

Swedish Manufacturer of Premium Handmade Lighting and Interior Products Seeks Distributors in Japan, Singapore, and South Korea

Summary

Profile type

Business Offer

Company's country

Sweden

POD reference

BOSE2024111009

Profile status

PUBLISHED

Type of partnership

Commercial agreement

Targeted countries

• **World**

Contact Person

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Term of validity

11 Nov 2024

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Last update

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General Information

Short summary

A Swedish producer of premium handmade lighting and interior products seeks distributors in Japan, Singapore, and South Korea. Each piece is crafted using traditional methods like glassblowing and casting, with a focus on sustainability and durability. The ideal partner is experienced in marketing high-end Scandinavian design to interior designers, stylists, and discerning consumers. The goal is to expand brand visibility and reach customers seeking authentic, artisanal home décor.

Full description

The company, based in Sweden, produces premium, handmade lighting and interior décor items. Its product range features high-quality lighting as well as solid wood furniture and décor elements, including candle holders, hooks, and storage solutions. Each item is crafted with Swedish certification, ensuring the highest standards of quality and sustainability.

Within a short time, the company's products have gained international exposure, with features in respected publications such as World of Interiors, an influential name in the global home décor industry. Domestically, the company has entered key partnerships with major distributors across Sweden.

The company seeks agents and distributors experienced in Scandinavian and Swedish design, who are familiar with

premium interior products. Ideal partners are those with a strong market presence, stability, and a portfolio of similar brands. While focused on building lasting partnerships, the company is also open to testing market interest through pop-up shops or other temporary showcases.

Advantages and innovations

Innovations for Customers

Craftsmanship and Artistic Design: Products are made with traditional techniques like glassblowing and casting, adding personality and artisanal quality to each item.

Sustainability Commitment: Local production in Sweden minimizes environmental impact by reducing the need for long-distance shipping. Materials are carefully selected for purity and durability, allowing for easy repairs and longer product life.

Social Responsibility: The company follows ISO 26000 social responsibility standards, ensuring ethical production and selecting suppliers known for fair working conditions and reputable practices.

Transparent Sourcing: Every material and component is traceable, so customers can be confident in the origins of their purchases, supporting a responsible, transparent supply chain.

Advantages for Potential Partners

Appeal to Eco-Conscious Consumers: Growing demand for sustainable, responsibly-made products allows distributors to capture interest from consumers who prioritize ethical sourcing and environmental responsibility.

Enhanced Brand Image: Partnering with a company that follows ISO 26000 standards and uses ethical, local production can strengthen a partner's reputation, aligning with sustainability trends and consumer expectations.

Reduced Shipping Costs: Swedish-based manufacturing decreases dependency on long shipping routes, reducing logistics costs and enabling faster market delivery.

Durability and Quality: Products designed for longevity and reparability offer a premium alternative to mass-market goods, meeting consumer demand for high-quality, sustainable interior items.

Authentic Scandinavian Aesthetic: Partners can leverage the unique appeal of genuine Scandinavian design and craftsmanship, catering to customers who value authentic, artisanal home décor.

Technical specification or expertise sought

Stage of development

Already on the market

Sustainable Development goals

- **Goal 12: Responsible Consumption and Production**
- **Goal 10: Reduced Inequality**
- **Goal 8: Decent Work and Economic Growth**

IPR Status

No IPR applied

IPR Notes

Partner Sought

Expected role of the partner

Technical Specification or Expertise Sought

The ideal partner should possess a strong understanding of the high-end interior décor and design market, with specific expertise in promoting and selling small-scale, locally-produced products. Knowledge of Scandinavian design principles, sustainable sourcing, and artisanal craftsmanship is essential, as these qualities are core to the brand's identity.

Partners should also have experience in:

Targeted Marketing: Expertise in marketing premium design products to interior designers, stylists, and quality-conscious consumers, along with the ability to communicate the product's craftsmanship and sustainability.

Distribution and Sales of Artisanal Products: A proven track record in managing exclusive product lines that require careful positioning and attention to quality in presentation. Experience with similar brands is advantageous.

Brand Storytelling: The ability to convey the brand's heritage, commitment to sustainable production, and artisanal methods to a discerning audience, ensuring the brand's values are consistently represented.

In addition to market expertise, partners with an existing network of premium retail and design channels will be well-suited to support the company's goal of expanding its reach to customers who appreciate authentic and sustainable home décor.

Type of partnership

Commercial agreement

Type and size of the partner

- **SME <=10**
- **SME 11-49**
- **Other**

Dissemination



Technology keywords

- **11009 - Creative products**

Targeted countries

- **World**

Market keywords

- **07004003 - Home furnishing and housewares**
- **07002005 - Other retailing**
- **07004005 - Furnishing and Furniture**

Sector groups involved

- **Creative Industries**
- **Retail**

Media

Images

[1.jpg](#)

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