

Delux story
by Siv Sjöholm



“ This is a story about us... ”

Introduction

Delux is a family company specialized in home textiles. It was founded in Finland in 1990 by the director Göran Sjöholm. Göran has nearly 30 years' business experience under his belt. Delux is owned by Göran and his three daughters, Heidi, Jenny and Siv Sjöholm. Each have an equal share in the company.

The Delux sales office is located in Turku, Finland. Delux also has a beautiful furniture & bedding store, called Delux Shop, in the center of Turku. The store is also used as a showroom to display new beds or bedding products. The Delux sales office has 10 employees.

Delux's production is located in Viljandi, Estonia and is run by Delux's sister company, Delux Domotex. Göran is the director of both Delux and Delux Domotex and he owns 100% of Delux Domotex's shares. Around 160 people work in production for Delux. The production uses very modern technology and the products meet the highest quality standards. Delux Domotex's daily production capacity is 10,000 pillows, 4,000 quilts, 500 top mattresses or bedspreads, 100 mattresses, 100 mattress covers and 100 spring mattresses.

One of the biggest moments in Delux's history was when Delux entered into an agreement with IKEA in 2005 on worldwide distribution. IKEA began selling our functional air circulating products in their stores: you can find them on their shelves under names like "Gosa optimal" and "Mysa elit." Delux is very proud to be able to reach out to so many people around the world through IKEA's wide distribution. In this way we are able to help so many people get better quality sleep.



They Called it Luck

*He worked by day
and toiled by night.*

*He gave up play
And much delight.*

*Dry books he read,
New things to learn.*

*And forged ahead,
Success to earn.*

*He plodded on,
With faith and pluck.*

*And when he won,
They called it luck.*



CEO & Founder Göran Sjöholm

The founder and director Göran Sjöholm is a very passionate man. His business is his life. He has three beautiful daughters (one of whom is me), two gorgeous grandchildren, and last but not least, he has Delux.

He loves what he does and it shows. Since he has spent all his life working hard for this company, his friends are his business partners. I tell him that's kind of sad, but he doesn't see it that way at all. That way he actually has time for his friends, and whether in business or in real life, he doesn't like to let his friends down. So when he creates new products, he doesn't just think about how Delux can profit from them, he actually develops products that could be the answer to his friends' problems or needs. This is probably one of the reasons why Delux products usually succeed: because they are made to help our partners who, in turn, aim to fulfill their consumers' needs.

Another reason for his success is his incredible passion for what he does! That twinkle in his eyes when he has just come up with "the best product of the year" is just such a pleasure to watch. You can't stop that passion!

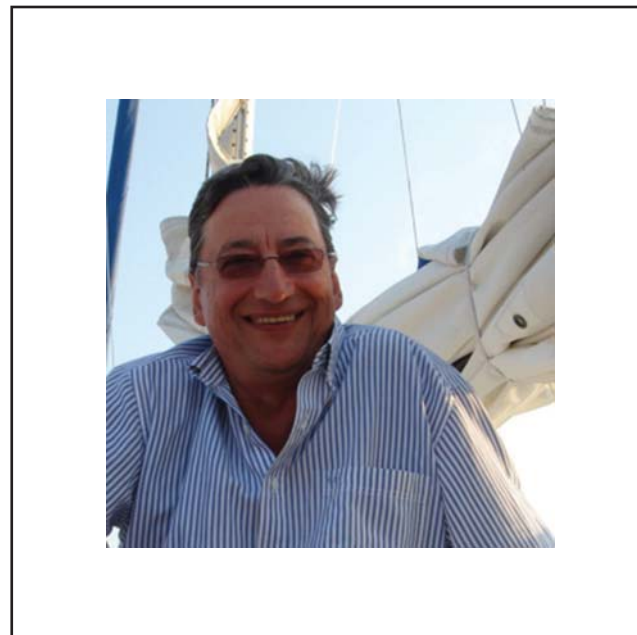
As a matter of fact, the constant, exciting discussions we have around our dinner table are always about "daddy's latest innovation."

I often ask him if just this once we could not talk business. "Sure!" he says. "So what's new with you?" he asks, but before I can get a whole sentence out he gets that twinkle in his eye again, and it's not from the news I've just told him. It doesn't take long before he bursts out, "I just have to show you this one incredible thing I invented... it will only take a minute." And he runs to get his materials, grinning from ear to ear. He brings in his papers with some messy drawings scribbled on them, which only he can make out. Then he begins his presentation.

I'm never very excited at first, only because this happens all the time! We're not supposed to talk business and then... here we go again...

So I must confess, I've always been very critical about his ideas. Only now I realize, he must have known that if he could convince me, he could convince anyone!

I bombard him with opposing arguments, but he seems to have a ready answer for everything. In the end, after a long battle, I'm always convinced of his ideas – and most of the time even impressed. I don't know if it's that his innovations are so smart or the huge passion he has for them that convinces me. I think the two must go hand in hand.





*“Passion
takes you further!”*



The DELUX Brand

The Delux brand has grown into a highly valued and recognized brand throughout Finland. According to a general marketing survey, an amazing 80% of woman in Finland know the brand and associate it with luxury and high quality bedding products at affordable prices.

At Delux we have the passion to develop products that give you the best possible sleep comfort. We focus on eliminating moisture, dust mites and bacteria – giving you ergonomics and the healthiest, most relaxing sleep you can have.

We are very proud that our products meet the highest quality standards. Due to our modern production technology our prices are also a positive surprise.

Best in bed!

In Delux we dare to be different!

We want to tell you a true story about us, “The Swan Regatta experience” – which perfectly illustrates how you can succeed in life if you have passion for what you do, if you dare to be different and if you work together as a team.

Our family’s big passion outside of business is sailing. We have a beautiful old Swan 36 sailboat called “Fågel Blå”. She’s a beauty. We’ve had her for as long as I can remember, probably around 25 years now.

In the summer of 2006 we had the wonderful opportunity to participate in the world famous “Swan Regatta,” as it was then being held in our home waters, in the beautiful and challenging Turku archipelago in Finland.

It was like a dream come true for us. We were very excited and extremely nervous, since it was our first time taking part in such an internationally known and highly valued sailing competition. Until then, we had mostly been “Sunday sailing.”

The Delux sailing team was a great mix of cultures, ages and genders. We were there to have fun, and our only goal was “not to lose.”

When the competition started we realized that we were missing some key equipment, such as a wind meter, a VHF radio phone – and solid sailing skills. Not to mention that our sails were in pretty bad shape; but a friend of Dad’s put some tape on a little hole in the sail and told us that if the winds were not too strong it should hold.



People were emptying their boats to make them as light as possible, while we were packing as much food and drinks that you could possibly fit on the boat. Well, a hungry crew is not a pretty thing!

The winds were very bad, which worked in our favor. The boats floated idly next to each other for hours, just waiting for the winds to pick up. Lucky for us, we had food and drinks!

No one was moving, so our navigator Mikke had the crazy idea to go in the other direction as the other boats, close to the shore, because he thought he had seen signs of wind on the surface of the water there. The other competitors probably thought that we got lost or that we gave up.

As we came closer to the end, we saw two marks of possible finish lines, and we didn't know which was for our class. With much embarrassment we shouted to another boat: "Where is the finish line?" They couldn't believe we had to ask that, since we were actually facing it! They also wouldn't tell us. But another boat from the other class pointed us in the right direction – God bless them! We crossed the finish line, but we had no idea how we placed. We were sure we did pretty bad.

At the prize ceremony, we hear the announcement, "The winners are... Fågel Blå with the Delux crew! Congratulations!"

That crazy strategy turned out to be a winning one, because we found some wind and passed all the other 27 boats in front of us! They couldn't believe it, and neither could we!

The feeling was incredible – we felt like Oscar winners! We celebrated with champagne and food!





“ We are stronger as a Team! ”

Göran Sjöholm recounts how the most significant Delux innovations became a reality

the Airella story:

“The Airella (a fiber filling) innovation started when we needed a new carding line. So we contacted Nowo, a machine producer in Turku, and asked for an offer. The price was way too high. At the negotiations, Mr Vesa from Nowo said, ‘The only thing I can do is reduce the number of carding rolls’ He asked me how many carding rolls he should take off? I told him to only leave a few. Mr Vesa laughed, but he did it anyway.”

“Two months later, Mr Vesa called me and excitedly asked me to visit him to see the new card he got.” The new card was much smaller than any card I had ever seen before. However, the result was extremely good! Nowo even named this new card the ‘smart card.’ With this card the fiber is opened gently, without removing silicone from the fiber, or destroying them.

The fiber is now carded in a vertical direction, instead of the usual horizontal. This is how we got twice the volume and more elasticity in the fill. As we all know, it is the volume, i.e. the air, that is the most important for insulating and giving you warmth. We named this new innovation Airella.



the Body Ergo story:

“I had been pondering how to resolve the ongoing problem of having cold feet and a warm body while in bed. I realized that if there is more volume on those cold body parts, such as feet and shoulders, it will make a person sleep better and more relaxed. Now Body Ergo is very popular for its working sales argument. We now use the Body Ergo principle in 75% of our quilt production!”

Air conditioning in pillows, quilts and mattresses?

Pretty close! The new innovation of air channels and a net between fabrics which leads air out of the channels and makes it circulate, combined with the moisture-repelling Tencel fiber results in a unique product that has extremely good breathing power. This also allows the products to stay dry and fresh.

“This ‘Air conditioning’ system is now used in all of our best beds and mattresses, such as Unique, Plaza and Crown. It is very popular. IKEA has also bought our products with this ‘air conditioning,’ which has extremely good breathing power!”





*“ There is nothing more beautiful,
than a **W**oman waking up in the morning
after a good night of sleep “*

The new bed collections

We wanted to make the best bed in the world! That is not easy, since American beds are known to be the best for their luxurious softness and aesthetic qualities. On the other hand, Scandinavian beds are also known for their technically advanced, functional and ergonomic designs.

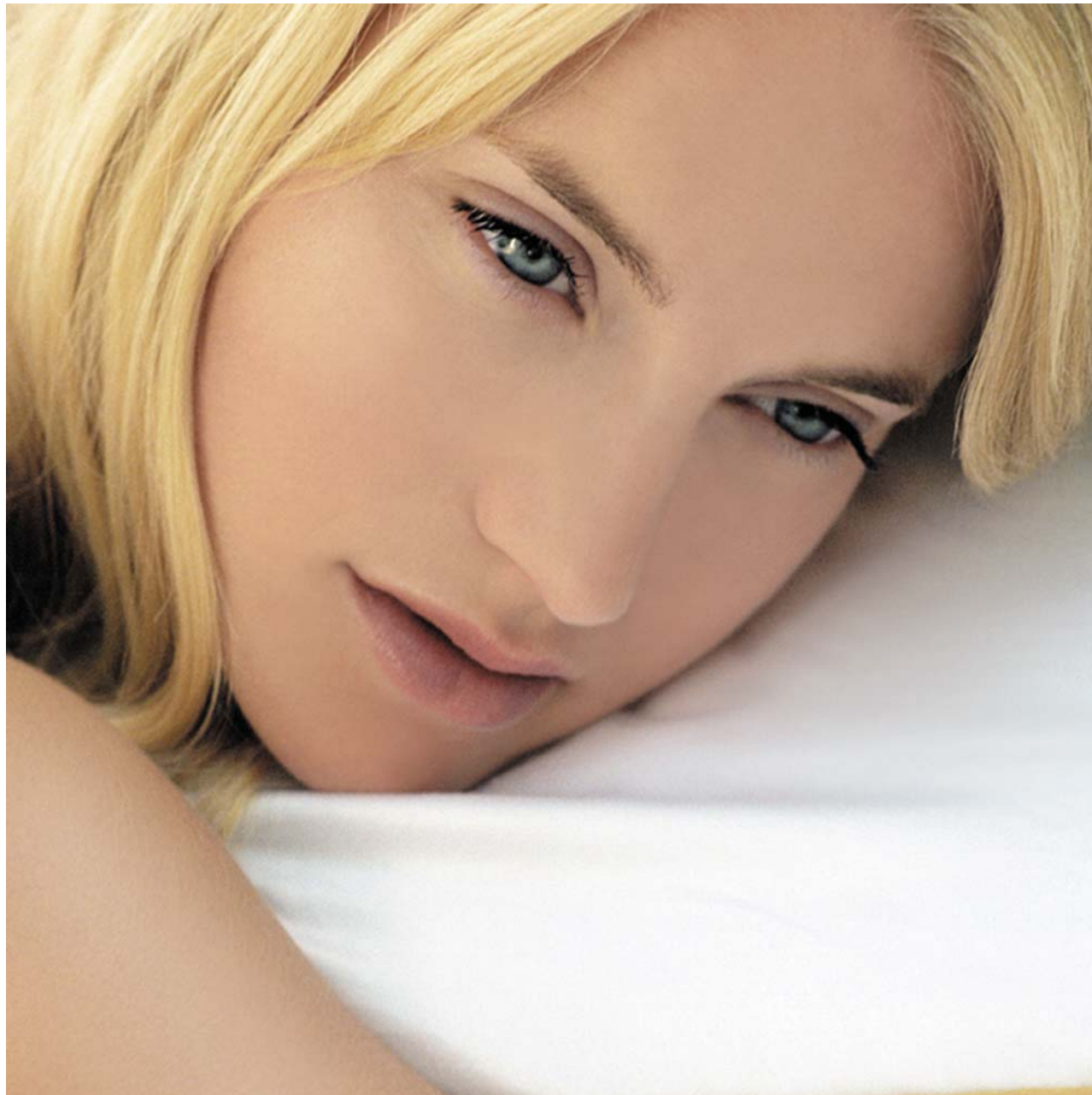
To get the best of both worlds, we borrowed the luxurious softness and beauty of the American style and teamed that with the technical, functional and ergonomic advantages of the Scandinavian style. And we added our own Delux product development on top of that, including Tencel fibers, with a functional design to get the air circulating effect and a fresh feeling.

We also added practical functions, such as a zip on four sides that allows the top mattress to be conveniently separated from the spring mattress, for easy washing. We also added hygienic Amicor fiber into the fill to repel bacteria and dust mites, giving us the most hygienic bed ever made!

The best qualities compiled into one product make the perfect bed for people who want to have it all. And why not? Let them have it all, we can do it!

The result is our beautiful bed collections: The luxurious Plaza, the royal Crown and the modern New York beds.





Delux passion

Delux's passion is to discover a variety of ways to help people obtain optimal sleep in order to get the most out of their lives.

People tend to undervalue themselves and their bedding products, even though they spend a third of their life in bed!

This much time in a poor bed results in poor sleep, which in turn affects your energy levels, concentration, creativity and health.

We value our customers and we want them to value themselves!

We know that a good bed with the right pillow and quilt can make all the difference. Good quality bedding products can save you up to an hour of creative time a day and they are essential for your health.

We want to help people understand the importance of a good night's sleep –and help them get it, too!

Best in bed

Delux's future

Delux's future looks very promising. The company has had great success over the last few years and we intend to go even further in the future. We constantly strive to develop various products that are even smarter and better than the ones already on the market. The goal is not only to be the number one brand in Finland, but also to be an internationally recognized brand of high quality bedding products. In our product development we constantly keep in mind five key words: Quality, Function, Hygiene, Comfort and Luxury.

Some personal thoughts of Delux founder Göran Sjöholm:

"I have long wished that one of my daughters will take my place one day, so I know that I haven't done all this hard work for nothing. My youngest, Siv, who is now 24 years old, is a natural businesswoman and possibly has what it takes to lead a company. So far she has done her own thing and hasn't shown as much interest in the company that I would have liked her to, until recently... so there is some hope! I have always kept in mind what she once said to me: 'Dad, if you manage to make Delux an internationally successful company that I can be proud of, I might consider taking your place some day. Now you know why I aim so hard to get there! I am also not getting any younger, but I still love what I do and I will work as long as my heart beats.'"

Siv's personal thoughts:

"I'm starting to feel proud of the company, and I'm already very proud of my father's hard work."

“I’m very proud of my father’s hard work.”

D "dare to be
ifferent! "



“ You ’ll here more from us... ”



www.delux.fi