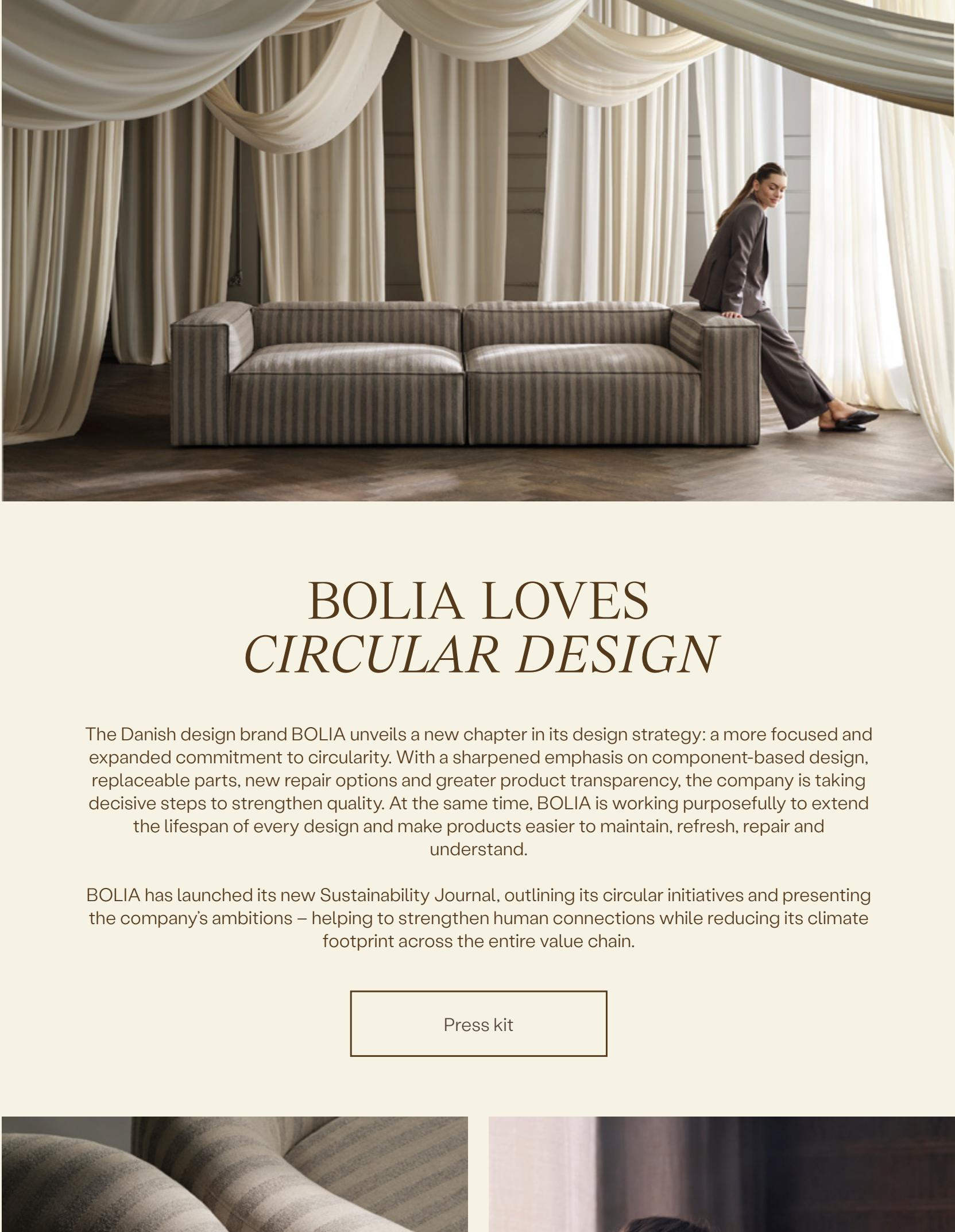


BOLIA

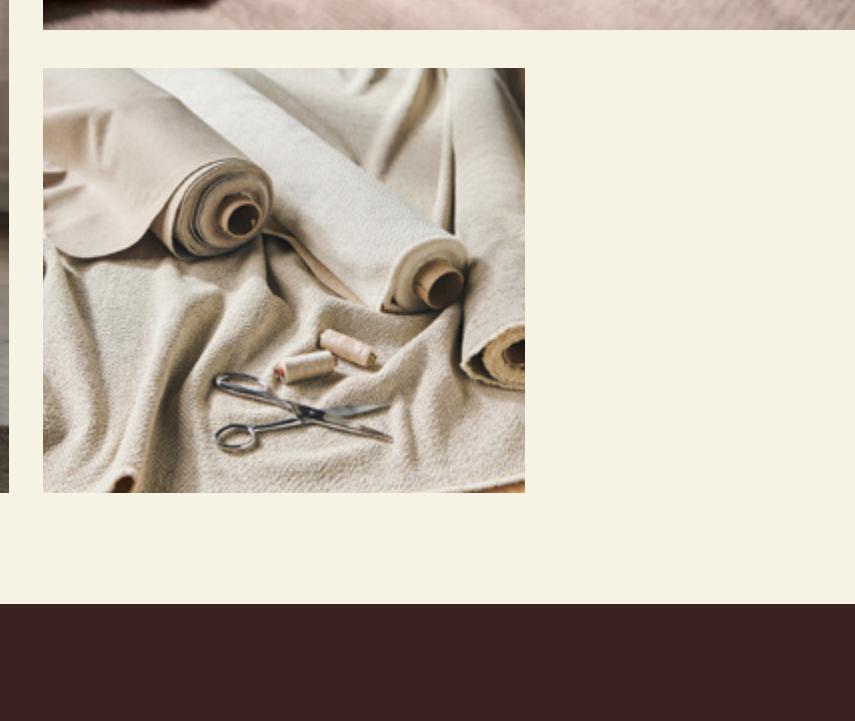
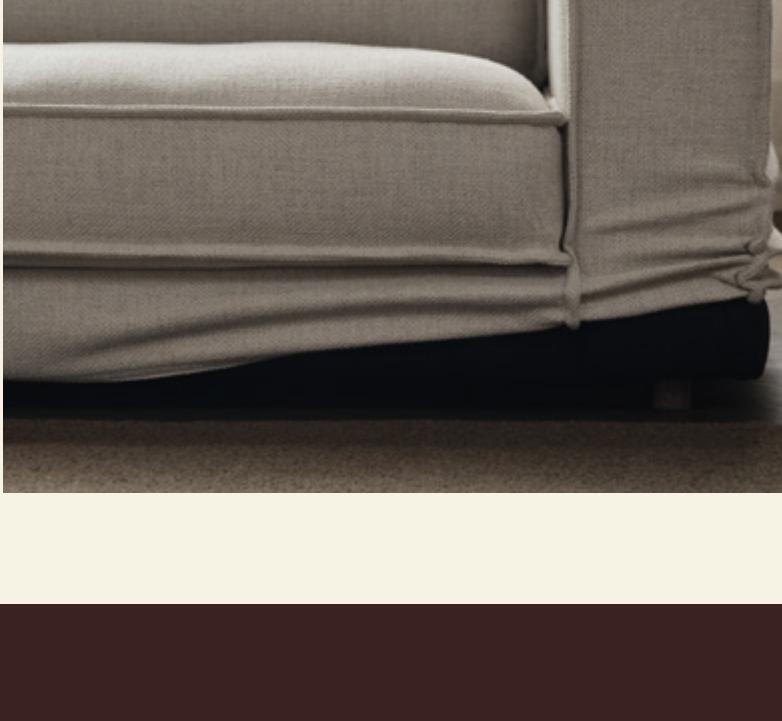


BOLIA LOVES CIRCULAR DESIGN

The Danish design brand BOLIA unveils a new chapter in its design strategy: a more focused and expanded commitment to circularity. With a sharpened emphasis on component-based design, replaceable parts, new repair options and greater product transparency, the company is taking decisive steps to strengthen quality. At the same time, BOLIA is working purposefully to extend the lifespan of every design and make products easier to maintain, refresh, repair and understand.

BOLIA has launched its new Sustainability Journal, outlining its circular initiatives and presenting the company's ambitions – helping to strengthen human connections while reducing its climate footprint across the entire value chain.

[Press kit](#)



"At BOLIA, we believe in change. Real change. The kind that grows steadily and solidly through conscious choices, radical optimism and a deep belief that we can always do better. We are on a constant journey toward something better – driven by curiosity, creativity and a strong sense of responsibility.

Meaningful results and real change take time, which is why we are committed for the long term. With timeless craftsmanship, durable materials and component-based design at the core, our ambition is to develop high-quality circular designs – created to be renewed rather than discarded.

Our highest priority is to improve the quality and longevity of our designs so they can last for generations. That is why we offer a 10-year warranty on all our designs," explains CEO Lars Lyse Hansen.*

BOLIA works with recognised partners such as FSC™, Miljømærkning Danmark, MÅLBAR, DTI and SBTi, and most of BOLIA's sofas are already designed with changeable covers. The goal is for all sofas to feature changeable covers by the end of the next financial year.



AN HONEST AND TRANSPARENT INSIGHT INTO THE ENTIRE VALUE CHAIN

The ambition behind the new Sustainability Journal is to provide insight into BOLIA's journey towards positive change – from current progress to future goals. Data, processes and initiatives are presented in a clear and tangible way, with transparency, passion and curiosity. It highlights, among other things, the following areas:

- Design, craftsmanship, product transparency and quality standards
- Production, transport and climate footprint
- Circular throughout the value chain
- Employees, partners, customers and shared values
- Measurable results, planned initiatives and future ambitions

[Explore the new Sustainability Journal](#)



[Read more on Bolia.com](#)

*Read more on Bolia.com

BOLIA

BOLIA is a Danish design company with 98 concept stores across 30 countries and a global network of retailers, as well as stores in Australia and Singapore. With only 100 employees, BOLIA brings its Scandinavian design universe to customers worldwide.

The brand's design collective is made up of internationally renowned designers who share a passion for quality, craftsmanship and timeless Scandinavian design crafted from the finest, most durable natural materials. The company's creative concept has received several international awards, including the E-commerce Award, Creative Circle, European E-tail Awards, and World Retail Awards.

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Contact

PR@BOLIA.COM