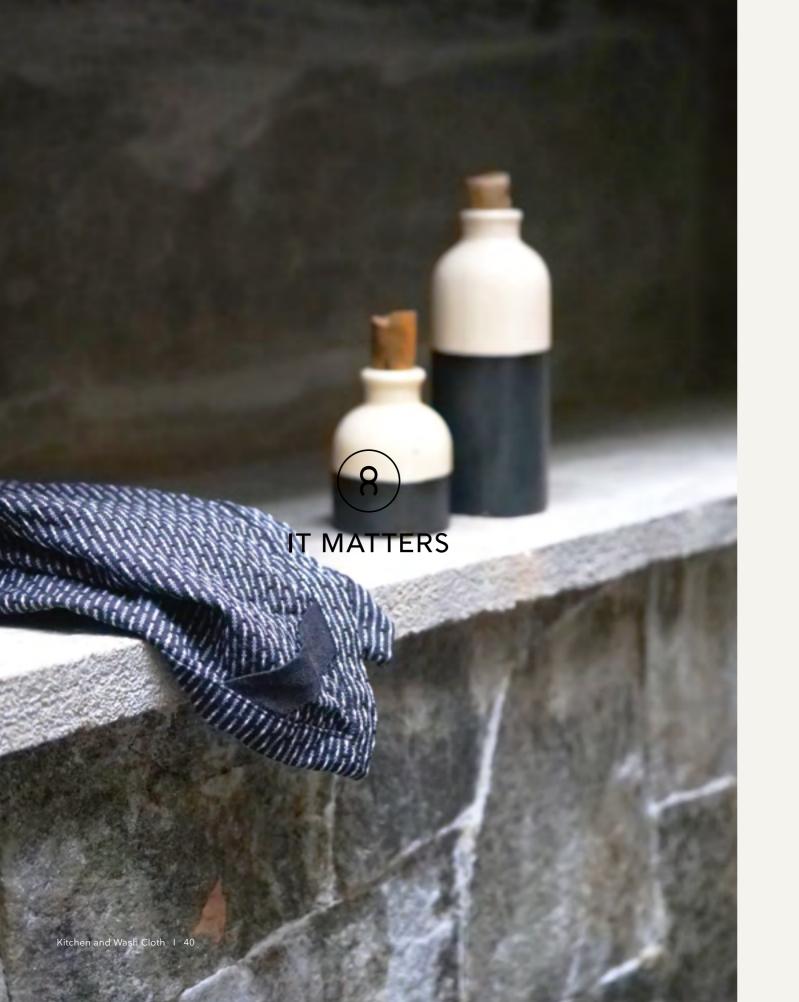




2 | Content

# Content

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- 60 | Thank you all



THE

**REASON WE** 

ARE

HERE

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 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.



WHO WE

ARE



# SIMPLE AND HONEST DESIGN - WITH A PURPOSE

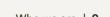
It's okay to develop, produce and trade. And there is nothing wrong in consuming. There is just something wrong with the way we consume - and to which extent.

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.



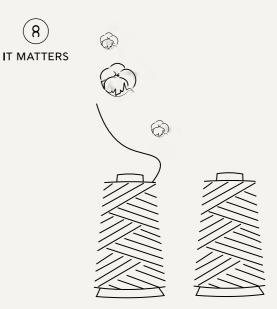
The planet is challenged. This is a generally



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.



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

# What's your choice?

Did you know that 2 millions disposable plastic bags are used worldwide every minute?



12 | Our packaging

# **Plastic or not**

We package our products in recycled plastic bags. Here's the reason why.

A while ago, we wanted to replace the plastic because many of our customers have focus on plastic problems and of course, so do we.

We investigated biodegradable bags which appeared to be a great choice. Until we read reports saying the opposite. Many of them are actually not 100% biodegradable, they are too plasticized and can never dissolve.

This may cause even more problems, as people act like the bags are truly biodegradable. Secondly, they cannot be reused and, if being sorted like plastic, they interrupt the waste sorting for recycling purposes.

We consulted with the NGO, Plastic Change. They confirmed the above and suggested recycled plastic.

We package our products in (recycled) plastic in order to protect them from dirt and moisture. Both, which will damage our products. And once damaged, the goods have no value.

All in all, we are satisfied with our solution. Hope you are too.

125

THE ORGANIC COMPANY®

Napkin I 36

# **Every little action makes a difference**









- Oven Gloves I 41
- Kitchen and Wash Cloth I 40
  - Napkin I 36
  - Kitchen Towel I 34



20 | Bath & Wellness

**BATH & WELLNESS** 

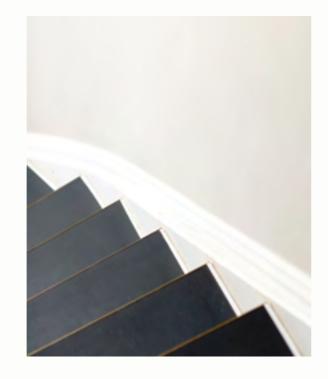


Wellness Towel | 50









Big Little Bag I 55 Big Long Bag I 55

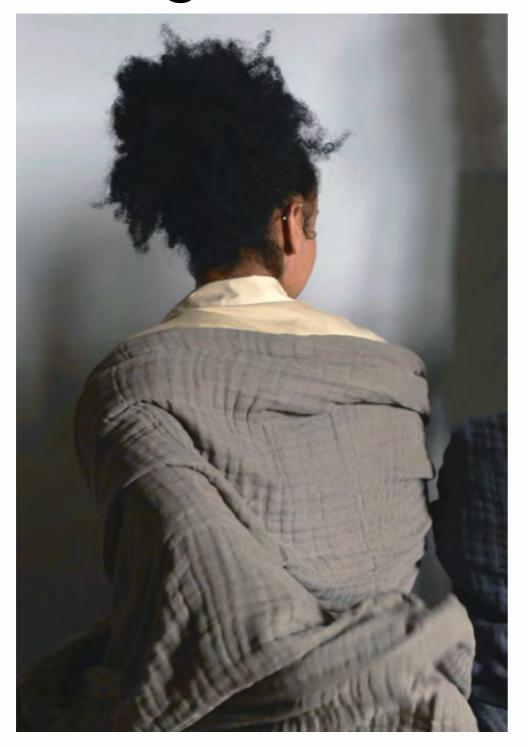






# Respect comes when respect is given

Quote by Victor IV







6-Layer Soft Blanket | 58 Meditation Mattress | 58



#### 32 | New product lines

New product lines | 33

LAPTOP SLEEVE 15" size: 38 x 27 x 2,5 cm colors: clay, dark blue, stone no: 5760, 5761, 5762 NEW PRODUCT LINE





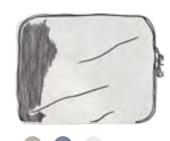
LAPTOP SLEEVE 13"

size: 34 x 25 x 2,5 cm

no: 5730, 5731, 5732

NEW PRODUCT LINE

colors: clay, dark blue, stone



LAPTOP SLEEVE 11"

size: 31 x 23 x 2,5 cm

no: 5700, 5701, 5702

NEW PRODUCT LINE

colors: clay, dark blue, stone

PURSE size: 12 x 9 cm colors: clay, dark blue, stone no: 5800, 5801, 5802 NEW PRODUCT LINE

MAKEUP PADS

pale rose, stone

NEW PRODUCT LINE

size: 2 pcs of 8x8 cm + 2 pcs of 7x11 cm

colors: dark grey, natural white, sky, clay,

no: 0180, 0181, 0183, 0184, 0185, 0186

set of 4



EVERYDAY BAG

size: 32 x 26 x 12 cm

PENCIL CASE size: 22 x 7 x 4 cm colors: clay, dark blue, stone no: 5860, 5861, 5862 **NEW PRODUCT LINE** 



colors: clay, black, dark blue, stone

no: 5080, 5081, 5082, 5083 NEW PRODUCT LINE



EVERYDAY NAPKIN set of 4 pcs

size: 20 x 20 cm colors: dark grey, clay, natural white, dark green, dark blue, pale rose, khaki, stone, mix no: 7301, 7302, 7303, 7310, 7313, 7315, 7318, 7320, 7400

# **NEW PRODUCT LINE**





TEA BAG - SMALL size: 8 x 10 cm color: [unbleached] no: 0600 NEW PRODUCT LINE



TEA BAG - SET set of 2 pcs + stick size: 8 x 10 + 9 x 14 cm color: [unbleached] no: 0630 **NEW PRODUCT LINE** 



Introducing new colors 2020 \*

STONE KHAKI GREY BLUE DUSTY LAVENDER

\* Available in Kitchen Towel and other product lines



# 36 | Kitchen & Cooking

37 | Kitchen & Cooking





NAPKIN size: 40 x 50 cm color: clay no: 7202



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





NAPKIN

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



NAPKIN size: 40 x 50 cm color: black no: 7216







NAPKIN

size: 40 x 50 cm color: coral no: 7217



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

LONG BIB

color: sky

no: 4215

KIDS APRON

color: sky

no: 8120

size: 3-6 years

size: 30 x 50 cm



LONG BIB

no: 4216

KIDS APRON

no: 8121

size: 3-6 years

color: dark grey

size: 30 x 50 cm

color: dark green



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



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







JUNIOR APRON

color: sky

no: 8130

size: 7-11 years

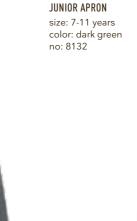
KIDS APRON

size: 3-6 years









JUNIOR APRON size: 7-11 years color: dark blue no: 8133







FOOD BAG SMALL size: 16 x 22 cm color: natural white no: 0100

FOOD BAG SMALL

size: 16 x 22 cm

color: stone

NEW COLOR

no: 0103









FOOD BAG SMALL size: 16 x 22 cm color: dark green no: 0101









FOOD BAG MEDIUM size: 24 x 30 cm color: dark green no: 0131







FOOD BAG LARGE size: 30 x 40 cm color: stone no: 0163 NEW COLOR



FOOD BAG LARGE size: 30 x 40 cm color: dark green no: 0161



KITCHEN AND WASH CLOTH size: 30 x 35 cm color: dark blue no: 1604

KITCHEN AND WASH CLOTH

size: 30 x 35 cm

no: 1607

color: evening grey





KITCHEN AND WASH CLOTH

size: 30 x 35 cm

color: stone rose

no: 1605

LUNCH BAG

color: black

no: 0250

LUNCH BAG

color: clay

no: 0254

size: 30 x 39 x 12 cm



KITCHEN AND WASH CLOTH

size: 30 x 35 cm

no: 1606

LUNCH BAG

no: 0252

LUNCH BAG

no: 0251

size: 30 x 39 x 12 cm

color: natural white

size: 30 x 39 x 12 cm

color: dark blue

color: morning grey

OVEN GLOVES

color: black

no: 8202

size: 22 x 100 cm

size: 30 x 39 x 12 cm







KITCHEN AND WASH CLOTH size: 30 x 35 cm color: clay no: 1608









LITTLE TOWEL size: 35 x 50 cm color: morning grey no: 7043



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



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

no: 7045





OVEN GLOVES

no: 8203

size: 22 x 100 cm

color: evening grey

LITTLE TOWEL size: 35 x 50 cm color: clay no: 7041



## 42 | Kitchen & Cooking

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: stone rose no: 8223

TEA COSY

no: 8225

size: 36 x 30 cm

color: morning grey

COFFEE COSY

size: 26 x 36 cm



-

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





**COFFEE COSY** size: 26 x 36 cm color: evening grey no: 8244



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



OVEN MITTS SMALL size: 13 x 27 cm color: pale rose no: 0403

OVEN MITTS MEDIUM

size: 14 x 31 cm

color: pale rose

no: 0423

OVEN MITTS SMALL size: 13 x 27 cm color: dark grey no: 0401









OVEN MITTS MEDIUM size: 14 x 31 cm color: dark grey no: 0421

OVEN MITTS LARGE size: 16 x 35 cm color: dark grey no: 0431





OVEN MITTS MEDIUM size: 14 x 31 cm color: black no: 0420



OVEN MITTS LARGE size: 16 x 35 cm color: black no: 0430





CREATIVE AND GARDEN APRON size: 100 x 74 cm color: black



CREATIVE AND GARDEN APRON size: 100 x 74 cm

color: dark blue no: 8403

LONG APRON size: 105 x 110 cm color: dark grey no: 8100



LONG APRON size: 105 x 110 cm color: dark green no: 8102



LONG APRON size: 105 x 110 cm color: black no: 8109



LONG APRON

size: 105 x 110 cm

color: dark blue

no: 8101

APRON WITH POCKET size: 80 x 95 cm color: dark grey no: 8110

APRON WITH POCKET size: 80 x 95 cm color: black no: 8111







APRON TO WRAP

size: 155 x 60 cm





APRON WITH POCKET size: 80 x 95 cm color: dark blue no: 8113

APRON TO WRAP size: 155 x 60 cm color: dark grey no: 8020



APRON TO WRAP size: 155 x 60 cm color: dark green no: 8022





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



**BIG WAFFLE HAND TOWEL** 

size: 50 x 75 cm

color: dark blue

no: 2232





**BIG WAFFLE TOWEL AND BLANKET** size: 150 x 100 cm color: stone no: 2206 NEW COLOR





**BIG WAFFLE HAND TOWEL** 

size: 50 x 75 cm

no: 2231

color: natural white





**BIG WAFFLE HAND TOWEL** size: 50 x 75 cm color: sky no: 2233



## 48 | Bath & Wellness

**BIG WAFFLE HAND TOWEL** size: 50 x 75 cm color: clay no: 2234







BIG WAFFLE KITCHEN AND WASH CLOTH

**BIG WAFFLE KITCHEN AND WASH CLOTH** 

size: 25 x 40 cm

size: 25 x 40 cm

color: dark blue

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: sky no: 1653



BIG WAFFLE KITCHEN AND WASH CLOTH size: 25 x 40 cm color: clay

no: 1654





**BIG WAFFLE BATH MAT** size: 80 x 55 cm color: dark grey no: 1900

**BIG WAFFLE BATH MAT** size: 80 x 55 cm color: natural white no: 1901

color: dark blue no: 1902





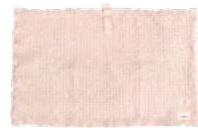


**BIG WAFFLE BATH MAT** size: 80 x 55 cm color: sky no: 1903

**BIG WAFFLE BATH MAT** size: 80 x 55 cm color: clay no: 1904

BIG WAFFLE BATH MAT size: 80 x 55 cm color: pale rose no: 1905





BIG WAFFLE KITCHEN AND WASH CLOTH size: 25 x 40 cm

color: stone no: 1656 NEW COLOR



**BIG WAFFLE BATH MAT** size: 80 x 55 cm

color: stone no: 1906 NEW COLOR



## Bat & Wellness | 49

**BIG WAFFLE BATH MAT** size: 80 x 55 cm





WELLNESS TOWEL size: 165 x 110 cm color: morning grey no: 7023



WELLNESS TOWEL

color: stone rose

no: 7025

size: 165 x 110 cm

TOWEL TO WRAP AROUND YOU size: 155 x 60 cm color: evening grey no: 8010



TOWEL TO WRAP AROUND YOU size: 155 x 60 cm color: morning grey no: 8009



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: stone rose no: 7015



HAND HAIR TOWEL size: 120 x 40 cm color: evening grey

no: 7002



HAND HAIR TOWEL size: 120 x 40 cm color: morning grey



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: sky no: 2153



HAND HAIR TOWEL size: 120 x 40 cm color: dark blue no: 7004



HAND HAIR TOWEL size: 120 x 40 cm color: stone rose no: 7005



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: clay no: 2154



EVERYDAY BATH TOWEL TO WRAP size: 160 x 75 cm color: dark blue no: 2152



EVERYDAY BATH TOWEL TO WRAP size: 160 x 75 cm color: pale rose no: 2155



### 51 | Bath & Wellness

## 52 | Bath & Wellness

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: dark grey no: 2130

**BIG WAFFLE JUNIOR BATHROBE** 

size: 6-8 years

no: 2875

color: pale rose





EVERYDAY HAND TOWEL

size: 70 x 40 cm

no: 2131

color: natural white

**BIG WAFFLE JUNIOR BATHROBE** size: 6-8 years



EVERYDAY HAND TOWEL size: 70 x 40 cm color: pale rose no: 2135



EVERYDAY HAND TOWEL size: 70 x 40 cm color: dark blue no: 2132



**BIG WAFFLE JUNIOR BATHROBE** size: 6-8 years color: dark grey no: 2870



**BIG WAFFLE BABY TOWEL** size: 100 x 77 cm



**BIG WAFFLE BABY TOWEL** size: 100 x 77 cm color: sky no: 2813



**BIG WAFFLE KIDS BATHROBE** size: 2-4 years color: dark grey no: 2860



**BIG WAFFLE BABY TOWEL** size: 100 x 77 cm color: natural white



**BIG WAFFLE BABY TOWEL** size: 100 x 77 cm color: clay no: 2814



**BIG WAFFLE KIDS BATHROBE** size: 2-4 years color: sky no: 2863





**BIG WAFFLE BABY TOWEL** size: 100 x 77 cm color: pale rose no: 2815



**BIG WAFFLE KIDS BATHROBE** size: 2-4 years color: pale rose no: 2865



53 | Bath & Wellness

#### Bags & Travelling | 54

ALL PURPOSE BAG - MEDIUM

size: 24 x 30 cm

color: dark blue

NEW COLOR

no: 0134

ALL PURPOSE BAG - SMALL size: 16 x 22 cm color: dark blue no: 0104 NEW COLOR





ALL PURPOSE BAG SMALL size: 16 x 22 cm color: clay no: 0102

ALL PURPOSE BAG MEDIUM size: 24 x 30 cm color: clay no: 0132



ALL PURPOSE BAG - LARGE

size: 30 x 40 cm

ALL PURPOSE BAG LARGE size: 30 x 40 cm color: clay no: 0162



ALL PURPOSE BAG SMALL size: 16 x 22 cm color: black no: 0116





alar



-

ALL PURPOSE BAG LARGE size: 30 x 40 cm color: black no: 0166



ALL PURPOSE BAG SMALL size: 16 x 22 cm color: pale rose . no: 0115

BIG LONG BAG IV

color: dark blue

**NEW COLOR** 

no: 5609

size: 90 x 45 x 35 cm



ALL PURPOSE BAG LARGE size: 30 x 40 cm color: pale rose

no: 0165



BIG LONG BAG IV size: 90 x 45 x 35 cm color: stone no: 5610 NEW COLOR



**BIG LONG BAG IV** size: 90 x 45 x 35 cm color: black no: 5607











**BIG LITTLE BAG** size: 30 x 48 x 22 cm color: black no: 5605





# 55 | Bags & Travelling

## 56 | Bags & Travelling

LAUNDRY AND STORAGE BAG size: 70 x 100 cm color: dark grey no: 5451



LAUNDRY AND STORAGE BAG size: 70 x 100 cm color: clay no: 5452



MY ORGANIC BAG size: 40 x 34 x 10 cm color: clay no: 0301

MY ORGANIC BAG



-

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

MY ORGANIC BAG

color: black

no: 0300

size: 40 x 34 x 10 cm





LAUNDRY AND STORAGE BAG size: 70 x 100 cm



LAUNDRY AND STORAGE BAG size: 70 x 100 cm color: black and blue no: 5454



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

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



THE CLOTH size: 90 x 90 cm color: cecilie



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



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







### Relax & Meditation | 58

59 | Relax & Meditation

MEDITATION MATTRESS size: 70 x 200 cm color: natural white

no: 7084

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

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

6-LAYER SOFT BLANKET

size: 140 x 200 cm

color: clay

no: 7058

TOWEL SCARF size: 180 x 70 cm color: black no: 2300

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







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

6-LAYER SOFT BLANKET size: 140 x 200 cm color: dark grey no: 7057



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

size: Large no: 2903









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