31 cm, diam 8 cm



## WATERING CAN POLISHED

Item nr: 7340034

Size: H: 31 cm, diam 8 cm



## WATERING CAN WHITE

Item nr: 7340035

Size: H: 31 cm, diam 8 cm



## WATERING CAN BLACK

Item nr: 7340063

Size: H: 31 cm, diam 8 cm



## WATERING CAN GOLD

Item nr: 7340040

Size: H: 31 cm, diam 8 cm



## WATERING CAN COPPER

Item nr: 7340041

Size: H: 31 cm, diam 8 cm

Our watering can is more than just something to water your plants with, it is a product that makes you smile every time you use it. The rubber hose sticks to the stainless steel can with a magnet. This cool design prize winning object is such a unique piece you will never hide it in a cupboard. Each can contains 1,5 liters.



# SPHERE VASE

Design: Pascal Charmolu



## SPHERE VASE SMALL

Item nr: Steel 7340180, Goldplated 7340181, Copperplated 7340182

Size: Height 13 cm, Diam 10 cm



## SPHERE VASE MEDIUM

Item nr: Steel 7340058, Goldplated 7340062, Copperplated 7340141

Size: Height 22 cm, Diam 14 cm



## SPHERE VASE LARGE

Item nr: Steel 7340183, Goldplated 7340184, Copperplated 7340185

Size: Height 19 cm, Diam 18 cm

# PUZZLE CANDLEHOLDER

Design: David Olschewski

## BRUSHED GOLDPLATED

Item nr: Small 7340154,  
medium 7340155, large 7340156



## WHITE POWDER COATED

Item nr: Small 7340145,  
medium 7340146, large 7340147



## BRUSHED COPPERPLATED

Item nr: Small 7340157,  
medium 7340158, large 7340159

## BRUSHED STAINLESS STEEL

Item nr: Small 7340151,  
medium 7340152, large 7340153

## PUZZLE CANDLEHOLDER

Size: Small 14 cm, medium 20 cm, large 26 cm



## BLACK POWDER COATED

Item nr: Small 7340148,  
medium 7340149, large 7340150



Due to their shape, Puzzle candleholders are possible to place in many different ways. Combine them as you like for your own personal candelabra. Along with every piece comes an optional rubber ring to stop the candle wax from dripping. Puzzle candleholders can be purchased as singles, in a two-pack or three-pack. They are also the perfect match with Sphere vases.



# NIGHTLIGHT

Design: Edmire



**NIGHTLIGHT BRUSHED STEEL**

Item nr: 7340135

Size: 10x4 cm



**NIGHTLIGHT BRUSHED GOLDOPLATED**

Item nr: 7340136

Size: 10x4 cm



**NIGHTLIGHT BRUSHED COPPERPLATED**

Item nr: 7340137

Size: 10x4 cm



**NIGHTLIGHT POWDERCOATED MATTE BLACK**

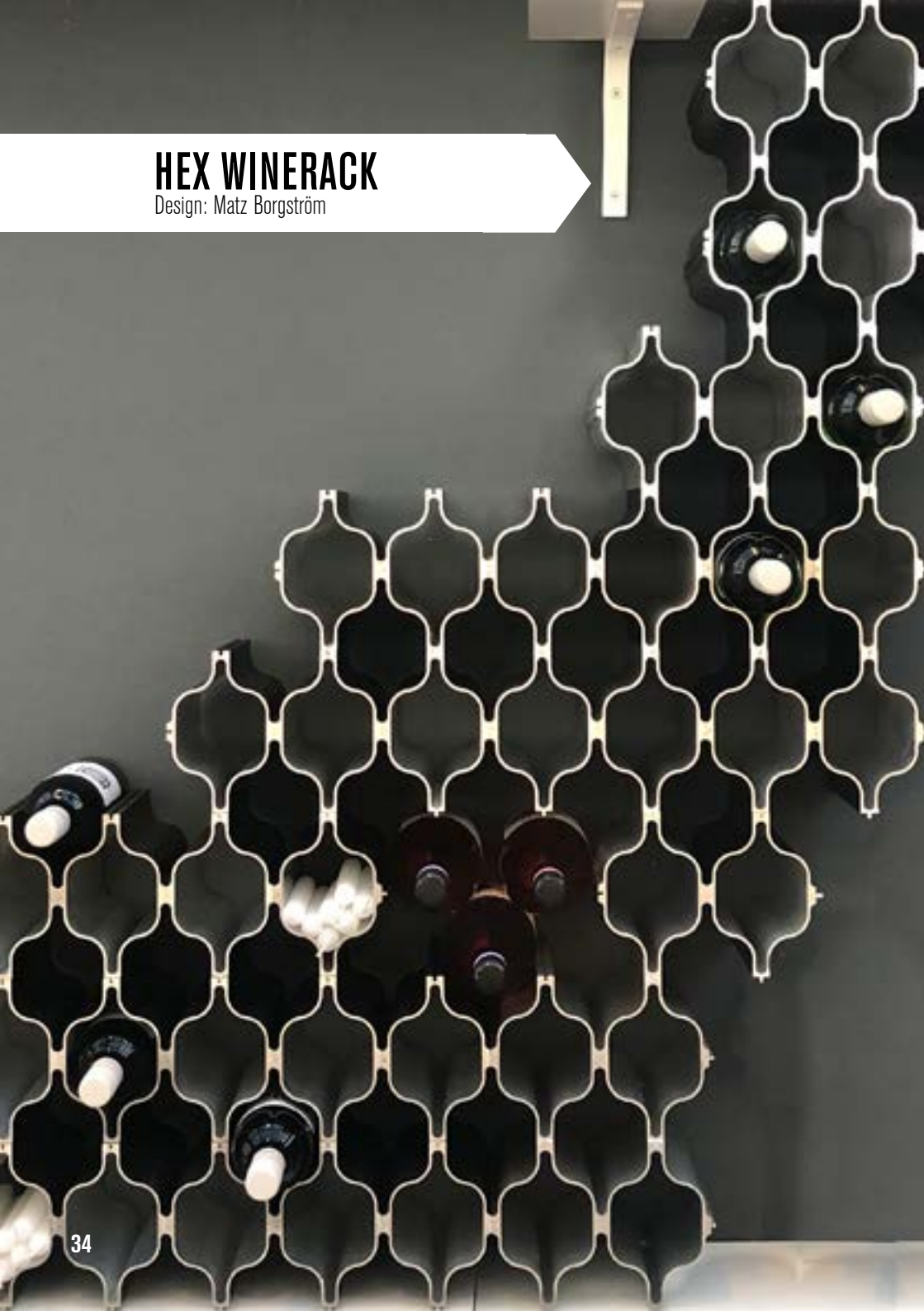
Item nr: 7340134

Size: 10x4 cm

Nightlight is a candleholder with a simple aesthetic beauty, inspired by the times before electricity. In those days you would have to bring a candle to the bedroom and place it on the bedside table, hence the name - Nightlight. Even if that is no longer necessary, candlelight still has the same calming effect.

# HEX WINERACK

Design: Matz Borgström



## HEX WINERACK ALUMINUM

Item nr: 7340325-3

Size: 20x15x10cm

Sold in 3-pack



## HEX WINERACK ALUMINUM/ BLACK

Item nr: 7340326-3

Size: 20x15x10cm

Sold in 3-pack



## HEX WINERACK ALUMINUM/ BRONZE

Item nr: 7340327-3

Size: 20x15x10cm

Sold in 3-pack

Hex Winerack is not only a storage for bottles, it is a piece of art all by itself. The modules slide into each other one by one, which means you can build your winerack into various shapes in your own personal style.

The winerack is made of extruded aluminum and you can choose if you want color on the outside or plain aluminum. With our super smart mounting plates you have the opportunity to hang it under a shelf or a cupboard. Otherwise it looks just as nice standing freely or against a wall.

Scan the QR code  
for a mini feel  
good movie about  
the winerack!







#### HEX WINE GLASS HOLDER

Item nr: 7340325-3

Size: 20x15x10cm

Sold in 3-pack



#### HEX WINE GLASS HOLDER

Item nr: 7340325-3

Size: 20x15x10cm

Sold in 3-pack



#### HEX MOUNTING PLATES

Item nr: 7340325-3

Size: 20x15x10cm

Sold in 3-pack

*Here an example of a mountingplate, 3 wine rack modules and a wine glass holder.*



## HEX WINE GLASS HOLDER

Design: Matz Borgström

With these smart wine glass holders you easily store your glasses in a clever and stylish way. Either hang them under your HEX wine rack, completing the look and the use of your wall piece. Or an option is to mount them directly under a shelf or a cupboard. For this you also need the mounting plates, which are necessary also if you choose to hang your HEX wine rack.



**BBQ FORK**  
Item nr: 7340111



**BBQ SPATULA**  
Item nr: 7340112



**BBQ TONGS**  
Item nr: 7340113

**BBQ 3-PACK**  
Item nr: 7340011-1

## BBQ TOOLS & CUTLERY

Design: Pascal Charmolu



**SERVING SET**  
Item nr: 7340109  
Size: Height 26 cm



**CUTLERY 16 PCS**  
Item nr: 7340108

BBQ food is just as good any time of the year, even if we often think of warm summer days by the grill. We promise, that there are few things lovelier than gathering around a warm outdoor camp fire or grill in the middle of the winter, with snow all around to cook a sausage or two. Our amazing BBQ tools works great at any season!





**BLACK PVD COATED**

Item nr: 7340338  
Size: Height 28 cm

**BRUSHED STEEL**

Item nr: 7340336  
Size: Height 28 cm

**POLISHED STEEL**

Item nr: 7340335  
Size: Height 28 cm

**GOLD PVD COATED**

Item nr: 7340337  
Size: Height 28 cm

A nice salad set is the little extra that lifts any dinner to visual heights. (Taste you will have to manage on your own...) This NEW innovative salad set is both cleverly designed and feels light in the hand. It grips the perfect amount of salad and is so nice looking you will definitely want to have a good healthy salad along with every meal.

## LEAF SALAD SET

Design: Johannes Lindner





## CARAFE WITH COOLING ROD

Design: Pascal Charmolu



Item nr: 7340110  
Contains 1 liter



A nice looking carafe is a must at every table. This stylish one comes with a smart cooling rod, that allows you to keep your water or wine cold a lot longer. Simply fill the cooling rod with water after removing the silicone top and put in the freezer a bit tilted so the water stays inside. When frozen, take it out, replace the silicone top and place the whole thing in the carafe. Comes with a cork ball for optional use.





## CUTTINGBOARDS

Design: Veronica Vejsholt



### CLOSE DOUBLE SIDED

Item nr: 7340312

Size: 30x40 cm



### CLOSE DOUBLE SIDED

Item nr: 7340312

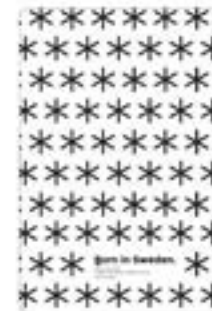
Size: 30x40 cm



### DREAM

Item nr: 7340311

Size: 20x30 cm



### FLINGA DOUBLE SIDED

Item nr: 7340310

Size: 20x30 cm

Our cutting boards are made in Sweden from HDF, which is a heat resistant material. Therefore you can use them both as cutting boards as well as trivets, very practical! Patterns Close and Flinga are double sided, which means they have the same pattern in inverted colors on the reverse side.





### COUNTRYSIDE TRAY

Design: Objecthood  
Item nr: 7340204  
Size: Diam 46 cm



### BOTANICA TRAY

Design: Veronica Vejsholt  
Item nr: 7340301  
Size: Diam 46 cm



### CLOSE TRAY

Design: Veronica Vejsholt  
Item nr: 7340302  
Size: Diam 46 cm



## TRAYS

Made in Sweden

All our trays are made in Sweden, made out of many layers of thin birchwood, each piece cared for by hand.  
The trays can be washed in a dishwasher, top shelf.



### CITY TRAY ROUND

Design: Objecthood  
Item nr: 7340203  
Size: Diam 31 cm

### CITY TRAY RECTANGULAR

Design: Objecthood  
Item nr: 7340202  
Size: 15x32 cm



### ARCHIPELAGO TRAY

Design: Objecthood  
Item nr: 7340201  
Size: 32x32 cm



### CLOSE TRAY

Design: Veronica Vejsholt  
Item nr: 7340302  
Size: Diam 46 cm



# INTO THE WOODS - GRINDERS

Design: Luca Galmarini



## BIRCH GRINDER

Ash / walnut  
Item nr: 7340378  
Height: 16,5 cm



## TILIA GRINDER

Ash / walnut  
Item nr: 7340377  
Height: 15 cm



## PINE GRINDER

Ash / walnut  
Item nr: 7340376  
Height: 17 cm



## BIRCH GRINDER

Black / white washed wood  
Item nr: 7340378-5

## TILIA GRINDER

Black / white washed wood  
Item nr: 7340377-5

## PINE GRINDER

Black / white washed wood  
Item nr: 7340376-5



## INTO THE WOODS 4 -PCS GRINDER SET

Item nr:  
Ash / walnut: 7340379  
Black / white washed wood: 7340379-5



*\*Crush grinder TM ceramic mechanism  
\*FSC certified wood*



Freshly grinded pepper and salt gives any food the little extra touch. With our beautiful wooden grinders you add the spice in style. They are soft and lovely to hold and makes a very nice and stylish table decoration. We use the best quality ceramic Crush-Grind TM mechanism and FSC certified wood to ensure the very best quality and a sustainable product that can be used every day for a long time.

## ANGLE KITCHEN

Design: Susanne Uerlings



### ANGLE KITCHEN ROLL HOLDER

Design: Susanne Uerlings

Item nr: Shiny white/ashwood 7340240, matte black/walnut 7340241

Size: Height 35 cm, Diam 17 cm



### ANGLE KITCHEN ORGANIZER

Design: Susanne Uerlings

Item nr: Shiny white/grey star 7340244, Matte black/grey star 7340245

Size: Height 22 cm, Diam 14 cm

We spend a great deal of time in our kitchens and believe that if we surround ourselves with nice looking, practical items it makes cooking much more fun. Our kitchen organizer allows you to keep all of your favourite tools close at hand. Place your knives in the protective star in the middle and your other tools in the remaining gaps. Our kitchen roll holder matches nicely with the organizer.





### ANGLE MAGAZINE STAND / TOILET PAPER HOLDER

Design: Susanne Uerlings

Item nr: Shiny white/ashwood 7340242, matte black/walnut 7340243

Size: Height 39 cm, Diam 23 cm

## BATHROOM & HOOKS



### PLAY HOOKS 3-PACK

Design: Edmire

Item nr:

ASH: 7340138

BLACK: 7340140

WHITE: 7340143

Size: 6 cm diam, M: 9 cm diam

L: 11 cm diam

### PLAY HOOKS LARGE

Design: Edmire

Item nr:

ASH: 7340226

BLACK: 7340227

WHITE: 7340228

Size: 11 cm diam

### PLAY HOOKS MEDIUM

Design: Edmire

Item nr:

ASH: 7340223

BLACK: 7340224

WHITE: 7340225

Size: 9 cm diam

### PLAY HOOKS SMALL

Design: Edmire

Item nr:

ASH: 7340220

BLACK: 7340221

WHITE: 7340222

WALNUT: 7340229

Size: 6 cm diam



**NEW!**

*Play hook small now also available in walnut wood*

*Item nr: 7340229*

A nice bathroom is a place for relaxation, where you can be alone with your thoughts for a moment. Our Bathroom organizer combines the necessity of storing some extra toilet paper with the luxury of having a few glossy magazines close by. Play hooks are just as nice in the bathroom as in the hallway or anywhere you need some extra storage.

## TRIVETS IN RECYCLED CORK



**CORK BOWL WITH 2 DOTS TRIVETS**

Black cork bowl + 2 Dots natural  
Item nr: 7340172-232



**CORK BOWL WITH 2 DOTS TRIVETS**

Natural cork bowl + 2 Dots black  
Item nr: 7340171-233



## RECYCLING- for the environment

### TRIVET DOTS

Design: Veronica Vejsholt  
Item nr: Natural cork 7340232, black cork 7340233  
Size: 20 x 20 cm

### TRIVET CIRCLE

Design: Veronica Vejsholt  
Item nr: Natural cork 7340230, black cork 7340231  
Size: 21 cm diam



Cork is an amazing material! Insulating, heat resistant and besides that it does not burn. All our cork items are produced at a small family factory in Portugal with great care for the environment and their heritage. The cork trees are cared for with great love and the bark is harvested approximately every 9 years, which makes it a very slow way of farming. We use RECYCLED cork which saves the planets resources so that we can use this wonderful material with good climate conscience!



### UP-SIDE-DOWN TEALIGHTHOLDER

Design: Pascal Charmolu

Item nr: 7340181



## UP SIDE DOWN TEALIGHTHOLDER

Design: Pascal Charmolu



Up-side-down is a really cool tealight holder, possible to use in 3 ways. Either legs up, standing or hanging in a glass. True multi use!



## LONG LASTING DESIGN

At Born in Sweden, we only produce items in a timeless design that can be loved and used for a long time. Our brand stands for quality, care for detail as well as awareness of materials and the environment.

We work closely together with both designers and producers and each new product is thoroughly discussed and tested before ending up in the stores.

Our aim is to create useful classics as a contrast to the wear and tear mentality of today.





## FLYSWATTERS

Design: Pascal Charmolu



### WHITE

Item nr: 7340104  
Size: Height 42cm



### BLACK

Item nr: 7340105  
Size: Height 42cm



### RED

Item nr: 7340106  
Size: Height 42cm



### GREEN

Item nr: 7340107  
Size: Height 42cm



Along with the lovely summer days, comes the maybe not so welcome flies and mosquitos. A flyswatter is then a very handy tool. We call ours "Wings", since it is designed to look like a fly with its two wings. This makes it a bit sculptural and nice to have near by at all times ready to grab and smack!





#### **THEO LIGHT BLUE**

Design: Veronica Vejsholt  
Size: 80x160, 80x250 cm

#### **THEO DARK BLUE**

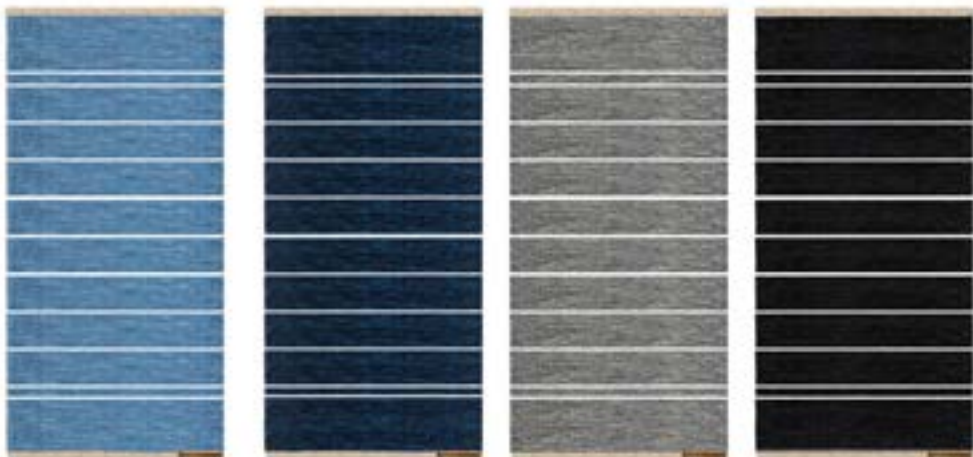
Design: Veronica Vejsholt  
Size: 80x160, 80x250 cm

#### **THEO GREY**

Design: Veronica Vejsholt  
Size: 80x160, 80x250 cm

#### **THEO BLACK**

Design: Veronica Vejsholt  
Size: 80x160, 80x250 cm



## **RUGS**

Design: Veronica Vejsholt

Sweden has a long tradition of weaving. In the old days, almost every home had their own loom, using old rags from worn out clothes and home textiles to make rugs in beautiful patterns and colors. We appreciate this tradition, and with our collection of high quality wool rugs woven on a linen warp, we flirt with our heritage and bring it into the modern home. The rugs are soft to walk on even with bare feet and are heavy enough to lie stady on the floor.







#### **TOM BROWN**

Design: Veronica Vejsholt  
Size: 80x160, 80x250 cm  
170x230, 200x300cm

#### **TOM GREEN**

Design: Veronica Vejsholt  
Size: 80x160, 80x250 cm  
170x230, 200x300cm

#### **TOM GREY**

Design: Veronica Vejsholt  
Size: 80x160, 80x250 cm  
170x230, 200x300cm

#### **TOM BLUE**

Design: Veronica Vejsholt  
Size: 80x160, 80x250 cm  
170x230, 200x300cm



#### **ZACK GREY**

Design: Veronica Vejsholt  
Size: 80x160, 80x250 cm  
170x230, 200x300cm

#### **ZACK GREEN**

Design: Veronica Vejsholt  
Size: 80x160, 80x250 cm  
170x230, 200x300cm

#### **ZACK BLUE**

Design: Veronica Vejsholt  
Size: 80x160, 80x250 cm  
170x230, 200x300cm





#### ARCHIPELAGO TRAY

Item nr: 7340201

Size: 32x32 cm

#### CUSHION COVERS

Item nr: Archipelago 7340198, Forest 7340196

Size: 50x50 cm

#### DOUBLE SIDED PLACE MAT

Item nr: Archipelago/Forest 7340195, Countryside/City 7340194,

Size: 35x45 cm



#### KITCHEN TOWELS

Item nr: Archipelago grey 7340212, Forest 7340190,

Archipelago 7340192, Forest grey 7340210

Size: 50 x 70 cm



## ARCHIPELAGO & FOREST

Design: Objecthood



Our range "Sweden from above", contains four graphic patterns of Sweden like it is seen from the sky. Archipelago, Forest, City and Countryside, gets to symbolize the variety of our long country. The patterns are available in various items, such as kitchentowels, pillowcases, double sided placemats and trays.





#### CITY TRAY

Item nr: 7340202

Size: 15x32 cm

#### KITCHEN TOWELS

Item nr: Countryside 7340193, City 7340191,

City grey 7340211

Size: 50 x 70 cm

#### CUSHION COVERS

Item nr: Countryside 7340199, City 7340197,

Size: 50x50 cm

#### DOUBLE SIDED PLACE MAT

Item nr: Countryside/City 7340194,

Size: 35x45 cm



#### COUNTRYSIDE TRAY

Item nr: 7340204

Size: diam 46 cm

#### CITY TRAY ROUND

Item nr: 7340203

Size: diam 31 cm



## CITY & COUNTRYSIDE

Design: Objecthood

Sweden from above is a tribute to our beautiful country in four graphic patterns. The collection contains kitchen towels, cushion covers, double sided place mats and trays. The four patterns are called City, Archipelago, Forest and Countryside. All textiles are made of 100% quality cotton. Trays and cuttingboards are produced in Sweden, the cuttingboards are heat resistant and can be used as trivets and the trays are made of birch veneer.



# WINTERTIME

Surviving the cold and dark Scandinavian months



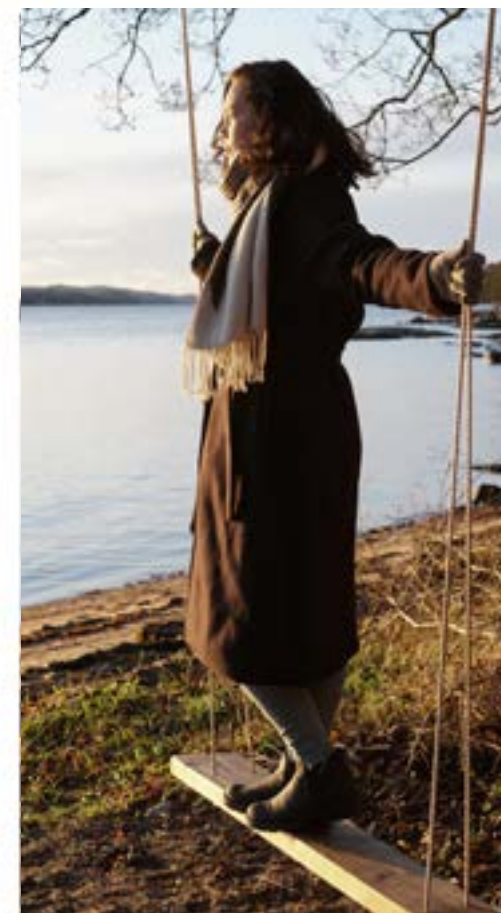
The Scandinavian winters are long, cold and dark. So we have to make ways to enjoy even those months.

A perfect winter day:

We put a thick jacket on, soft gloves and a cap and take a walk in the crisp cold air... Then come home, light some candles in Stumpastaken, place a pot of tea or mulled wine on top. After that, cuddle up in the couch with a blanket and fill the mug.

That's Born in Sweden's winter version of "hygge".

Of course we never miss a chance to feed the birds.





# APPLE CANDLEHOLDER

Design: Kim Vejsholt



In Sweden we love apples. There are hundreds of different types of apples growing in gardens all over the country. An apple is not only the fruit of wisdom, here it becomes a fruit of light. Mix and match the two sizes for a tasty table setting. Medium size is for normal candles and small is for German candles.

# CHRISTMAS TREE HOLDER

Design: Pascal Charmolu



**CHRISTMAS TREE HOLDER SHINY BLACK**

Item nr: 7340037

Size: 65X53X18 cm



**CHRISTMAS TREE HOLDER SHINY WHITE**

Item nr: 7340402

Size: 65X53X18 cm



**CHRISTMAS TREE HOLDER POLISHED ALUMINUM**

Item nr: 7340039

Size: 65X53X18 cm



**CHRISTMAS TREE HOLDER MATTE BLACK**

Item nr: 7340401

Size: 65X53X18 cm

The Christmas tree holder is a steady piece that holds even really big trees. It is made of recycled aluminum and has either a polished or powder coated finish. Pascal Charmolu designed it already in 2008 and it has since then become a loved and appreciated Born in Sweden classic.



## OUR STORY

Born in Sweden was founded in 2008 by Kim Vejsholt. He was previously the founder and co-owner of Sagaform. After making Sagaform a success story, he and his partner sold the company in 2001.

Kim then had the vision of creating a new company, a design company where each product would be allowed to take longer time in the development phase, with products aiming at a higher end of the market.

So, after a few years, Born in Sweden's first items were launched.

In the beginning all items were designed by Pascal Charmolu, a french designer who's been living in Sweden for many years. For example, he is the designer behind our popular Birdfeeder and Sphere Vases.

Now, we have a lot of exciting collaborations with talented designers and the design process is long and complex. A new product has to fit into Born in Sweden's philosophy and range and also have to be either recycled or recyclable.

Born in Sweden's office and warehouse are located in Borås which is a 30 minute drive east of Gothenburg. However, a lot of inspiration, both for new products and marketing comes from the west coast of Sweden and it's landscape Bohuslän. On the island of Tjörn, we have an extra office and this is where we shoot most of our photographic material.

Make sure to follow us on social media for updates and inspiration.



[www.instagram.com/ born\\_in\\_sweden](https://www.instagram.com/born_in_sweden)



[www.facebook.com/ borninswedendesign](https://www.facebook.com/borninswedendesign)

# **Born in Sweden®**

[www.borninsweden.se](http://www.borninsweden.se)



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