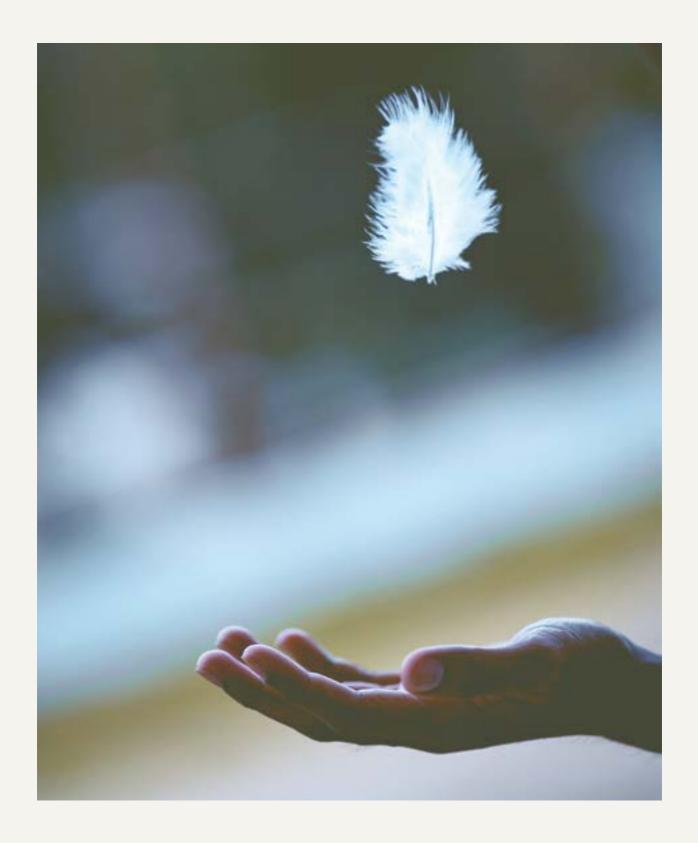
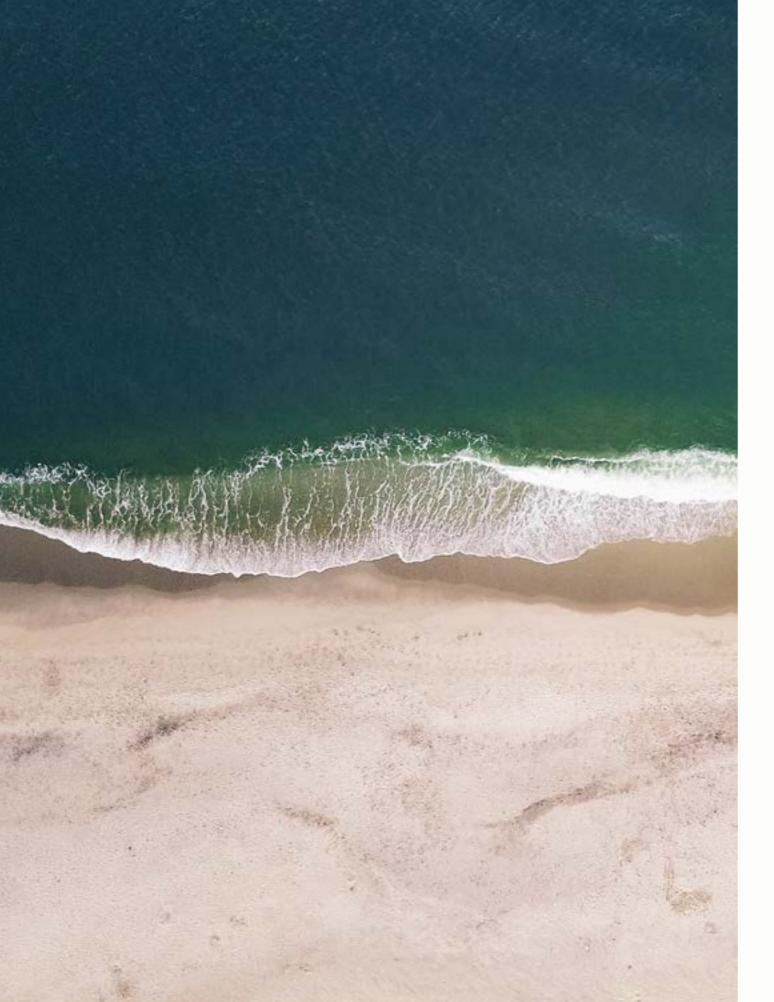
- THE ORGANIC COMPANY







"There is nothing wrong in consuming and producing. However, there is something wrong with the extent and the way people do it."

The Organic Company is on a mission: we want all conventional farming (including cotton) to be organic and we want all consumers to consume less and better.

The Organic Company



In a time when humanity needs to rethink the future to sustain life on this planet, we consider responsible business a necessary game changer.

We imagine a world in which all businesses, regardless of size, take social, environmental and financial responsibility in all parts of the supply chain.

It is not naive. It is the inevitable future.

That is why we offer products made of 100% organic cotton for customers who want luxurious, sustainable goods of premium quality.

We want our products to last long enough to be passed on. And we insist on developing a new, sustainable standard of designed goods.

So we take no shortcuts and we constantly challenge to improve. That is how we make a small difference every day.

One certified organic product at a time.

We believe in the human ability to create change. We believe that respect comes when respect is given and we believe in the future.

That is why we are here.

RESPONSIBLE BUSINESS

Joy Vasiljev is known as a visionary, inspiring and uncompromising entrepreneur, who is not afraid to speak up and point out things that are not right.

It all started with a lot of questions. Why is it so hard to find textiles that combine great design with organic materials? Why do we have to choose between the two? Are we showing responsible behavior when it comes to protecting our planet?

In 2007, The Organic Company was established with the clear mission of proving that a responsible business is good business.

Every product is thoroughly considered with regards to both design and purpose because Joy believes that the better the product, the better you take care of it.

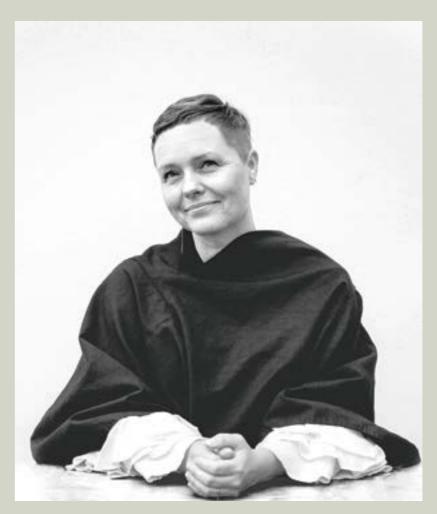
And this fits well with an organic lifestyle.

It was not an easy start. The world simply wasn't ready. And people were unaware of the extremely dirty industry of cotton.

12 years later, The Organic Company produces more than 200 different products and exports to more than 26 countries.

Today, Joy is an important voice in the debate on organic lifestyle, environment and sustainability. She teaches and gives speeches in order to open people's eyes to the fact that there are different and better ways of doing things.

Good intentions aren't enough. Change demands action.



Joy Vasiljev, founder of The Organic Company





GOTS CERTIFIED BY SOIL ASSOCIATION





GOTS stands for Global Organic Textile Standard and is a global and strict standard within organic cotton and social responsibility.

Soil Association is a UK-based charity organization, which has been working with organic agriculture for more than 2 decades. Soil Association is our appointed certifier.

GOTS is a thorough standard with 40 pages of "zero tolerances" against pesticides, solvents, heavy metal and bad chemistry.



THE ORGANIC COMPANY IS GOTS CERTIFIED SINCE 2010 **LICENCE NO 21797**

And GOTS covers the entire supply chain from farmer, mill and dying house to sewing house and brand holder.

All of us are inspected. Every year.



Did you know ...

- that GOTS certified organic cotton production emits 94% less greenhouse gasses compared to conventional cotton production?

- that 91% less clean water is used in GOTS certified organic cotton production compared to conventional cotton production?

Source: Soil Association.





This is the reason why we have chosen to work with organic cotton certified by the strictest standards when it comes to environmental and social responsibility in every link of the supply chain.

LESS AND BETTER

Another perspective on the battle against fast consumerism, is a "LESS AND BETTER" way of living.



IT MATTERS

SIMPLE AND HONEST DESIGN - WITH A PURPOSE

It's okay to develop, produce and trade. And there is nothing wrong in consuming. There is just something wrong with the way we consume - and to which extent.

The planet is challenged. This is a generally accepted fact across the world.

Cotton is present in every aspect of our life. We dress in cotton, we dry ourselves with cotton, we sleep in cotton. Only, the production of conventional cotton has consequences for both the environment and people.









We believe in making high quality products that meet your needs because it means that you take better care of it and keep it for a long time. You may even pass it on.

It is our design philosophy that a new product must either solve a problem, meet a need or enhance a category.

Our design combines function, quality and aesthetics expressed in a simple and typically Scandinavian way.

We in The Organic Company believe that we all have the ability and the power to create change.

AND IT STARTS TODAY

12 | Reusables | 13

Reusables

We have to use things more than once or twice, don't we?

At The Organic Company we strive to ensure that nothing is used only once. Where this is not possible, we use recycled materials or production waste.

We believe reuse is a game-changer for this planet.

On these pages you will find reusable products to replace disposable products:



The same of the sa

The Cloth

To replace disposable giftwrapping paper and bags.



My Organic Bag

To replace disposable plastic and paper bags.



Big Little BagTo replace disposable plastic and paper bags.



Food BagTo replace disposable plastic and paper food bags.



Lunch BagTo replace disposable plastic and paper lunch bags.



All Purpose Bag
To replace disposable plastic and paper bags.



Kitchen and Wash ClothTo replace single use cloths and cloths made form micro fibres.



Napkin
To replace disposable paper towels.



Big Waffle
Kitchen and Wash Cloth
To replace single use cloths made from micro fibres.





18 | Kitchen & Cooking | 19

We believe in the human ability to create change







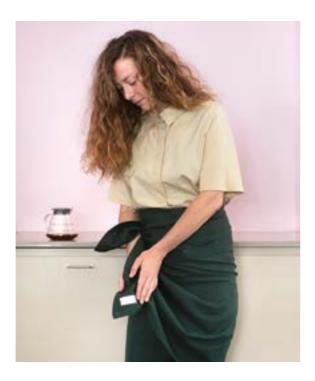


Lunch Bag I 42

Food Bag I 43

Junior Apron I 49

20 | Kitchen & Cooking | 21





Oven Gloves I 41

Giant Kitchen Towel I 45

Kitchen and Wash Cloth I 40







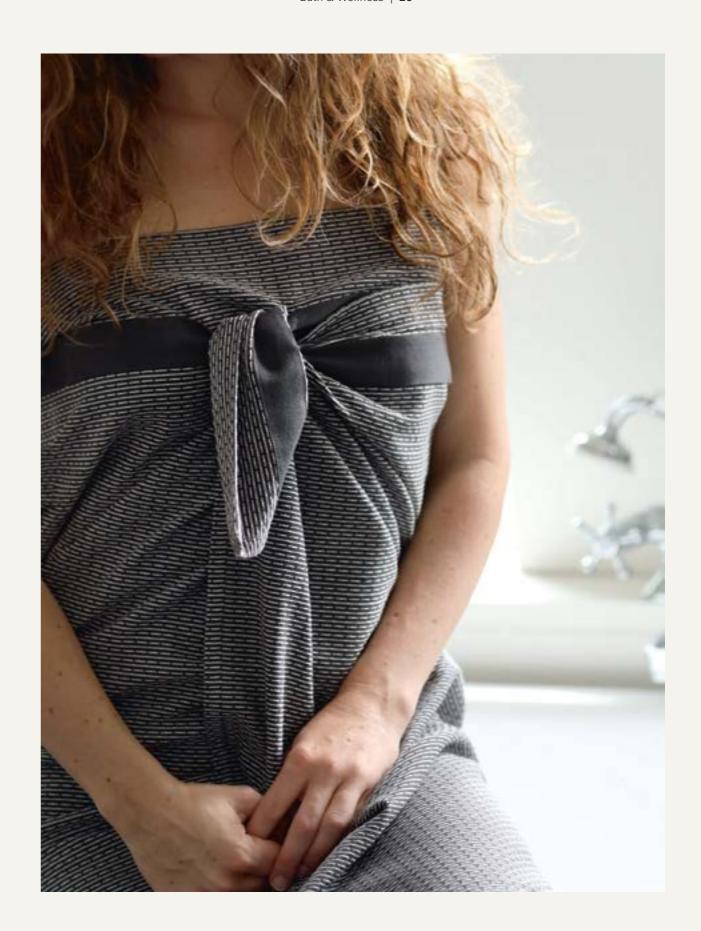


Big Waffle Towel and Blanket | 54

Towel to Wrap Around You | 52

Everyday Hand Towel | 53

Wellness Towel | 51



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More than a product







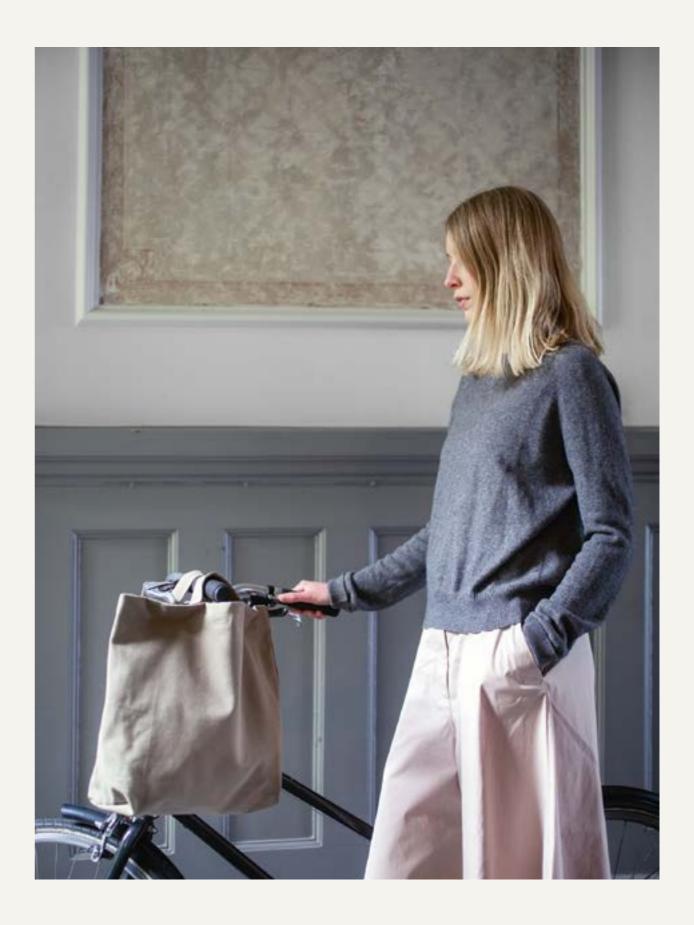


30 | Bags & Travelling | 31





All Purpose Bag 1 59
Big Long Bag 1 61
My Organic Bag 1 60



32 | Bags & Travelling | 33

The time is always now

Quote by Victor IV











Respect comes when respect is given

Quote by Victor IV







38 | Relax & Meditation Relax & Meditation | 39

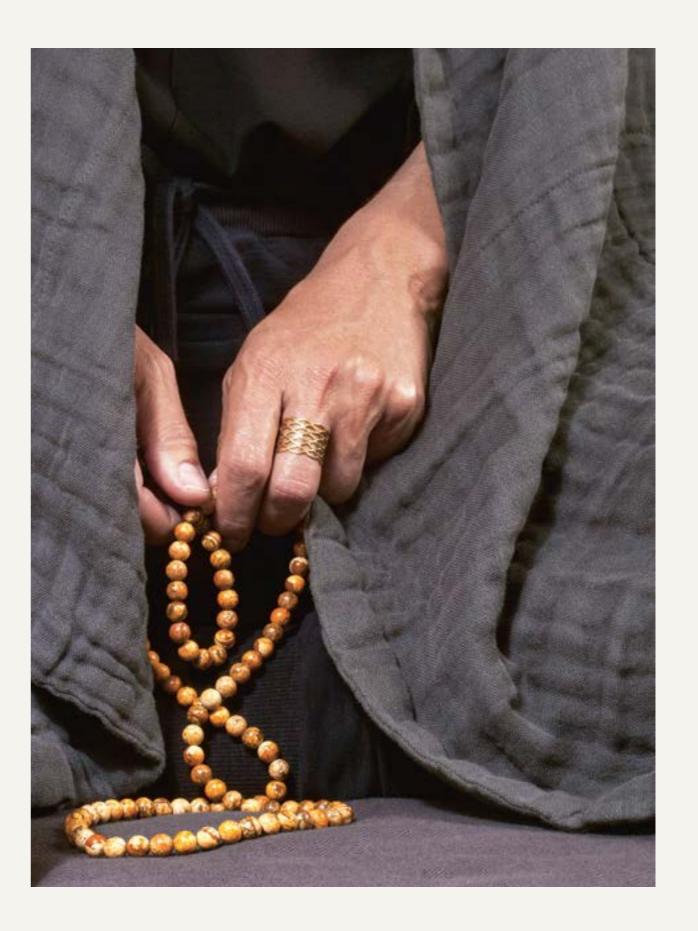




Meditation Mattress 1 63

Meditation Cushion 1 62

6-Layer Soft Blanket 1 63





COFFEE COSY size: 26 x 36 cm

color: black no: 8242



TEA COSY size: 36 x 30 cm color: black no: 8222



TEA COSY size: 36 x 30 cm color: clay no: 8224 NEW



COFFEE COSY

size: 26 x 36 cm color: morning grey no: 8243

NEW



TEA COSY size: 36 x 30 cm color: stone rose no: 8223 NEW



TEA COSY size: 36 x 30 cm color: morning grey no: 8225 NEW



TEA COSY size: 36 x 30 cm color: evening grey no: 8226 NEW



size: 26 x 36 cm color: evening grey no: 8244 NEW

COFFEE COSY



OVEN GLOVES

OVEN GLOVES

color: clay no: 8205

LITTLE TOWEL

no: 7043

size: 35 x 50 cm

color: morning grey

NEW

size: 22 x 100 cm







OVEN GLOVES size: 22 x 100 cm

no: 8204

color: morning grey

size: 35 x 50 cm color: evening grey no: 7042

LITTLE TOWEL



LITTLE TOWEL size: 35 x 50 cm color: dark blue no: 7044



LITTLE TOWEL size: 35 x 50 cm color: stone rose

no: 7045





KITCHEN AND WASH CLOTH

KITCHEN AND WASH CLOTH

size: 30 x 35 cm

no: 1607

color: evening grey

size: 30 x 35 cm color: dark blue no: 1604

KITCHEN AND WASH CLOTH

size: 30 x 35 cm color: stone rose no: 1605



size: 30 x 35 cm color: morning grey no: 1606



FOOD BAG SMALL



size: 24 x 30 cm color: natural white no: 0130





KITCHEN AND WASH CLOTH

size: 30 x 35 cm color: clay no: 1608 NEW



size: 30 x 39 x 12 cm color: black no: 0250



color: dark green

no: 0101

FOOD BAG MEDIUM

size: 24 x 30 cm



FOOD BAG LARGE

FOOD BAG LARGE

size: 30 x 40 cm

no: 0160

color: natural white

color: dark green no: 0161









color: dark green no: 0131



size: 30 x 40 cm





size: 30 x 39 x 12 cm color: natural white no: 0251



LUNCH BAG

size: 30 x 39 x 12 cm color: dark blue no: 0252



LUNCH BAG

size: 30 x 39 x 12 cm color: clay no: 0254 NEW





size: 100 x 74 cm color: dark grey no: 8400



CREATIVE AND GARDEN APRON

size: 100 x 74 cm color: black no: 8401



CREATIVE AND GARDEN APRON

size: 100 x 74 cm color: dark green no: 8402





CREATIVE AND GARDEN APRON

no: 8403



LONG APRON size: 105 x 110 cm



LONG APRON size: 105 x 110 cm no: 8101



APRON WITH POCKET size: 80 x 95 cm color: dark grey

no: 8110



size: 80 x 95 cm color: dark blue no: 8113



size: 155 x 60 cm color: dark grey



APRON TO WRAP size: 155 x 60 cm color: dark blue no: 8023



GIANT KITCHEN TOWEL size: 155 x 60 cm color: clay no: 7502



APRON TO WRAP size: 155 x 60 cm



GIANT KITCHEN TOWEL size: 155 x 60 cm

color: dark grey no: 7500



GIANT KITCHEN TOWEL

size: 155 x 60 cm color: dark green no: 7510



APRON TO WRAP

size: 155 x 60 cm color: dark green no: 8022



GIANT KITCHEN TOWEL

size: 155 x 60 cm color: black and dark blue no: 7501



GIANT KITCHEN TOWEL

size: 155 x 60 cm color: coral no: 7517





size: 100 x 74 cm

color: dark blue

LONG APRON

no: 8102

size: 105 x 110 cm

APRON WITH POCKET

size: 80 x 95 cm

color: black

no: 8111

color: dark green



color: dark grey no: 8100

LONG APRON

color: black

no: 8109

size: 105 x 110 cm

APRON WITH POCKET

size: 80 x 95 cm

color: dark green

no: 8112

color: dark blue



APRON TO WRAP

no: 8020



color: black no: 8021



KITCHEN TOWEL size: 53 x 86 cm color: dark grey no: 7101

KITCHEN TOWEL

size: 53 x 86 cm

color: dark green

no: 7110



KITCHEN TOWEL size: 53 x 86 cm color: clay no: 7102

KITCHEN TOWEL

size: 53 x 86 cm

color: dark blue

no: 7113



KITCHEN TOWEL size: 53 x 86 cm color: natural white no: 7103



KITCHEN TOWEL size: 53 x 86 cm color: sky no: 7114



KITCHEN TOWEL color: coral no: 7117



NAPKIN size: 40 x 50 cm color: dark grey no: 7201



NAPKIN size: 40 x 50 cm color: dark blue no: 7204



NAPKIN size: 40 x 50 cm color: pale rose no: 7215



NAPKIN size: 40 x 50 cm color: clay

NAPKIN

color: sky

no: 7205

NAPKIN

no: 7216

size: 40 x 50 cm



NAPKIN size: 40 x 50 cm color: natural white no: 7203



NAPKIN size: 40 x 50 cm color: dark green no: 7210



NAPKIN size: 40 x 50 cm size: 40 x 50 cm color: black color: coral



KITCHEN TOWEL size: 53 x 86 cm color: pale rose no: 7115



KITCHEN TOWEL size: 53 x 86 cm color: black no: 7116



size: 53 x 86 cm



LONG BIB

size: 30 x 50 cm color: dark grey no: 4209



LONG BIB size: 30 x 50 cm color: sky no: 4215



KIDS APRON size: 3-6 years color: ský no: 8120



LONG BIB

size: 30 x 50 cm color: clay no: 4211



LONG BIB size: 30 x 50 cm color: dark green



KIDS APRON size: 3-6 years color: dark grey no: 8121



LONG BIB

size: 30 x 50 cm color: dark blue no: 4214



LONG BIB

size: 30 x 50 cm color: pale rose no: 4217



KIDS APRON

size: 3-6 years color: dark green no: 8122



KIDS APRON

size: 3-6 years color: dark blue no: 8123



JUNIOR APRON

size: 7-11 years color: dark grey no: 8131

JUNIOR APRON

size: 7-11 years

color: dark blue

no: 8133



color: dark green



JUNIOR APRON

size: 7-11 years color: sky no: 8130



JUNIOR APRON

KIDS APRON

no: 8125

size: 3-6 years

color: pale rose

size: 7-11 years



no: 8132



JUNIOR APRON size: 7-11 years

color: black no: 8134



JUNIOR APRON size: 7-11 years color: pale rose

no: 8135





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OVEN MITTS SMALL

size: 13 x 27 cm color: pale rose no: 0403



OVEN MITTS SMALL

size: 13 x 27 cm color: dark grey no: 0401



OVEN MITTS SMALL

size: 13 x 27 cm color: black no: 0400



OVEN MITTS MEDIUM

size: 14 x 31 cm color: pale rose no: 0423



OVEN MITTS MEDIUM

size: 14 x 31 cm color: dark grey no: 0421



OVEN MITTS MEDIUM

size: 14 x 31 cm color: black no: 0420



OVEN MITTS LARGE

size: 16 x 35 cm color: dark grey no: 0431



OVEN MITTS LARGE

size: 16 x 35 cm color: black no: 0430





no: 7022

color: evening grey



WELLNESS TOWEL

size: 165 x 110 cm color: morning grey

no: 7023





size: 165 x 110 cm color: dark blue no: 7024



WELLNESS TOWEL

size: 165 x 110 cm color: stone rose no: 7025





HAND HAIR TOWEL

size: 120 x 40 cm color: evening grey no: 7002



HAND HAIR TOWEL

size: 120 x 40 cm color: morning grey no: 7003



HAND HAIR TOWEL

size: 120 x 40 cm color: dark blue no: 7004



EVERYDAY BATH TOWEL TO WRAP

size: 160 x 75 cm color: dark grey no: 2150



EVERYDAY BATH TOWEL TO WRAP

size: 160 x 75 cm color: natural white no: 2151



EVERYDAY BATH TOWEL TO WRAP

size: 160 x 75 cm color: dark blue no: 2152



TOWEL TO WRAP AROUND YOU

size: 155 x 60 cm color: dark blue no: 7014



TOWEL TO WRAP AROUND YOU

size: 155 x 60 cm color: evening grey no: 8010



HAND HAIR TOWEL

size: 120 x 40 cm color: stone rose no: 7005



EVERYDAY BATH TOWEL TO WRAP

size: 160 x 75 cm color: sky no: 2153



EVERYDAY BATH TOWEL TO WRAP

size: 160 x 75 cm color: clay no: 2154



EVERYDAY BATH TOWEL TO WRAP

size: 160 x 75 cm color: pale rose no: 2155



TOWEL TO WRAP AROUND YOU

size: 155 x 60 cm color: stone rose no: 7015



TOWEL TO WRAP AROUND YOU

size: 155 x 60 cm color: morning grey no: 8009



EVERYDAY HAND TOWEL

size: 70 x 40 cm color: dark grey no: 2130



EVERYDAY HAND TOWEL

size: 70 x 40 cm color: natural white no: 2131



EVERYDAY HAND TOWEL

size: 70 x 40 cm color: dark blue no: 2132



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EVERYDAY HAND TOWEL

size: 70 x 40 cm color: sky no: 2133



EVERYDAY HAND TOWEL

size: 70 x 40 cm color: clay no: 2134



EVERYDAY HAND TOWEL

size: 70 x 40 cm color: pale rose no: 2135



BIG WAFFLE MEDIUM TOWEL

size: 150 x 100 cm color: dark grey no: 2220



BIG WAFFLE MEDIUM TOWEL

size: 150 x 50 cm color: natural white no: 2221



BIG WAFFLE MEDIUM TOWEL

size: 150 x 50 cm color: dark blue no: 2222



BIG WAFFLE TOWEL AND BLANKET

size: 150 x 100 cm color: dark grey no: 2200



BIG WAFFLE TOWEL AND BLANKET

size: 150 x 100 cm color: natural white no: 2201



BIG WAFFLE TOWEL AND BLANKET

size: 150 x 100 cm color: dark blue no: 2202



size: 150 x 50 cm color: sky no: 2223



BIG WAFFLE MEDIUM TOWEL

size: 150 x 50 cm color: clay no: 2224



BIG WAFFLE MEDIUM TOWEL

size: 150 x 50 cm color: pale rose no: 2225



BIG WAFFLE TOWEL AND BLANKET

size: 150 x 100 cm color: sky no: 2203



BIG WAFFLE TOWEL AND BLANKET

size: 150 x 100 cm color: clay no: 2204



BIG WAFFLE TOWEL AND BLANKET

size: 150 x 100 cm color: pale rose no: 2205



BIG WAFFLE KITCHEN AND WASH CLOTH

size: 25 x 40 cm color: dark grey no: 1650



BIG WAFFLE KITCHEN AND WASH CLOTH

size: 25 x 40 cm color: natural white



BIG WAFFLE KITCHEN AND WASH CLOTH

size: 25 x 40 cm color: dark blue no: 1652



BIG WAFFLE KITCHEN AND WASH CLOTH

size: 25 x 40 cm color: sky no: 1653



BIG WAFFLE KITCHEN AND WASH CLOTH

size: 25 x 40 cm color: clay no: 1654



BIG WAFFLE KITCHEN AND WASH CLOTH

size: 25 x 40 cm color: pale rose no: 1655



BIG WAFFLE BABY TOWEL

size: 100 x 77 cm color: dark grey no: 2810



BIG WAFFLE BABY TOWEL

size: 100 x 77 cm color: natural white no: 2811



BIG WAFFLE BABY TOWEL

size: 100 x 77 cm color: dark blue no: 2812



BIG WAFFLE HAND TOWEL

size: 50 x 75 cm color: dark grey no: 2230



BIG WAFFLE HAND TOWEL

size: 50 x 75 cm color: natural white no: 2231



BIG WAFFLE HAND TOWEL

size: 50 x 75 cm color: dark blue no: 2232



BIG WAFFLE BABY TOWEL

size: 100 x 77 cm color: sky no: 2813



BIG WAFFLE BABY TOWEL

size: 100 x 77 cm color: clay no: 2814



BIG WAFFLE BABY TOWEL

size: 100 x 77 cm color: pale rose no: 2815



BIG WAFFLE HAND TOWEL

size: 50 x 75 cm color: sky no: 2233



BIG WAFFLE HAND TOWEL

size: 50 x 75 cm color: clay no: 2234



BIG WAFFLE HAND TOWEL

size: 50 x 75 cm color: pale rose no: 2235



BIG WAFFLE KIDS BATHROBE

size: 2-4 years color: dark grey no: 2860



BIG WAFFLE KIDS BATHROBE

size: 2-4 years color: sky no: 2863



BIG WAFFLE KIDS BATHROBE

size: 2-4 years color: pale rose no: 2865



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BIG WAFFLE JUNIOR BATHROBE

size: 6-8 years color: pale rose no: 2875



BIG WAFFLE JUNIOR BATHROBE

size: 6-8 years color: sky no: 2873



BIG WAFFLE JUNIOR BATHROBE

size: 6-8 years color: dark grey no: 2870



ALL PURPOSE BAG SMALL

size: 16 x 22 cm color: pale rose no: 0115



ALL PURPOSE BAG MEDIUM

size: 24 x 30 cm color: pale rose no: 0135



BIG WAFFLE BATH MAT

size: 80 x 55 cm color: natural white no: 1901



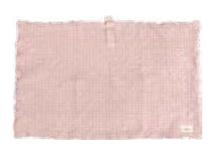
BIG WAFFLE BATH MAT

size: 80 x 55 cm color: sky no: 1903



BIG WAFFLE BATH MAT

size: 80 x 55 cm color: pale rose no: 1905



ALL PURPOSE BAG SMALL

size: 16 x 22 cm color: clay no: 0102





ALL PURPOSE BAG LARGE

size: 30 x 40 cm

color: pale rose



BIG WAFFLE BATH MAT

size: 80 x 55 cm color: clay no: 1904



BIG WAFFLE BATH MAT

size: 80 x 55 cm color: dark grey no: 1900



BIG WAFFLE BATH MAT

size: 80 x 55 cm color: dark blue no: 1902



ALL PURPOSE BAG SMALL

size: 16 x 22 cm color: black no: 0116



ALL PURPOSE BAG MEDIUM

size: 24 x 30 cm color: black no: 0136



ALL PURPOSE BAG LARGE size: 30 x 40 cm

color: black no: 0166



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LAUNDRY AND STORAGE BAG

size: 70 x 100 cm color: dark grey no: 5451

NEW



LAUNDRY AND STORAGE BAG

size: 70 x 100 cm color: clay no: 5452



LAUNDRY AND STORAGE BAG

size: 70 x 100 cm color: pale rose no: 5453



BIG LITTLE BAG size: 30 x 48 x 22 cm

color: dark grey

no: 5606

BIG LONG BAG size: 100 x 50 x 35 cm color: black no: 5607



BIG LONG BAG

size: 100 x 50 x 35 cm color: clay no: 5608



LAUNDRY AND STORAGE BAG

size: 70 x 100 cm color: black and blue



MY ORGANIC BAG

size: 40 x 34 x 10 cm color: black no: 0300



MY ORGANIC BAG

size: 40 x 34 x 10 cm color: clay no: 0301 NEW



THE CLOTH

size: 90 x 90 cm color: ann no: 1501



IT MATTERS

THE CLOTH

size: 90 x 90 cm color: jasmine no: 1500



THE CLOTH

size: 90 x 90 cm color: jasmine no: 1504



MY ORGANIC BAG

size: 40 x 34 x 10 cm color: dark blue no: 0302



MY ORGANIC BAG

size: 40 x 34 x 10 cm color: pale rose no: 0303



BIG LITTLE BAG

size: 30 x 48 x 22 cm color: black no: 5605 IT MATTERS

THE CLOTH

size: 90 x 90 cm color: helle no: 1505



THE CLOTH

size: 90 x 90 cm color: cecilie no: 1502



THE CLOTH

size: 90 x 90 cm color: cecilie no: 1503





64 | Relax & Meditation Relax & Meditation | 65

TOWEL SCARF color: black





MEDITATION CUSHION size: 20 x 20 x 16 cm color: dark grey and pale rose no: 7090



MEDITATION CUSHION size: 20 x 20 x 16 cm color: black and dark blue no: 7091







RELAX ROBE SHE size: X-Small color: black no: 2900



RELAX ROBE SHE size: Small color: black no: 2901



RELAX ROBE SHE size: Large color: black no: 2903



RELAX ROBE SHE size: Medium color: black

no: 2902



RELAX ROBE SHE size: X-Large color: black no: 2904



MEDITATION MATTRESS

size: 70 x 200 cm color: natural white no: 7084



size: 70 x 200 cm color: dark grey no: 7082



size: 70 x 200 cm color: dark blue no: 7083







6-LAYER SOFT BLANKET

size: 140 x 200 cm color: dark grey no: 7057



6-LAYER SOFT BLANKET

size: 140 x 200 cm color: clay no: 7058





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