

# sagaform

JOYFUL • INNOVATIVE • GIFTS



Autumn/Winter 2010







# Welcome to sagaform autumn/winter **2010!**

In keeping with our motto of joyful, innovative gifts for kitchen and table, our new catalogue features many exciting new products and Christmas items. Our prominent, skilled designers have put their hearts into developing products and concepts that will delight our customers. We strongly believe that the best gifts are those you'd like to own yourself. So look through the catalogue, enjoy the products and let yourself be inspired! Once again, Sagaform invites you to join us on another successful journey!

*Johan Linde, CEO*



**JOYFUL**  
INNOVATIVE  
GIFTS

# DESIGNERS



## lotta odelius

In the spring of 2006, after ten years as an Art Director and graphic designer, Lotta Odelius established herself as an independent designer. Her first endeavour was the Klyftig collection featuring trivets in four fruity patterns. In cooperation with Sagaform Lotta has added a number of tea towels and potholders to the collection. Lotta strives to create functional products that will inspire and brighten everyday life. Her style is clean, yet playful, with roots in Scandinavian design.



## jon eliason

Freelance product and interior designer living in Stockholm and trained at Beckmans School of Design. Eliason has mainly worked with dinnerware products, but his credentials include children's toys, furniture and home-interior makeovers for the television series Room Service. In addition, he has his own artistic glass and ceramic work. His designs are often inspired by nature, history, science and meals.



## roger person

Roger Persson is a industrial designer, trained at HDK in Göteborg and have studied furniture design at School of Visual Arts in New York. Since 2000 he is managing together with two colleagues the design studio Stilpolisen in Göteborg. Roger is mainly working with furniture and lamp design but has also designed products in other product areas from toys to electric swiches. Designing is for me a play with lines and curves that opens up new design solutions and new functions.



## form us with love

Form Us With Love is a ground-breaking design agency offering creative design solutions for products, furnishings, lighting and interiors. Form Us With Love serves clients from Sweden and around the world from its office and showroom in scenic Old Stockholm. Through exhibitions around the globe, FUWL have wowed the media with their innovative design and have received the prestigious Red Dot Design Award as well as awards from Elle EDIDA and UNG 06/07.



## camilla engdahl

Camilla trained at the School of Design and Crafts in Gothenburg, and has worked daily with design and utility ceramics since 1996. She also spent a few years on staff as a designer at a Swedish interior design company. These days her studio and home are located in Skövde. She makes utility ceramics and takes on design jobs, working mainly with ceramic and porcelain. Camilla wants her products to spread joy through their pleasant touch, or through their playfulness. For Sagaform Camilla has designed a new tea concept focusing on the drinking of tea. The idea is to find your own personal cup, a gift for a true tea lover!



## björk-forth

Pia O. Björklund and Magnus Forthmeier were trained at the School of Textiles at the University College of Borås and have worked with fashion for a range of Swedish businesses for many years. Since 1997, they have jointly run the Björk-Forth design studio, where they carry out freelance assignments in textile and product design for companies in Sweden and elsewhere.

## lovisa wattman

Trained industrial designer educated at the Swedish Academy of Arts and Crafts in Stockholm and at the Aarhus Architectural School in Denmark. With a passion for cuisine and cooking, Lovisa has fallen naturally into the art of designing kitchen and tableware. She has been active in this field since she completed her studies, first as an on-staff designer and since 1999 in her own design company.



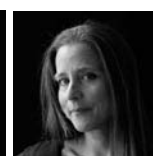
## ylva olsson

Olsson is educated in applied art and design and her focus is on the ready laid table. A sense of playfulness is key in Olsson's designing. After receiving her master's degree in 2007 at the University of Art and design in Helsinki, she is now running her own design studio in the southern part of Sweden. For Sagaform, Olsson has designed "Animal", a series which consists of bowls where tradition meets present day.



## moritz

Peter and Eva Moritz have had their design and crafts studio in Lund in the south of Sweden since 1998. Their experience covers most production methods and materials. Many of the products are closely tied to human use, often in direct contact with the body, such as cutlery, furniture and jewellery.



## marie olofsson

Product designer Marie Olofsson was trained at Danmarks Designskole in Copenhagen, receiving her degree in 2004. Her degree project involved investigating and searching for special effects with transparent coloured glass. The result was a series of coloured tealight holders, which Sagaform has now decided to produce. She currently lives in Western Sweden with her family and runs her own design agency.



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# news

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2010



# keep design by lotta odelius

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KEEP is a series of storage canisters and bowls that conveniently holds everything from sugar and pasta to coffee and tea. Its stylized decoration and robust form exudes lighthearted sophistication. KEEP works well when complimenting your kitchen and catching your eye whether on the counter, next to the stove or accenting a table setting.



*Lotta Odelius*





**Keep förvaringsburk rund, stor**

Stengods med eklock.  
Art.nr: **5015945**  
Mått: 1,5 l H 200 mm  
Förp.typ: Giftbox

**Keep large storage jar, round**

Stoneware with oak lid.  
Art.No: **5015945**  
Size: 1,5 l H 200 mm  
Type of pack: Giftbox



**Keep förvaringsburk rund, mellan**

Stengods med eklock.  
Art.nr: **5015947**  
Mått: 1 l H 144 mm  
Förp.typ: Giftbox

**Keep medium storage jar, round**

Stoneware with oak lid.  
Art.No: **5015947**  
Size: 1 l H 144 mm  
Type of pack: Giftbox



**Keep förvaringsburk rund, liten**

Stengods med eklock.  
Art.nr: **5015949**  
Mått: 0,5 l H 88 mm  
Förp.typ: Giftbox

**Keep small storage jar, round**

Stoneware with oak lid.  
Art.No: **5015949**  
Size: 0,5 l H 88 mm  
Type of pack: Giftbox



**Keep skål med lock, stor**

Stengods med eklock.  
Art.nr: **5015951**  
Mått: Ø 120 mm H 65 mm  
Förp.typ: Giftbox

**Keep large bowl with lid**

Stoneware with oak lid.  
Art.No: **5015951**  
Size: Ø 120 mm H 65 mm  
Type of pack: Giftbox

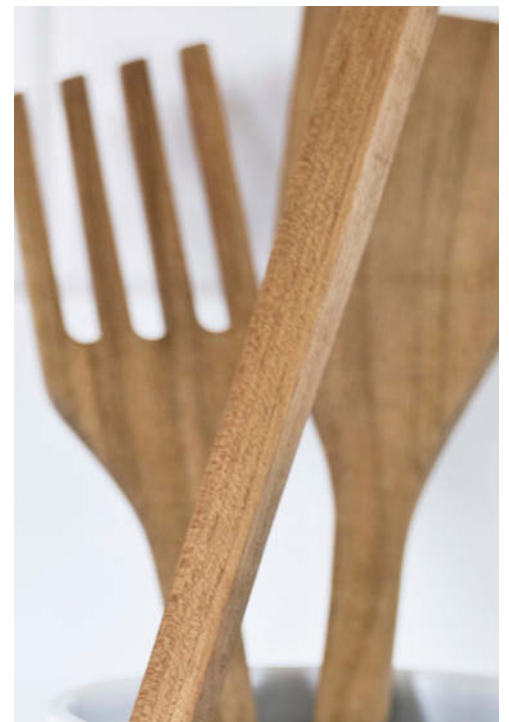


**Keep skål med lock, liten**

Stengods med eklock.  
Art.nr: **5015953**  
Mått: Ø 80 mm H 50 mm  
Förp.typ: Giftbox

**Keep small bowl with lid**

Stoneware with oak lid.  
Art.No: **5015953**  
Size: Ø 80 mm H 50 mm  
Type of pack: Giftbox





new

**Keep förvaringsburk  
fyrkantig, liten**

Stengods med eklock.  
Art.nr: **5015957**  
Mått: 180 x 90 x 60 mm  
Förp.typ: Giftbox

**Keep small jar, square**

Stoneware with oak lid.  
Art.No: **5015957**  
Size: 180 x 90 x 60 mm  
Type of pack: Giftbox



**Keep förvaringsburk  
fyrkantig, stor**

Stengods med eklock.  
Art.nr: **5015955**  
Mått: 180 x 90 x 140 mm  
Förp.typ: Giftbox

**Keep large jar, square**

Stoneware with oak lid.  
Art.No: **5015955**  
Size: 180 x 90 x 140 mm  
Type of pack: Giftbox



**Keep grytunderlägg**

Stengods och ek.  
Art.nr: **5015959**  
Mått: 170 x 170 mm  
Förp.typ: Giftbox

**Keep trivet**

Stoneware and oak.  
Art.nr: **5015959**  
Mått: 170 x 170 mm  
Förp.typ: Giftbox



# oval oak design by moritz

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As we expanded our OVAL OAK series, we wanted to emphasise and enhance the wood feel with a soft, distinct design language. Keywords are practical function and a perfect fit for the hand.



*practical function  
perfect fit for the hand*





**Ostknivset, 3 delar**

Rostfritt stål med ekhandtag.

Art.nr: **5015330**

Mått: 190 mm

Förp.typ: Windowbox

**Cheese-knife set, 3-piece**

Stainless steel with oak handles.

Art.No: **5015330**

Size: 190 mm

Type of pack: Windowbox

new



**Serveringsset**

Rostfritt stål med ekhandtag.

Art.nr: **5015334**

Mått: 255 mm

Förp.typ: Windowbox

**Serving set**

Stainless steel with oak handles.

Art.No: **5015334**

Size: 255 mm

Type of pack: Windowbox



**Serveringsspade**

Rostfritt stål med ekhandtag.

Art.nr: **5015331**

Mått: 260 mm

Förp.typ: Windowbox



**Salladsbestick**

Rostfritt stål med ekhandtag.

Art.nr: **5015332**

Mått: 235 mm

Förp.typ: Windowbox

**Salad utensils**

Stainless steel with oak handles.

Art.No: **5015332**

Size: 235 mm

Type of pack: Windowbox

**Slice & serve**

Stainless steel with oak handle.

Art.No: **5015331**

Size: 260 mm

Type of pack: Windowbox



# oval oak



## Skärbräda

Ek.  
Art.nr: **5015335**  
Mått: Ø 325 mm  
Förp.typ: Windowbox

## Cutting board

Oak.  
Art.No: **5015335**  
Size: Ø 325 mm  
Type of pack: Windowbox



## Grytunderlägg, 2 delar

Ek.  
Art.nr: **5015333**  
Mått: Ø 220 mm  
Förp.typ: Windowbox

## Trivet, 2 parts

Oak.  
Art.No: **5015333**  
Size: Ø 220 mm  
Type of pack: Windowbox



design by moritz



## Seriveringstång

Ek.  
Art.nr: **5015380**  
Mått: 230 mm  
Förp.typ: Hangtag

## Serving tongs

Oak.  
Art.No: **5015380**  
Size: 230 mm  
Type of pack: Hangtag





design by sagaform



**Olja/vinägerflaska med ekkork, 2-pack**  
Munblåst glas.  
Art.nr: **5015337**  
Mått: 30 cl  
Förp.typ: Giftbox

**Oil/vinegar bottles with oak stopper, 2-pack**  
Hand-blown glass.  
Art.No: **5015337**  
Size: 30 cl  
Type of pack: Giftbox



**Vinkaraff med ekkork**  
Munblåst glas.  
Art.nr: **5010116**  
Mått: 2 l  
Förp.typ: Giftbox

**Wine carafe with oak stopper**  
Hand-blown glass.  
Art.No: **5010116**  
Size: 2 l  
Type of pack: Giftbox



design by jon eliason



**Mekano ljusstake**  
Byggbar ljusstake i ek.  
Art.nr: **5015339**  
Mått: 400 x 50 x 400 mm  
Förp.typ: Giftbox

**Meccano candleholder**  
Oak building-set candle holder.  
Art.No: **5015339**  
Size: 400 x 50 x 400 mm  
Type of pack: Giftbox

**Vin/vattenkaraff med ekkork**  
Munblåst glas.  
Art.nr: **5015336**  
Mått: 1 l  
Förp.typ: Giftbox

**Wine/water carafe with oak stopper**  
Hand-blown glass.  
Art.No: **5015336**  
Size: 1 l  
Type of pack: Giftbox



# bamboo design by moritz

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We design all our knives to express a unique blend of modernity and tradition. The antibacterial properties and hardness of bamboo are perfect for kitchen knives, and the functional shape allows you to find the perfect grip for your hand.



*plumonia eromouin*



*The handles are made in bamboo.*



**Bamboo skalkniv**

Rostfritt stål med handtag i bambu.

Art.nr: **5015365**

Mått: 210 mm

Förp.typ: Windowbox

**Bamboo peeling knife**

Stainless steel with bamboo handle.

Art.No: **5015365**

Size: 210 mm

Type of pack: Windowbox



**Bamboo kockkniv**

Rostfritt stål med handtag i bambu.

Art.nr: **5015364**

Mått: 300 mm

Förp.typ: Windowbox

**Bamboo kitchen knife**

Stainless steel with bamboo handle.

Art.No: **5015364**

Size: 300 mm

Type of pack: Windowbox



**Bamboo brödkniv**

Rostfritt stål med handtag i bambu.

Art.nr: **5015363**

Mått: 335 mm

Förp.typ: Windowbox

**Bamboo bread knife**

Stainless steel with bamboo handle.

Art.No: **5015363**

Size: 335 mm

Type of pack: Windowbox

new



**Bamboo knivset**

Rostfritt stål med handtag i bambu.

Art.nr: **5015366**

Mått: 335 mm, 300 mm, 210 mm

Förp.typ: Windowbox



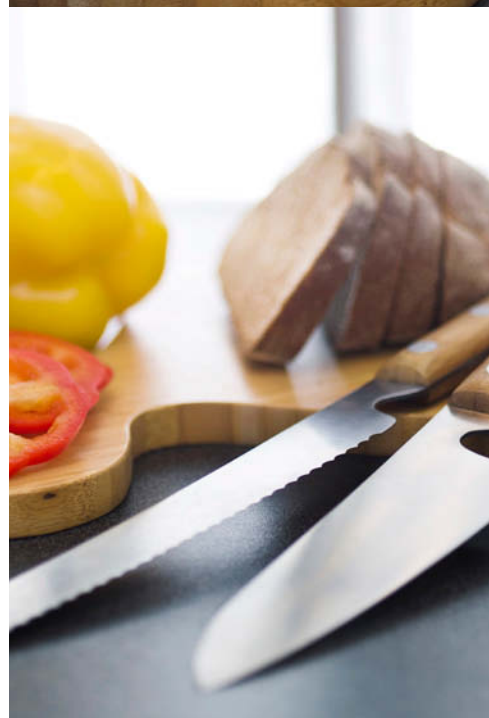
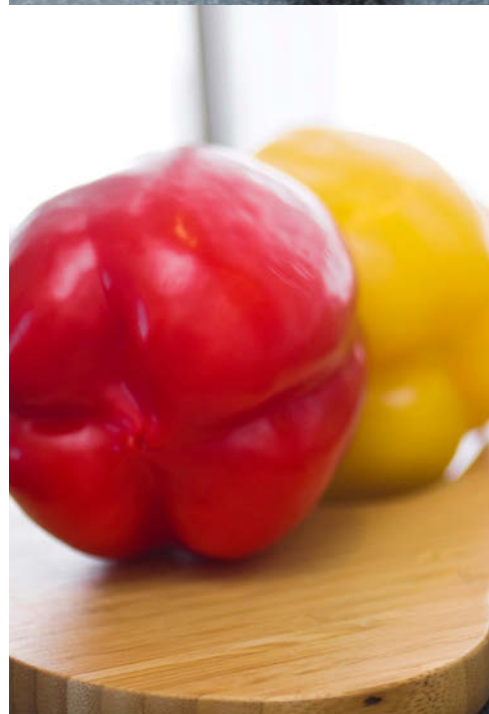
**Bamboo knife set**

Stainless steel with bamboo handle.

Art.No: **5015366**

Size: 335 mm, 300 mm, 210 mm

Type of pack: Windowbox



# tea design by camilla engdahl

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TEA is a cup for genuine tea lovers. Find your personal favourite among our three patterns, Tulip, Daisy and Clover. Ideal with your morning toast or for snuggling up with a good book and a hot cuppa on a chilly afternoon. Perfectly shaped for the hand, our TEA cups hold about 35 cl, just the right amount for nearly every occasion!

The patterns, inspired by the richness of the floral world, also have a retro feel. Perhaps this is what creates the feeling of recognition and homeliness!



*Camilla Engdahl*





**Tulip teset**

Mugg i stengods och tekula i silikon/rostfritt stål.

Art.nr: **5015360**

Mått: 35 cl

Förp.typ: Giftbox

**Tulip tea set**

Stoneware mug and silicone/ stainless steel tea ball.

Art.No: **5015360**

Size: 35 cl

Type of pack: Giftbox

*The mugs are packaged in a practical metal tin.*



new

**Daisy teset**

Mugg i stengods och tekula i silikon/rostfritt stål.

Art.nr: **5015361**

Mått: 35 cl

Förp.typ: Giftbox

**Daisy tea set**

Stoneware mug and silicone/ stainless steel tea ball.

Art.No: **5015361**

Size: 35 cl

Type of pack: Giftbox



**Clover teset**

Mugg i stengods och tekula i silikon/rostfritt stål.

Art.nr: **5015362**

Mått: 35 cl

Förp.typ: Giftbox

**Clover tea set**

Stoneware mug and silicone/ stainless steel tea ball.

Art.No: **5015362**

Size: 35 cl

Type of pack: Giftbox



# retro design by lotta odelius

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The series RETRO best exemplifies a straightforward yet reserved design reminiscent of the 1950's and Sweden's rich heritage of elaborately patterned tableware.

RETRO invites you to an early morning cup of coffee, a relaxing afternoon tea, or to simply enjoy a coffee break whenever the mood strikes.



*Lotta Odelius*





**Retro tekanna**  
Stengods.  
Art.nr: **5015942**  
Mått: 1,5 l  
Förp.typ: Giftbox

**Retro teapot**  
Stoneware.  
Art.No: **5015942**  
Size: 1,5 l  
Type of pack: Giftbox



**Retro tekopp med fat**  
Stengods.  
Art.nr: **5015830**  
Mått: 35 cl  
Förp.typ: Giftbox

**Retro teacup with saucer**  
Stoneware.  
Art.No: **5015830**  
Size: 35 cl  
Type of pack: Giftbox



**Retro äggkopp, 2-pack**  
Stengods.  
Art.nr: **5015944**  
Mått: Ø 130 mm  
Förp.typ: Giftbox

**Retro egg cups, 2-pack**  
Stoneware.  
Art.No: **5015944**  
Size: Ø 130 mm  
Type of pack: Giftbox





**Retro mugg, 2-pack**

Stengods.

Art.nr: **5015824**

Mått: 30 cl

Förp.typ: Giftbox

**Retro mug, 2-pack**

Stoneware.

Art.No: **5015824**

Size: 30 cl

Type of pack: Giftbox



**Retro frukostskål**

Stengods.

Art.nr: **5015826**

Mått: 50 cl

Förp.typ: Bulk

**Retro breakfast bowl**

Stoneware.

Art.No: **5015826**

Size: 50 cl

Type of pack: Bulk



**Retro assiett**

Stengods.

Art.nr: **5015828**

Mått: Ø 210 mm

Förp.typ: Bulk

**Retro side plate**

Stoneware.

Art.No: **5015828**

Size: Ø 210 mm

Type of pack: Bulk



**Retro förvaringsburk, stor**

Stengods med lock i akaciaträ.

Art.nr: **5015940**

Mått: 1,2 l H 190 mm

Förp.typ: Giftbox

**Retro storage jar, large**

Stoneware with acacia lid.

Art.No: **5015940**

Size: 1,2 l H 190 mm

Type of pack: Giftbox



**Retro förvaringsburk**

Stengods med lock i akaciaträ.

Art.nr: **5015832**

Mått: 50 cl H 100 mm

Förp.typ: Giftbox

**Retro storage container**

Stoneware with acacia lid.

Art.No: **5015832**

Size: 50 cl H 100 mm

Type of pack: Giftbox



# season design by björk-forth

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SEASON is a series of serving bowls and baking dishes that are perfect for any dish – from cold pasta salad to a delicious hot apple pie. The colourful fruit pattern is sure to spread warmth and joy to everyone in the kitchen.



*Magnus Forthman Pia O. Björkstam*





# project design by roger persson

---

A clever combined spoon rest and utensil holder. The stainless steel spoon rest is easy to move wherever it's needed, naturally easy to clean and, finally, makes the perfect utensil holder to boot.



*Roger Persson*





new



**Redskapsställ med löstagbar slevlägg**

Ställ i stengods, slevlägg i metall och träredskap.

Art.nr: **5015884**

Mått: H 140 mm

Förp.typ: Giftbox

**Utensil jar with removable spoon rest**

Stoneware jar with metal spoon rest and wooden utensils.

Art.No: **5015884**

Size: H 140 mm

Type of pack: Giftbox



**Diskborstehållare med torkställning**

Stengods/rostfritt stål.

Art.nr: **5015541**

Mått: 230 x 150 x 80 mm

Förp.typ: Giftbox

**Dish brush holder with drying rack**

Stoneware/stainless steel.

Art.No: **5015541**

Size: 230 x 150 x 80 mm

Type of pack: Giftbox



# café design by sagaform

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The ever-growing coffee trend continues to challenge the market. Discerning customers aren't just interested in the quality and refinement of the coffee bean, but have also turned their attention to the cup. Sagaform's Café series features cups for every aspect of coffee drinking, from a big, frothy latte to a simple espresso. We're convinced your coffee will taste even better in one of our cups!



Lid made of silicone keeps the liquid warm or cold longer, this lid is also spill free.

Body is made of 2 layers to keep good insulation.

Silicone stopper can prevent water entering the hollow during wash.



new

**Take away mugg Leaf,  
med silikonlock**

Porcelain. Dubbelväggig.  
Art.nr: **5015392**  
Mått: 25 cl H 150 mm  
Förp.typ: Giftbox

**Leaf travel mug with  
silicone lid**

Porcelain. Double wall.  
Art.No: **5015392**  
Size: 25 cl H 150 mm  
Type of pack: Giftbox



new

**Take away mugg Inka,  
med silikonlock**

Porcelain. Dubbelväggig.  
Art.nr: **5015394**  
Mått: 25 cl H 150 mm  
Förp.typ: Giftbox

**Inka travel mug with  
silicone lid**

Porcelain. Double wall.  
Art.No: **5015394**  
Size: 25 cl H 150 mm  
Type of pack: Giftbox



**Take away mugg Cross,  
med silikonlock**

Porcelain. Dubbelväggig.  
Art.nr: **5015849**  
Mått: 25 cl H 150 mm  
Förp.typ: Giftbox

**Cross travel mug with  
silicone lid**

Porcelain. Double wall.  
Art.No: **5015849**  
Size: 25 cl H 150 mm  
Type of pack: Giftbox



**Take away mugg vit,  
med silikonlock**

Porcelain. Dubbelväggig.  
Art.nr: **5015928**  
Mått: 25 cl H 150 mm  
Förp.typ: Giftbox

**White travel mug with  
silicone lid**

Porcelain. Double wall.  
Art.No: **5015928**  
Size: 25 cl H 150 mm  
Type of pack: Giftbox



**Take away mugg Pix,  
med silikonlock**

Porcelain. Dubbelväggig.  
Art.nr: **5015918**  
Mått: 25 cl H 150 mm  
Förp.typ: Giftbox

**Pix travel mug with  
silicone lid**

Porcelain. Double wall.  
Art.No: **5015918**  
Size: 25 cl H 150 mm  
Type of pack: Giftbox



**Take away mugg Flower,  
med silikonlock**

Porcelain. Dubbelväggig.  
Art.nr: **5015919**  
Mått: 25 cl H 150 mm  
Förp.typ: Giftbox

**Flower travel mug with  
silicone lid**

Porcelain. Double wall.  
Art.No: **5015919**  
Size: 25 cl H 150 mm  
Type of pack: Giftbox

# café



**Combi mugg med hållare i silikon**  
Porcelain.

Art.nr: **5015393, svart**

Art.nr: **5015396, blå**

Art.nr: **5015397, grön**

Mått: 22 cl

Förp.typ: Bulk

**Combo mug with silicone holder**  
Porcelain.

Art.No: **5015393, black**

Art.No: **5015396, blue**

Art.No: **5015397, green**

Size: 22 cl

Type of pack: Bulk

design by lovisa wattman

new



**Mugg, vit**

Porcelain. Dubbelväggig.

Art.nr: **5015329**

Mått: 25 cl H 105 mm

Förp.typ: Bulk

**Mug, white**

Porcelain. Dual wall.

Art.No: **5015329**

Size: 25 cl H 105 mm

Type of pack: Bulk



**Espressokopp, 4-pack, i blandade färger**

Porcelain.

Art.nr: **5015327**

Mått: 7 cl H 75 mm

Förp.typ: Windowbox

**Espresso cups, 4-pack, assorted colours**

Porcelain.

Art.No: **5015327**

Size: 7 cl H 75 mm

Type of pack: Windowbox

# meeting



new

**Meeting kanna med lock, svart**  
Melamin.

Art.nr: **5015390**

Mått: 1 l

Förp.typ: Bulk

**Meeting pitcher with lid, black**  
Melamine.

Art.No: **5015390**

Size: 1 l

Type of pack: Bulk

# shine design by sagaform

Candles are a great way to create atmosphere and warmth. SHINE has many models and colours that can be mixed and matched in endless combinations. The transparency and colour of the glass creates exciting contrasts that make the votives an eye-catching focal point for any room.



**Mirror ljuslykta 3-pack, blå**

Glas.

Art.nr: **5015367**

Mått: Ø 70 mm H 80 mm

Förp.typ: Giftbox

**Mirror tealight holders, 3-pack, blue**

Glas.

Art.No: **5015367**

Size: Ø 70 mm H 80 mm

Type of pack: Giftbox



**Mirror ljuslykta 3-pack, grön**

Glas.

Art.nr: **5015368**

Mått: Ø 70 mm H 80 mm

Förp.typ: Giftbox

**Mirror tealight holders, 3-pack, green**

Glas.

Art.No: **5015368**

Size: Ø 70 mm H 80 mm

Type of pack: Giftbox



**Mirror ljuslykta 3-pack, lila**

Glas.

Art.nr: **5015369**

Mått: Ø 70 mm H 80 mm

Förp.typ: Giftbox

**Mirror tealight holders, 3-pack, purple**

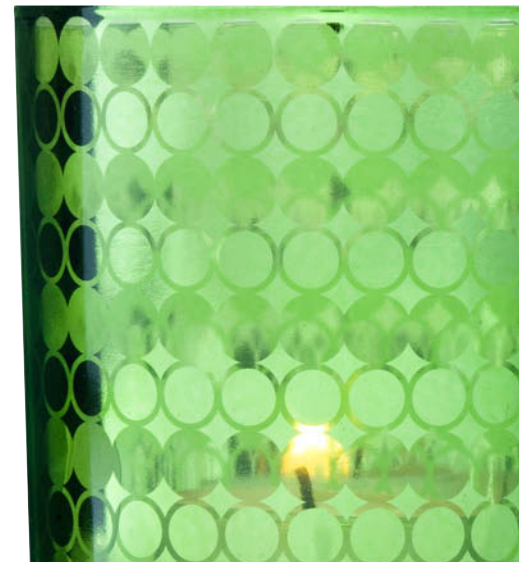
Glas.

Art.No: **5015369**

Size: Ø 70 mm H 80 mm

Type of pack: Giftbox

new





# christmas

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2010



# christmas design by björk-forth

Christmas is wonderful. Close your eyes and smell the sweet scents of Christmas, the baking, the dinners. We, the designer duo Björk-Forth, have created these CHRISTMAS series for serving and storing for this most beloved holiday.



*Magnus Forsman Pia O. Björntun*





**Christmas burk med lock**  
Stengods med lock av plast.  
Art.nr: **5015352**  
Mått: 50 cl H 105 mm  
Förp.typ: Giftbox

**Christmas jar with lid**  
Stoneware with plastic lid.  
Art.No: **5015352**  
Size: 50 cl H 105 mm  
Type of pack: Giftbox

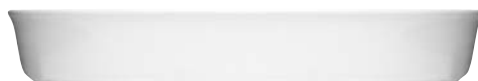


**Christmas serverings-/  
ugnsform**

Stengods.  
Art.nr: **5015356**  
Mått: 270 x 190 x 40 mm  
Förp.typ: Giftbox

**Christmas serving/  
baking dish**

Stoneware.  
Art.No: **5015356**  
Size: 270 x 190 x 40 mm  
Type of pack: Giftbox



**Christmas serveringsbräda**

Stengods.  
Art.nr: **5015353**  
Mått: 260 x 300 x 10 mm  
Förp.typ: Giftbox

**Christmas serving tray**

Stoneware.  
Art.No: **5015353**  
Size: 260 x 300 x 10 mm  
Type of pack: Giftbox





**Christmas snapskaraff med kork**

Dubbelväggigt glas.

Art.nr: **5015355**

Mått: 40 cl

Förp.typ: Giftbox

**Christmas schnapps carafe with cork**

Dual-wall glass.

Art.No: **5015355**

Size: 40 cl

Type of pack: Giftbox

design by björk-forth



**Christmas ljuslykta**

Glas med bottenplatta av trä.

Art.nr: **5015354**

Mått: Ø 100 mm H 170 mm

Förp.typ: Giftbox

**Christmas tealight holder**

Glass with wooden base.

Art.No: **5015354**

Size: Ø 100 mm H 170 mm

Type of pack: Giftbox



**Christmas snapsglas 4-pack**

Munbläst glas.

Art.nr: **5015398**

Mått: 4 cl

Förp.typ: Giftbox

**Christmas schnapps glasses 4-pack**

Hand-blown glass.

Art.No: **5015398**

Size: 4 cl

Type of pack: Giftbox

design by björk-forth

new



**Twinkle glöggmugg 4-pack**  
Stengods.  
Art.nr: **5015358**  
Mått: 9 cl  
Förp.typ: Giftbox

**Twinkle mulled-wine mugs 4-pack**  
Stoneware.  
Art.No: **5015358**  
Size: 9 cl  
Type of pack: Giftbox



**Twinkle glöggset**  
Stengods. Består av 1 kanna, 4 muggar och 2 skålar.  
Art.nr: **5015357**  
Mått: 75 cl, 9 cl, Ø 90 mm  
Förp.typ: Giftbox

**Twinkle mulled-wine set**  
Stoneware. Consists of 1 pitcher, 4 mugs and 2 bowls.  
Art.No: **5015357**  
Size: 75 cl, 9 cl, Ø 90 mm  
Type of pack: Giftbox



**Twinkle glöggsked 4-pack**  
Rostfritt stål.  
Art.nr: **5015399**  
Mått: 110 mm  
Förp.typ: Windowbox

**Twinkle mulled wine spoons 4-pack**  
Stainless steel.  
Art.No: **5015399**  
Size: 110 mm  
Type of pack: Windowbox



# christmas design by lovisa wattman

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CHRISTMAS rekindles all the warmth of seasonal parties with friends and loved ones, in sparkling glass, metal and warm felt, with graphic designs of yuletide biscuits.

The generous pitcher and stackable insulated glasses make a festive centrepiece at any holiday party.



*Lovisa Wattman*





**Glöggmuggar, 4-pack**  
4 olika dekorer. Dubbelväggigt termoglas.  
Art.nr: **5015682**  
Mått: 10 cl  
Förp.typ: Giftbox

**Mulled wine mugs in thermal glass, 4-pack**  
Four designs. Dual-wall thermal glass.  
Art.No: **5015682**  
Size: 10 cl  
Type of pack: Giftbox



**Muggunderlägg 4-pack**  
4 olika dekorer. Filtad ull.  
Art.nr: **5015684**  
Mått: Ø 80 mm  
Förp.typ: Windowbox

**Coasters, 4-pack**  
Four designs. Felted wool.  
Art.No: **5015684**  
Size: Ø 80 mm  
Type of pack: Windowbox



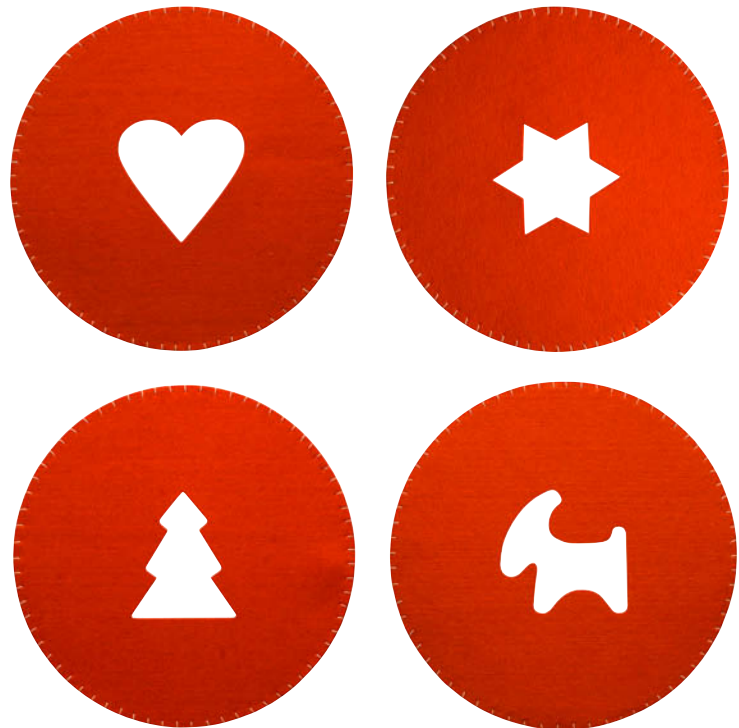
**Glöggkanna med värmare**  
Kanna i glas med värmare av metall.  
Art.nr: **5015683**  
Mått: 1,3 L  
Förp.typ: Giftbox

**Mulled wine pot with warmer**  
Pitcher of glass, warmer of metal.  
Art.No: **5015683**  
Size: 1,3 L  
Type of pack: Giftbox



**Serveringsskålar för mandel och russin, 2-pack**  
Dubbelväggigt termoglas.  
Art.nr: **5015860**  
Mått: Ø 100 H 70 mm  
Förp.typ: Giftbox

**Serving bowls for almonds and raisins, 2-pack**  
Dual-wall thermal glass.  
Art.No: **5015860**  
Size: Ø 100 H 70 mm  
Type of pack: Giftbox



**Adventslysstake**  
Metall.  
Art.nr: **5015865**  
Mått: Ø 200 H 100 mm  
Förp.typ: Giftbox

**Advent candle holder**  
Metal.  
Art.No: **5015865**  
Size: Ø 200 H 100 mm  
Type of pack: Giftbox



**Tallriksunderlägg, 4-pack**  
4 olika dekorer. Filtad ull.  
Art.nr: **5015343**  
Mått: Ø 330 mm  
Förp.typ: Windowbox

**Place mats, 4-pack**  
Four designs. Felted wool.  
Art.No: **5015343**  
Size: Ø 330 mm  
Type of pack: Windowbox



new

design by ylva olsson



**Heart skål med slev**

Stengods/bambuträ.  
Art.nr: **5015344**  
Mått: 250 x 220 x 125 mm  
Förp.typ: Giftbox

**Heart bowl with ladle**

Stoneware/bamboo.  
Art.No: **5015344**  
Size: 250 x 220 x 125 mm  
Type of pack: Giftbox

**Skål Jul**

Stengods.  
Art.nr: **5015347**  
Mått: 250 x 120 x 60 mm  
Förp.typ: Giftbox

**Christmas bowl**

Stoneware.  
Art.No: **5015347**  
Size: 250 x 120 x 60 mm  
Type of pack: Giftbox



**Loop espressokopp med fat/lock 2-pack, svart**

Stengods.  
Art.nr: **5015915**  
Mått: 10 cl H 70 mm  
Förp.typ: Giftbox

**Loop espresso cup with saucer/lid 2-pack, black**

Stoneware.  
Art.No: **5015915**  
Size: 10 cl H 70 mm  
Type of pack: Giftbox



**Loop espressokopp med fat/lock 2-pack, röd**

Stengods.  
Art.nr: **5015916**  
Mått: 10 cl H 70 mm  
Förp.typ: Giftbox

**Loop espresso cup with saucer/lid 2-pack, red**

Stoneware.  
Art.No: **5015916**  
Size: 10 cl H 70 mm  
Type of pack: Giftbox

design by moritz

new

design by  
ylva olsson



**Animal skål, Älg**  
Stengods.  
Art.nr: **5015346**  
Mått: 220 x 220 x 70 mm  
Förp.typ: Giftbox

**Animal bowl, Moose**  
Stoneware.  
Art.No: **5015346**  
Size: 220 x 220 x 70 mm  
Type of pack: Giftbox



**Skål, Stjärna**  
Stengods.  
Art.nr: **5015861**  
Mått: 240 mm H 78 mm  
Förp.typ: Giftbox

**Bowl, Star**  
Stoneware.  
Art.No: **5015861**  
Size: 240 mm H 78 mm  
Type of pack: Giftbox



**Animal skål, Ekorre**  
Stengods.  
Art.nr: **5015679**  
Mått: 175 x 140 x 38 mm  
Förp.typ: Giftbox

**Animal bowl, Squirrel**  
Stoneware.  
Art.No: : **5015679**  
Size: 175 x 140 x 38 mm  
Type of pack: Giftbox



**Animal skål, Gris**  
Stengods.  
Art.nr: **5015681**  
Mått: 250 x 145 x 60 mm  
Förp.typ: Giftbox

**Animal bowl, Pig**  
Stoneware.  
Art.No: **5015681**  
Size: 250 x 145 x 60 mm  
Type of pack: Giftbox



**Animal skål, Bock**  
Stengods.  
Art.nr: **5015680**  
Mått: 150 x 210 x 48 mm  
Förp.typ: Giftbox

**Animal bowl, Goat**  
Stoneware.  
Art.No: **5015680**  
Size: 150 x 210 x 48 mm  
Type of pack: Giftbox



design by  
moritz

**Serverings-/skärbräda, Gris**  
Ek.  
Art.nr: **5015665**  
Mått: 290 x 230 x 13 mm  
Förp.typ: Giftbox

**Serving/cutting board**  
Oak.  
Art.No: **5015665**  
Size: 290 x 230 x 13 mm  
Type of pack: Giftbox



new

design by  
form us with love



**Ljuslykta med förvaring, röd**  
Munblåst glas. Innehåller 10 st värmeljus.  
Art.nr: **5015932**  
Mått: H 170 mm  
Förp.typ: Giftbox

**Tealight holder with storage, red**  
Hand-blown glass. Contains 10 light heaters.  
Art.No: **5015932**  
Size: H 170 mm  
Type of pack: Giftbox

design by marie olofsson



**Shine ljuslykta liten, röd/vit**  
Munblåst glas.  
Art.nr: **5015257**  
Mått: Ø 125 mm H 125 mm  
Förp.typ: Giftbox



**Shine tealight holder, small, red/white**  
Hand-blown glass.  
Art.No: **5015257**  
Size: Ø 125 mm H 125 mm  
Type of pack: Giftbox



**Mekano ljusstake**  
Byggbar ljusstake i trä och metall.  
Art.nr: **5015847**  
Mått: 400 x 50 x 400 mm  
Förp.typ: Giftbox

**Meccano candleholder**  
Wood and metal building-set candleholder.  
Art.No: **5015847**  
Size: 400 x 50 x 400 mm  
Type of pack: Giftbox

design by jon eliason



design by  
matz borgström

**Club snapskaraff med kork, röd**

Munbläst glas.  
Art.nr: **5015694**  
Mått: 75 cl  
Förp.typ: Giftbox

**Club schnapps carafe with cork, red**

Hand-blown glass.  
Art.No: **5015694**  
Size: 75 cl  
Type of pack: Giftbox



**Club snapsglas 4-pack, röd**

Munbläst glas.  
Art.nr: **5015690**  
Mått: 4 cl  
Förp.typ: Windowbox

**Club schnapps glasses, 4-pack, red**

Hand-blown glass.  
Art.No: **5015690**  
Size: 4 cl  
Type of pack: Windowbox



**Grytvante, röd**

Silikon.  
Art.nr: **5015657**  
Mått: 120 x 110 x 80 mm  
Förp.typ: Giftbox

**Oven mitt, red**

Silicone.  
Art.No: **5015657**  
Size: 120 x 110 x 80 mm  
Type of pack: Giftbox



**Durkslag, röd**

Silikon.  
Art.nr: **5015658**  
Mått: Ø 190 mm  
Förp.typ: Giftbox

**Colander, red**

Silicone.  
Art.No: **5015658**  
Size: Ø 190 mm  
Type of pack: Giftbox

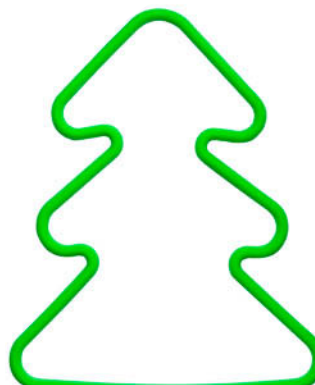
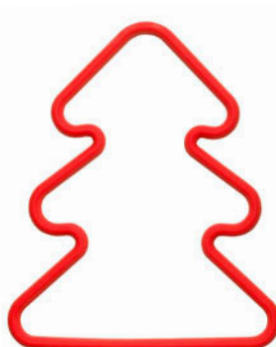


**Flasköppnare Tomte**

Plast/rostfritt stål. Levereras i display om 24 st.  
Art.nr: **5015604**  
Mått: 100 mm x 60 mm  
Förp.typ: Display

**Santa bottle opener**

Plastic and stainless steel.  
Delivered in a display of 24.  
Art.No: **5015604**  
Size: L 100 mm x 60 mm  
Type of pack: Display



**Grytunderlägg**

**2-pack röd/grön**  
Silikon.  
Art.nr: **5015659**  
Mått: 320 x 250 mm  
Förp.typ: Giftbox

**Trivets, 2-pack, red/green**

Silicone.  
Art.No: **5015659**  
Size: 320 x 250 mm  
Type of pack: Giftbox

# marketing material



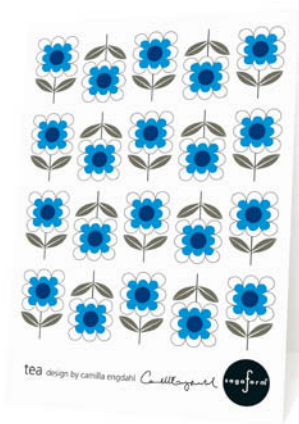
1.



2.



3.



4.



- |  |   |
|--|---|
| <b>1. Tältskylt Christmas</b><br>Art.nr: 5099630<br>Mått: A4 | <b>1. Tentsign Christmas</b><br>Art.No: 5099630<br>Size: A4 |
| <b>2. Tältskylt Keep</b><br>Art.nr: 5099619<br>Mått: A4      | <b>2. Tentsign Keep</b><br>Art.No: 5099619<br>Size: A4      |
| <b>3. Tältskylt Tea</b><br>Art.nr: 5099620<br>Mått: A4       | <b>3. Tentsign Tea</b><br>Art.No: 5099620<br>Size: A4       |
| <b>4. Tältskylt Oval Oak</b><br>Art.nr: 5099631<br>Mått: A4  | <b>4. Tentsign Oval Oak</b><br>Art.No: 5099631<br>Size: A4  |

# ENVIRONMENT AND ETHICS

*The environment and ethics have always been important issues for Sagaform.*

## DEMANDS ON THE SUPPLIERS – code of conduct

New Wave considers showing respect for different countries' legal standards as well as international organisations' view on basic rights as important for customers and suppliers. New Wave must be responsible for its operations in Europe as well as in the rest of the world. We make our ethical and moral points of view clear at all times, as we know that it effects our long-term development and business. Our Code of Conduct is applied to all factories involved in the production of New Wave's products. At the same time as we are aware of the different legal and cultural conditions for factories at different locations, the Code of Conduct states the basic standards that all factories have to live up to if they want to do business with New Wave. Code of Conduct is an agreement that New Wave's suppliers have to enter into and follow. It says that the suppliers have to work according to the law and let New Wave into their factories and data for regular controls. The Code of Conduct contains items like no discrimination, no child labour, salary and working hours, working conditions and the freedom to join unions.

## THE ENVIRONMENT

Production and freight have great impact on the environment. Apart from Seger's factory in Sweden and Toppoint's factory in Holland, New Wave owns no production. New Wave works closely with its suppliers when it comes to environmental matters and the Code of Conduct mentioned above contains standards about chemical restrictions made up by Swedens textile importers' chemical guide that suppliers have to follow. Our suppliers must make sure that their suppliers strive to decrease the use of virgin raw material, the discharge of "unnatural" material, waste, air pollution as well as the consumption of energy and fresh water. Apart from Sweden, New Wave has established purchase offices in China, Bangladesh and Vietnam. At these purchase offices, our employees make sure that suppliers live up to New Wave's requirements when it comes to quality, environment and working conditions. New Wave sends samples from the production to independent institutions, like IFP Research and SGS, to make sure that the products do not contain any forbidden material. New Wave makes continuous efforts towards environmental improvements in its ordinary production. The Group has previously phased out most of the use of chlorine bleaching in favour of bleaching using hydrogen peroxide. New Wave invests considerable resources in ensuring that certain carci-

nogenic AZO dyes are not used. Suppliers have also been encouraged to use mechanical shrinking instead of chemical shape stabilisation, in order to avoid formaldehyde residue that may induce allergies. New Wave organises transport from the Far East between different companies as much as possible. New Wave is currently investigating the possibility of transport with trains instead of lorries in Bangladesh. New Wave hardly uses airplane deliveries at all, unless the delivery is very urgent.

## WORKING CONDITIONS

For New Wave the working environment and the way in which employees are treated at the suppliers' plants are most definitely included in the term environment. New Wave's personnel perform continuous checks to ensure, for example, that no products are made by child workers. New Wave's suppliers have signed an agreement giving a guarantee that no children are employed in the production process, in accordance with the United Nations' Convention on Rights of the Child<sup>1</sup>. The purchasers and our purchase department make active efforts to ensure satisfactory working conditions in the factories with which New Wave conducts business. In several cases, the Group has donated various kinds of protective equipment to factories in developing countries. Although New Wave makes extensive checks, it is difficult to guarantee that no child labour is used and that working conditions are always satisfactory. At unannounced visits, New Wave sometimes uses physicians to make sure that no children are working in the production.

## ETHICS

New Wave also wants to play an active role in building a better society for those working in the production plants where the Group's collections are produced. An example of this is the New Wave School, an education program for more than 250 children in Jue Xi in southern China. In Finland, New Wave cooperates with Unicef, by donating some of its sales income from certain products to the organization.

<sup>1</sup> *United Nations Convention on the Rights of the Child, article 32:1: "States Parties recognize the right of the child to be protected from economic exploitation and from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or psychological, mental, spiritual, moral or social development."*

## New Wave Group members of the Clean Shipping Project

Since October 2008, the New Wave Group is a member of the Clean Shipping Project, a Swedish project fighting for a health and environmental friendly development of the shipping industry. The way the project works is that the members of the project request environmental information from the shipping companies about their ships based on 20 different factors that have an environmental effect. The information is collected in an environmental index, the Clean Shipping Index, where entire shipping companies can be evaluated based on their environmental qualities. The information can then be used when procuring transportation in order to put pressure on the shipping companies to make their ships more environmentally friendly. Also non members and privies outside Sweden can use the index. A future goal is to have international transportation buyers unite and put pressure on the shipping industry also.

As it is, the New Wave Group already performs regular check ups of factories and products to make sure that they are all in line with environmental and health requirements. We use a minimum of flight transportation and consolidate our shipping to a great extent to minimize spill in our containers. To be members of the Clean Shipping Project is a natural step further; now we can play an active part in influencing the struggle for a cleaner shipping industry. The Clean Shipping Project is designed in a way that is in line with the New Wave Group's way of thinking and making business. The project is very hands on and more emphasis is put on action than bureaucracy.

notes

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