

## The Swan has landed

As a part of Johanson Design's environmental strategy, we put focus on the Nordic Ecolabel "Swan" on several of our products. First up is our award-winning model Rib, which is available as stackable chair – with or without armrest and as bar stool.

The Swan label is the official Nordic ecolabel, and the logo indicates that a product is a good environmental choice. All components of the product must be approved by the Swan if the product wears the Swan Label.

Among the criteria to be fulfilled includes the use of chemicals, emissions to air, water and land, energy and resource use, waste management, sustainability and quality and function. The requirements are developed in consultation with experts from industry, environmental organizations and government agencies and strengthens every four year.

The purpose of the Swan label is to contribute to efforts to promote sustainable consumption, which we think is important. The ecolabel makes our society progressively more sustainable, as more consumers choose the Swan-labeled products and more businesses Swan label their goods and services.

Johanson Design award-winning chair series Rib received Swan-label implies that the product meets all criteria and is a good environmental choice. But we do not stop there, we will keep on our work to get more of our products to be Swan Labeled.

