







*What is the secret behind a good night's sleep?
For us it is simple: all natural materials and
genuine craftsmanship, without compromises
over six family generations since 1852.*





HÄSTENS ARCHIPELAGO, OUR FIRST CLASS BEDLINENS TRULY ENHANCE YOUR SLEEP EXPERIENCE. THE COLLECTION IS AVAILABLE IN FIVE DIFFERENT PATTERNS OF STRIPES AND SOLIDS THAT CAN BE MIXED AND MATCHED. THE LUMINOUS SILK-LIKE SHINE ACCENTUATES ITS TIMELESS NATURE AND BRINGS A TOUCH OF ELEGANT NORDIC FLARE TO THE BEDROOM.







*Every bed is made by a unique machine.
It has five fingers and is better known as a hand.*





*“Before Thomas Edison invented the light bulb,
before Graham Bell made his first phone call
and before Henry Ford put the world on wheels,
my great-great-grandfather founded Hästens.”*

JAN RYDE, FIFTH-GENERATION OWNER
AND EXECUTIVE CHAIRMAN





TABLE OF CONTENTS

OUR MISSION 18 | THE BIG WAKE-UP CALL 20 | THE
SCIENTIFIC WONDERS OF SLEEP 22 | PERFECT SLEEP
TAILORED FOR YOU 24 | THE SPIRIT OF EXCELLENCE 26
*A passion for six generations – Hästens over the centuries – The journey
of passion – Dream factory – Purveyor to the Royal Court – The story
of our blue check* | OUR CRAFTSMANSHIP 44 *Manufacturers of
sleep – To give a bed its soul* | OUR NATURAL MATERIALS 54
*This is what dreams are made of – Horsetail hair, Cotton, Wool, Flax, Pine,
Springs, Our fabric – How to choose your bed* | OUR BEDS 78
*Our bed models – Our top mattresses – Our bed leg collection – Hästens
Vividus 88 – Continental beds – 2000T 96 – Proferia 98 – Aurora 100
Luxuria 102 – Adjustable beds – Lenoria 106 Novoria 108 – Frame beds
Superia 112 – Excel 114 – Marquis 116* | OUR ACCESSORIES 122
*Our down collection – Our bed linen collection – Our headboard
collection – Our personal accessories* | FOR THE LITTLE ONES 142
Our children's collection | DESIGN COLLABORATIONS 148
*Jaime Hayón – Nel Colectivo – Satyendra Pakhale – Angela Missoni
Bea Szenfeld* | SLEEP TO PERFORM 152 *The gifts and benefits of
sleep – Where dreams and reality meet – Joel Kinnaman – Camilla Pihl
Johan Ernst Nilson – Beneficial sleeping positions – Creating your sanctuary
The electrophysiology of sleep – How to sleep smarter – Maria Pietilä Holmner
and Jessica Lindell Vikarby – Four things your back would like you to know*
QUESTIONS ABOUT HÄSTENS 182 | CERTIFIED QUALITY 184



HÅSTENS CONTINENTAL BED MODEL 2000T WITH BJX TOP MATTRESS AND FOUR EDGE LEGS WITH ALUMINIUM FOOT. ECO DOWN PILLOWS AND DUVETS WITH SATIN PURE BEDLINEN IN GREY AND WHITE.



WE ARE COMMITTED
TO IMPROVING PEOPLE'S
QUALITY OF LIFE

People sleep for approximately one third of their lives, but far too often their quality of sleep is compromised. At Hästens, our mission is to change the way people think about and prioritize sleep so they can enjoy a better quality of life. This is why we have been refining our craft since 1852. It has been a journey involving continuous refinement, whilst staying true to our beliefs: To create the world's best bed takes passion, uncompromising dedication, a love of the craftsmanship, and nothing but our finest natural materials.

The pursuit of excellence defines us. What we offer is an unequalled experience, leading to a special appreciation of our beds and sleep itself. It is our absolute conviction that Hästens provides the deepest, healthiest and most profound sleep.

Share our knowledge and let it serve you for a lifetime.



The Big Wake-Up Call

For decades sleep has been undervalued. The time has come for Hästens to join the quest to enlighten people on the benefits of sleep.

Science is now revealing that sleep is the world's most powerful drug. Sleep is about enhancing your physical and mental performance. It's about your metabolism, your overall health and even your beauty.

People performing in the most competitive environments, whatever they may be, are coming to appreciate that sleep is a tool for achieving their goals, for fulfilling their dreams and being on top of their game.

Their word is spreading across the world, recognizing that sleep is a blessed state in which enzymes, proteins and hormones come together to restore and rejuvenate the human brain and body. The longer and more uninterrupted your sleep, the better the results. Your body produces growth hormones to repair and build new muscle cells and bone mass. Your cells churn out growth factors to repair damage and maintain tissue elasticity and preserve your beauty. Your brain fights off free radicals – the toxic waste produced by your neurons during the day. These are just a few benefits that come from the power of sleep.

A paradigm shift is imminent, and it will change your view on sleep.

You will no longer sleep just to be refreshed and alert.

You will sleep to perform.

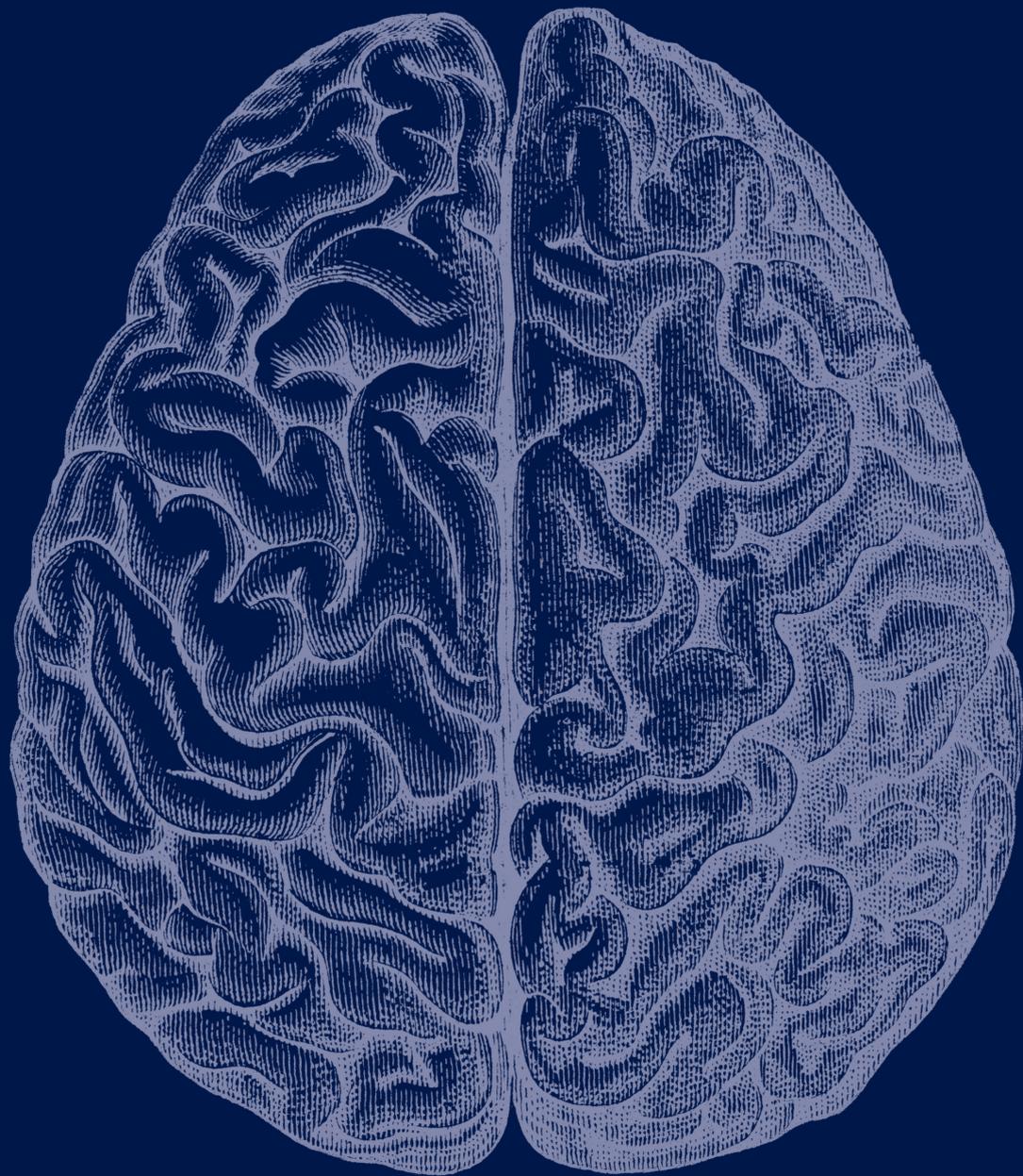
The Scientific Wonders of Sleep

Research and medical evidence are revealing just how crucial sleep is for our brains and health. In fact, we really need to redefine the concept of sleep altogether. If you think we lie down and turn off our systems so mind and body can “rest”, you will find it is just the opposite.

You will also understand how much damage you do to your most important organ and the rest of your body when you deprive it from entering its healing and consolidating super-mode.

When the conscious part of your brain enters the kingdom of dreams, you are unaware of how your master organ goes on the night shift. Your brain taps its baton on the conductor's podium and starts orchestrating a masterpiece in which billions of neurons start to perform a magical dance that enables processes such as building muscle mass, bringing order to the information overload that piled up during the day, drawing conclusions and consolidating new skills. It even swings its wand to order the production of collagen to support skin elasticity and body tissue firmness. And the symphony is far from over. Unless interrupted or, worse, not allowed to perform its eight-hour entirety, it will cleanse your brain cells from the toxic waste that your neurons produced while powering your brain during the day.

These are just a few benefits that come with the power of sleep. When you wake in the morning, you are not only starting your day rested and refreshed. Depending on your activities the previous day and the conditions you gave your brain to work its nighttime wonders, you wake up stronger, smarter, healthier and better looking.





Perfect Sleep Tailored for you

For six generations we have been refining our craft to help provide the most restful sleep. We use our best natural materials with your comfort in mind, and deliver the finest craftsmanship for unmatched quality. Your bedroom is your most personal space, a place for relaxation, for feeling at home. Decorate your sleeping space – and your bed – to fit your personality. Hästens offers possibilities to personalize your bed – from foundation to decoration – for deep sleep and big dreams. And with a wide range of accessories, your bed can be as individual as you. Think outside the check. Design your bed for dreaming.



THE SPIRIT OF EXCELLENCE

EVERY BIT AS IMPORTANT AMONG HÄSTENS CRAFTSMEN
TODAY AS IT WAS IN 1852.

Master craftsmen in front of the Hästens factory in the early 1900s. Factory owner David Janson (far left) is the grandson of master saddler Pehr Adolf Janson and the grandfather of the current owner, Jan Ryde.

David Janson, a photography enthusiast, took the photograph himself, using a tripod and self-timer to compose the image exactly as he wanted.





Om Ni går Sver Gustaf Adolfs väg i Stockholms älva till pil och gläds åt den här hästkonsten — historien lågsta och prygata.

Den heringskåle Pegasus — skivansett kallad Pegasus, ett ritstjär för posten, en symbol för den äldsta lasten.

Ni minns säkert från skolan den äldsta skulpturen, guden Odins heringskåle häst med vilken han antände den vilda jätten!

Och så var det den mest berömda ättaren, där de goddåliga krigare, som besegrade Troja, var så härligt goda.

Men detta är Hästens med stort H — hästen som Ni minns, d. v. s. om Ni sover gott med stora drömmar — då sitter han alltid säkert som ett märke i Er härliga madrass!

Har Ni hästminne?

Ja, vi menar inte om Ni kan hålla i minnet svenska historiens alla årtal utan om Ni har minne för hästar. Vilka hästar Ni kan minns — kom ihåg att vill Ni ha en riktigt underbart bekväm bädd med en ljvädlig madrass, då ska Ni prägla in i minnet bilden av



den stora (M) Hästen i mittan härovan. Den hästen sitter som märke i Hästens prima tagelmadrasser och härliga, mjuka, pösande kuddar! Vill Ni ligga bra — vill Ni sova gott — kom ihåg att begära Hästens tagelmadrasser och kuddar.



HÄSTENS
tagelmadrasser och kuddar

100% ULLSÄTTNING I JÄNTEN & ANDEL I HÄSTEN



Hos Svenska Amerika Linien ställer man de högsta anspråk på komfort. I konkurrensen valdes därför

HÄSTENS

TAGEL- MADRASSER



De förtrände passagerarna på Svenska Amerika Linien's nya flaggskepp M/S Gripsholm är endast nöjda med internationell bäddkomfort och hygien. I konkurrensen med andra material segrade tagel — beprövad sedan generationer. Genomgående har man valt det yppersta i fräga om kvalitet — HÄSTENS TAGELMADRASSER kval. A.

HÄSTENS A-MADRASS ÄR DET BÄSTA UNDERLAGET FÖR DEN GODA SÖMNINGEN i de eleganta och smakfullt inredda hytterna. HÄSTENS A-MADRASS består av 100 % rent specialbehandlat svarttagel. Taglet bildar miljötver små spiralkjädor, som skänker kroppen ett södmande och samtidigt elastiskt underlag. Genom taglets hygroskopiska verkan bortledes fuktighet och kroppens transpiration. Stannar fuktigheten kvar i ytan på en madrass leder detta ofta till rostratum i muskler och leder. En tagelmadrass till sitt vädras och solar, den "andas" in frisk luft och all eventuell fuktighet, som finns kvar, avdunstar beh.



1917—1957 40 år i bäddkulturens tjänst



HÄSTENS tillverkar också
BÄDDAR
DUNTÄCKEN
KUDDAR

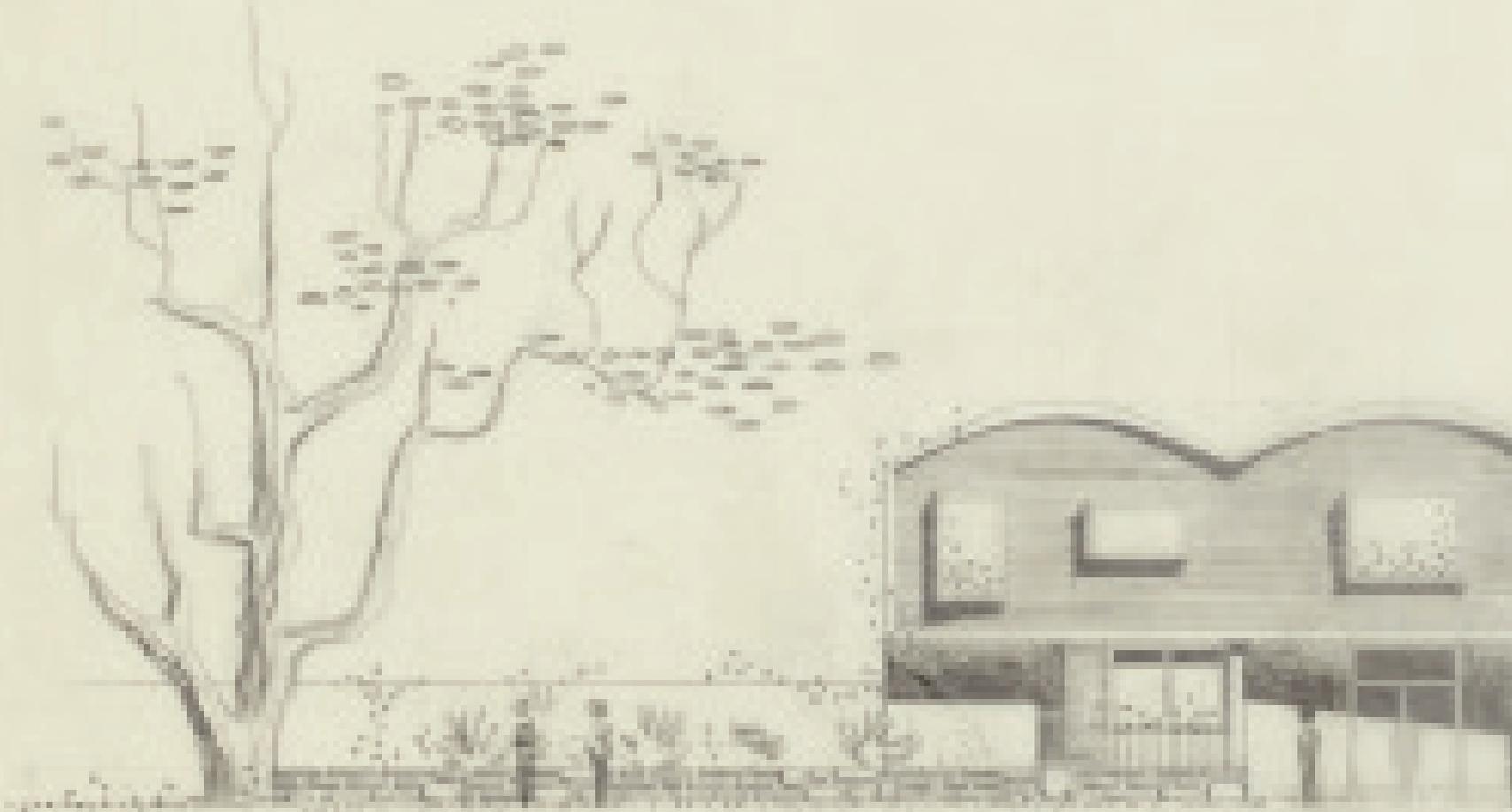


HÄSTENS *bäddar*
tagelmadrasser • ballonkuddar • duntäcken
HÄSTENS SÄNGKLÄDER K/B KÖPING

OUR HISTORY

A PASSION FOR SIX GENERATIONS

HÄSTENS WAS BORN IN 1852 - AND WITH IT OUR SPIRIT OF EXCELLENCE. THIS SPIRIT IS A UNIQUE CONNECTION BETWEEN THE MASTER CRAFTSMAN AND THE BED, AND DERIVES FROM SKILLS, PRIDE AND DEVOTION. IT IS THE SOURCE OF THE PASSION THAT HAS DRIVEN HÄSTENS TO PURSUE ITS OWN PATH FOR SIX GENERATIONS, FULFILLING DREAMS WITH HANDCRAFTED ALL-NATURAL BEDS OF UNMATCHED QUALITY.



OUR HISTORY

You sleep for 25 years of your life – more than a third of your time here on Earth. Everything we do at Hästens revolves around the fact that the important third of your life will do you good, be something you long for and enjoy, and have the power to change your life. You deserve a good quality of life at night as well as during the day. After all, the better your nights are, the better your days will be. With passionate ambition, dedicated work and genuine commitment we give you the prerequisites to fulfill your dreams.

ENDEAVORS FOR EXCELLENCE SINCE MARCH 22, 1852

Hästens originated as a saddler. In the mid-19th century, master saddlers were also upholsterers, proudly devoted to their craft of making equestrian goods and beds using horsetail hair. The entirety of our legacy – the horse, the horsetail, the tailor – is intertwined in every detail.

Through the generations of our family company, bed production increased as we specialized in making the most comfortable beds ever made. For very many years we have polished and refined our techniques to become masters of our craft.

From the day we made our very first bed, natural materials have always been fundamental to ensure the ingenuity of our craft. Cotton, horsetail hair, wool and flax are far superior to other materials and we have always made our beds entirely by hand. This tradition of craftsmanship allows our bed makers to fully understand and master their use of natural materials. A spirit of excellence that is every bit as important among Hästens craftsmen of today as it was back in 1852.

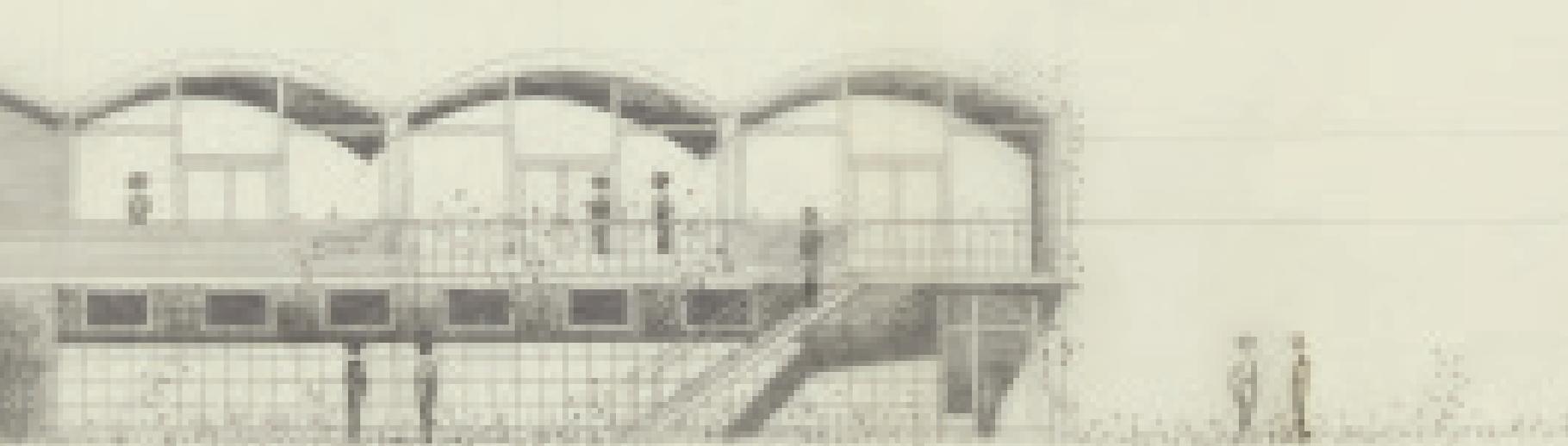
CONTINUOUSLY STRIVING TO REFINE

Hästens was founded by people who were obsessed with quality and wholeheartedly devoted to make the very best. Their ultimate aim was to make better beds than those available at the time and to refine bed-making techniques as much as possible. To begin with, they worked to improve the conventional mattress. As master craftsmen, they knew how to choose only the very best materials and possessed the skills to produce the very best results.

The beds that were considered to be great in the 19th century were made in Europe. By combining the best features of European beds with Swedish craftsmanship, and our best natural materials and ingenuity, Hästens took bed-making to an entirely new level.

SWEDEN'S OLDEST BED MATTRESS MANUFACTURER

Our heritage defines us as Sweden's oldest manufacturer of beds. Over the years we have gathered invaluable knowledge. We have refined and modernized the industry by launching innovations such as the pocket spring system and the frame bed. Hästens also introduced the use of a top mattress on continental beds. Continuous refinement has made us experts at making beds. Our spirit of excellence drives us constantly to refine our beds, with comfort and functionality in mind, taking close account of what is of value to you and how we can continue to provide what we believe are the best beds. Beds that will give you comfort and relief to provide you with perfect sleep, for the rest of your life.





HÄSTENS OVER THE CENTURIES

THE FIRST GENERATION Christmas 1839 was dismal for nine-year old Pehr Adolf and his six siblings in the small family home outside of Örebro. Their father Johan Janson had just told them that their mother had passed away, exhausted by the harsh conditions of the time.

During the 1800s, poverty reigned in Sweden and a third of the population emigrated to the United States in hope of a better life. Pehr Adolf's father stayed in Sweden, and as the children grew it was emphasized to them the importance of possessing expertise both as a skilled craftsman and merchant: *"If you become better than I. If you master a profession of your own choice, one*

that will let you make the things that people need. Then you will always be able to provide for your loved ones."

The young Pehr Adolf grew up with a burning ambition to become a master saddler. This decision would not only change his life, but also the lives of his children and future generations. At the age of 18, Pehr Adolf became a saddle maker's apprentice, crafting exceptional saddles and harnesses in Swedish leather. Only four years later, on March 22, 1852, he was awarded his master saddler's certificate by the king of Sweden. The saddler profession also included the skills of making the finest horsetail hair mattresses and

bags, alongside saddles and harnesses. The most skillful craftsmen knew how to make their wares not only with utmost precision, but also with great speed. Proud to be fulfilling his dreams, Pehr Adolf also married the love of his life, Elisabeth Charlotta Carolina Alnblad, and settled with her in Hed, a hamlet outside the town of Köping, where they had three children: Adolf Fredrik, Ida Elisabeth and Per Thure. Both sons followed in their father's footsteps and became saddlers. Per Thure's brother, Adolf Fredrik, eventually entered politics, an occupation in which, as a passionate advocate of equal rights between men and women, he was ahead of his time.

THE SECOND GENERATION

Per Thure, one of Pehr Adolf's three children, ensured that the master traditions lived on into the late 1800s.

In 1885, Per Thure took over the saddlery business, by which time the family had succeeded in coming a long way from Pehr Adolf's childhood poverty by following the advice: *"If you become better than I. If you master a profession of your own choice, one that will let you make the things that people need. Then you will always be able to provide for your loved ones."*

Per Thure's upbringing followed that of his father, and when the saddle-making business went into decline due to the advent of the motorcar during World War I, he moved with the times by focusing on the horsehair mattresses, seats and cushions.

THE THIRD GENERATION

Per Thure and his son, David Janson, took the master saddler tradition further by growing the manufacturing of saddles and harnesses and expanding the family business into making more and more beds. The advance of the motor car persuaded David in 1917 to concentrate exclusively on beds. On Midsummer's Eve, David's artistic cousin, Paul Janson, drew the first Hästens logo. It incorporated a horse into the company name in homage to the master saddler heritage and has ever since been a defining symbol of Hästens' identity. Also that year, a shortage of top-quality materials arose as a limiting factor. Genuine horsetail hair, which had always been the main padding material in a bed, was difficult to find in the quality and quantities needed to meet the demand for superior handmade beds. Achieving the highest quality requires the horsehair to be carefully selected, washed, spun, autoclaved (boiled under pressure) and thoroughly cleaned to have the right filling properties. David Janson and his father solved the challenges by starting their own mill for horsehair processing. David was obsessed with beds of highest quality and recalls:

**"MY FATHER WAS
AN OLD FASHIONED
CRAFTSMAN - THE
WORDS QUALITY AND
CRAFTSMANSHIP WERE
ALMOST SACRED."**

DAVID JANSON

"My father was an old-fashioned craftsman – the words quality and craftsmanship were almost sacred. This attitude was imprinted in the minds of not only myself but also those who worked for the company. We will make the kind of product that earns your respect. That is the guideline we have always adhered to.

"At the time, conditions for a master saddler were far from perfect and the future promised no improvement. Quite the contrary, in fact. But we wondered how to expand the narrow framework within which we worked, whether to change from small-scale craftsmanship to a modest small industry. Back then, it was my father, some craftsmen and me.

"To progress, we had to break through the restricting limits posed by pure craftsmanship, and turn to more industrial methods. This led us to think about complementing our operations with a horsehair spinning mill.

"Maybe we had what some describe as 'that little spark' within us, as we started our horsehair spinning mill. The year for our expansion was 1917, and I was 25 years old at the time. Naturally, it was a frantic time to begin a venture such as this, with the world war, the lack of raw materials and the immense difficulty obtaining suitable machinery. The circumstances didn't get any better when my father became ill not long afterwards. The situation looked

miserable, but people from Västmanland, our region of Sweden, are known for being tough and stubborn. It was probably sheer pride that kept us from giving up!"

Three years after deciding to concentrate exclusively on beds, and having started their own horsehair spinning mill, Hästens bought 20 tons of horsehair to meet production demands. The master saddlers were obsessed with quality in the pursuit of creating the best possible products, the spirit of excellence driving them to see beyond existing conditions and set their own standards. They traveled the world to source the finest materials, including to Egypt where the highest-quality horsehair is found. Horsetail hair from resplendent Arabian horses was transported to Köping and washed and rinsed in the fresh, clean river that runs by the factory.

Soon the hamlet of Hed became too small for the expanding family business and David Janson considered moving the company to Stockholm. There were more customers in the capital and Hästens sales were already brisk at the Nordiska Kompaniet department store in the city center. A factory site was sought in Sundbyberg, close to Stockholm, but the plans changed and a romance took Hästens to the town of Köping instead. David Janson fell in love with Astrid, who came from Köping, and opted to build the factory there in 1924. The following year, the couple's first child, Solveig, was born. Since then, Köping has served as Hästens' headquarters.



THE HÄSTENS HORSEHAIR SPINNING MILL, IN THE TOWN OF KÖPING 1910.

In 1926, the company started making duvets and pillows using the finest down and feathers available to complement its bed-making business.

In the 1930s the family detected a change in the sleeping culture. Where many people had previously made up a sofa for the night to serve as their bed, many were increasingly furnishing separate bedrooms and investing in proper beds. On January 13, 1935, the Hästens logo was registered as a trademark in Sweden. The trademark remains in force to this day.

Having outgrown its premises in the mid-1940s, Hästens began planning for further expansion. Not only does Janson want to expand, he wants to create a new dream factory.

Towards the end of the decade he came into contact with Ralph Erskine, at that time a little-known architect. Erskine's style appealed to Janson, who commissioned him to design the new factory. The outcome was a building that looked nothing like conventional factory buildings. Initially referred to as "*the tivoli*", the unique design, with elegant lines and arcs that create a light impression, gained iconic status among architects in Sweden.

As a promise of quality and durability, Janson introduced a 25-year warranty on all beds. The intention was to produce beds that were equally – or more – comfortable after 25 years as on their first night.

When Hästens celebrated its centenary as bed manufacturer in 1952, King Gustav VI Adolf appointed it as Royal Purveyor, visiting the factory in Köping the following year in a formal acknowledgement of the company's high-quality products. The same year, the Swedish America Line purchased Hästens beds for its M/S Gripsholm cruise liner. The reputation of Hästens superior quality began to spread.

THE FOURTH GENERATION

David Janson's daughter, Solveig, served as a financial manager for many years during the mid-1900s and in 1963 assumed operational responsibility alongside her husband, Jack Ryde, and with the support of her younger sisters Ethel and Yvonne. The business steadily expanded in several directions to embrace furniture, seat and back cushion manufacture.

Jack Ryde, an arts and design enthusiast, was keen to devise a distinct high-quality pattern to represent the

brand. In 1978, he designed the Hästens blue check, introducing it at a furniture trade in Sweden. The eye-catching design immediately ran into criticism from the Swedish press. The fresh blue-and-white-checked pattern was at odds with the 1970s fashion of brown, greens and orange and totally different from anything ever seen on a bed before. History, however, has judged the choice a wise one. Jack Ryde challenged the status quo and the traditional look and function of beds.

THE FIFTH GENERATION

In 1988, 10 years after introducing the blue check, Jan Ryde takes over the company reins. Just like his grandfather David, it is a love story that determines the future when he meets the most beautiful girl he has ever seen: Anne-

Lie from Köping. Having set his mind on a career at the Technical University in Linköping, where he taught students in industrial economics and was a candidate for doctorate, he decided to leave the university life behind and move back home to manage operations of Hästens and start a family. And so far today, one of their four young sons has entered the family business. Under Ryde's leadership, the company sharpened its focus on the core business and global demand for the all-natural,

checked beds increased dramatically.

In 1995, King Carl XIV Gustaf appointed Hästens as Royal Purveyor for a second time. With great reverence, the family business appointment of Royal Purveyor follows the royal succession.

Demand for Hästens beds continued to increase and in 1998 it is decided to extend the factory as Hästens continues to expand. And 50 years after having designed the first dream factory at the beginning of his career, now well-renowned architect Ralph Erskine, returns to design the further extensions of the factory building.

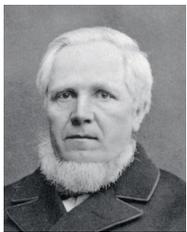
Jan proudly carries the master traditions into the 21st century and today, the small family-owned company has expanded its markets to comprise 37 countries in Europe, Asia and America. The beds are still handcrafted with the same natural materials and the same spirit of excellence as when Pehr Adolf made his first beds over

160 years ago. Dear Pehr Adolf, little did you know what you started when you become a Master Saddler in 1852. The tradition lives on and is proudly handed down to each new generation of bed makers.

**“WE WILL MAKE THE
KIND OF PRODUCT
THAT EARNS YOUR
RESPECT. THAT IS THE
GUIDELINE WE HAVE
ALWAYS ADHERED TO.”**

DAVID JANSON

THE JOURNEY OF PASSION



1852

Hästens' first generation of bed makers, Pehr Adolf Janson, laid the foundation for the spirit of master craftsmanship when he was awarded his Master Saddler's certificate in 1852. Back in those days, saddlers were also skilled upholsterers.



LATE 1800s

The family moves to the small hamlet of Hed and Pehr Adolf's son Per Thure Janson also becomes a master saddler. Hästens' second generation of bed makers, Per Thure and his son David Janson, grow the manufacturing of saddles and harnesses and expand the family business into making more and more beds.



1917

Hästens' third generation of bed makers, David Janson, decides to focus on making beds. On Midsummer's Eve 1917, David's artistic cousin, Paul Janson, draws the first Hästens Logo. The horse is in homage to the master saddler heritage and has ever since been a defining symbol of Hästens' identity.

1920

Records show that the factory buys 20 tons of horsetail hair to meet production demands. The obsession with finding the best horsetail hair leads all the way to Egypt, from where 20 tons of the highest quality horsetail hair is transported to Hed. The horsehair is washed and rinsed in the fresh, clean water of the local stream.



1924

A love story brings Hästens to Köping. When Hed becomes too small for the expanding family business, David Janson chooses between Sundbyberg or nearby Köping. He chooses the latter, having fallen in love with Astrid, who comes from the town, and builds the factory there.

1926

Hästens starts making duvets and pillows using the finest down and feathers available. The value of combining all natural beds, duvets and pillows is fully recognized to provide the perfect comfort in a complete all-natural sleeping environment.

1935

The Hästens logo is registered as a trademark in Sweden on January 13, 1935, and this status remains in place today. Over the years, the logo design has been gently refined. Much like the brand itself, it has been crafted with care.



1948

David Janson expands the business, aiming to create a true dream factory in Köping. Ralph Erskine is commissioned to design the new facility. Beautiful lines and gentle arcs give a light expression and characterize the unique building, which remains Hästens' headquarters today.



1950

David Janson introduces a 25-year warranty certificate on all beds as a promise of quality and durability. The intention is to make beds that are as comfortable – or more so – in their 25th year as they were on their first night.



1952

Hästens celebrates 100 years as bed manufacturer and is appointed Purveyor to H.M. the King of Sweden for the first time by King Gustav VI Adolf. Being a Royal Purveyor is a recognition and privilege of which we remain proud holders today.



1953

The Swedish America Line buys Hästens beds for its M/S Gripsholm cruise liner and the reputation of Hästens beds begins to spread. Swedish King Gustav VI Adolf visits Hästens in Köping in an acknowledgment of the company's high quality products.



1963

The fourth generation of bed makers – David Janson's eldest daughter, Solveig, and her husband, Jack Ryde – assume the management of Hästens' operations. With quiet determination, the business expands in several directions and embraces furniture, seat and back cushion manufacture.



1978

Jack Ryde designs the characteristic Hästens blue check pattern to differentiate the brand. Thereafter, the blue check stands as the hallmark of Hästens quality and its spirit of excellence. The now-classic Hästens 2000T, model designed for the 21st century, is launched.



1988

The fifth generation of master craftsmen, Jan Ryde, assumes operations of Hästens and proudly carries the tradition into the 21st century. Under his leadership, the company focuses on the core business. Global demand for the all natural, checkered beds increases dramatically.



1995

His Majesty King Carl XIV Gustaf becomes the second successive monarch to appoint Hästens as Royal Purveyor.

1998

Fifty years after designing the Hästens factory in the early days of his career, the now-renowned architect Ralph Erskine returns to design further extensions to the factory building, as Hästens continues to expand.



2006

Hästens is awarded the Swedish Trade Council's annual export award. Jan Ryde accepts the award from King Carl XVI Gustaf of Sweden.

2013

Hästens receives the Signum Prize, an award given to the Nordic company with the best longterm brand management and care.

TODAY

The sixth Ryde family generation enters the company. What once started as a small family-run business in 1852 is now, six generations of bed makers later, still family owned but has grown into a well-known, international premium brand with over 240 stores in 37 countries. Hästens remains defined by the heart and spirit of its people, who carry our legacy and innovations forward with passion and dedication.

DREAM FACTORY

DESIGNED BY RALPH ERSKINE

By the mid-1940s, Hästens had outgrown its production site and it was time to build a new factory. David Janson, the third generation of the family company, had high ambitions. He came into contact with Ralph Erskine, at the time a little-known architect. Erskine's style appealed to Janson, who commissioned him to design the new factory. The outcome was a building that looked nothing like conventional factory premises. Initially referred to as *"the tivoli"*, the unique design, with elegant lines and arcs that create a light impression, went on to gain the iconic status among architects in Sweden that it enjoys today.

The factory that Erskine designed at the start of his career was expanded in 1998, with Erskine returning to serve as architect. On arrival, he told Jan Ryde: *"It feels exactly the same as when I talked to your grandfather 50 years ago; it's the same values and the same feeling."*



WATER COLOR BY ARCHITECT RALPH ERSKINE SHOWING HIS VISION OF THE FACTORY, WHICH HE WAS COMMISSIONED TO DESIGN IN 1948.





PURVEYOR TO THE ROYAL COURT SINCE 1952

Hästens has had the honor and privilege of serving as an official supplier to the Swedish Royal Court since 1952.

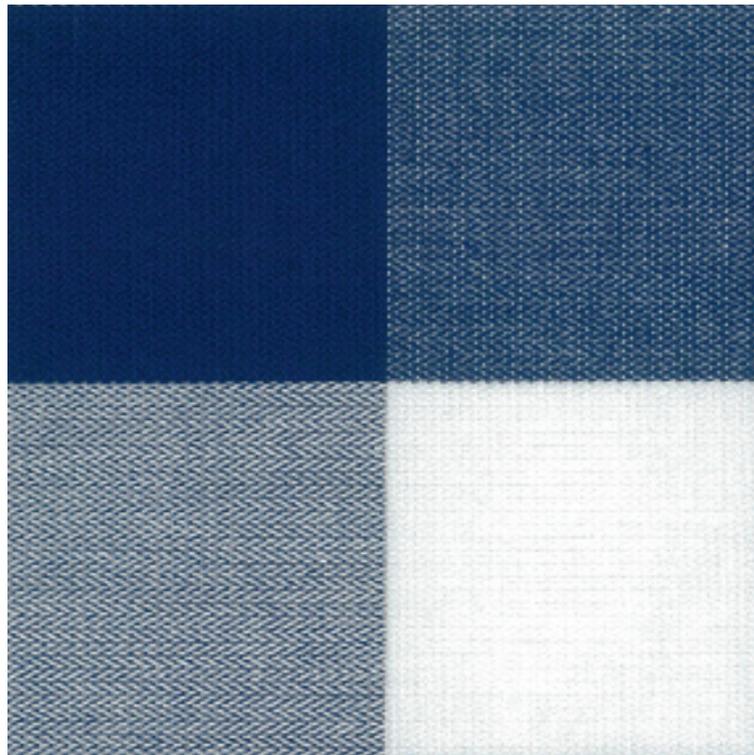
Over the course of many decades we have refined and improved our techniques to give you comfortable and restful nights – whether you live in a cottage or a castle.

QUALITY FOR GENERATIONS Hästens was appointed Purveyor to H.M. the King of Sweden for the first time in 1952 by King Gustav VI Adolf and we have been delivering products to the Royal Court ever since. The requirements for being appointed are rigid and the warrant must be renewed if there is a new king, or the company has a new managing director, or every 10 years. The current king, Carl XVI Gustaf, has approximately 130 appointed suppliers and the title of Royal Purveyor has become a hallmark of Swedish quality and top-class Scandinavian design.

HIS MAJESTY THE KING OF SWEDEN GUSTAV VI ADOLF VISITS HÄSTENS IN KÖPING IN 1953,
IN A FORMAL RECOGNITION OF HÄSTENS HIGH QUALITY DESIGN.



THE STORY OF OUR BLUE CHECK



HÄSTENS BLUE CHECK REPRESENTS ALL THE KNOWLEDGE AND EXPERIENCE HÄSTENS HAS ACCUMULATED OVER MORE THAN 160 YEARS. IT EMBODIES OUR FINEST NATURAL MATERIALS, SWEDISH CRAFTSMANSHIP OF UNMATCHED QUALITY AND DEEP SLEEP. THE DISTINGUISHED DESIGN IS BOTH A GUARANTEE OF - AND A STANDARD FOR - THE QUALITY OF OUR BEDS. AND THE BLUE CHECK SERVES AS A PROMISE OF FULFILLING DREAMS.

REPRESENTING THE BEST SLEEP SINCE 1978 Jack Ryde, father of current Hästens owner Jan Ryde, created the blue check in 1978. Jack was fascinated by arts and design and wanted a highly distinct pattern, with fabric of highest quality, to represent the brand. When introduced at a furniture trade fair in Sweden, the blue check drew immediate criticism from Swedish journalists who did not understand an eye-catching design that was at odds with the fashion in 1970s for shades of brown, green and orange. The fresh blue-and-white checkered upholstery was totally different from anything seen on a bed before. Today we know that the choice was a wise one.

Ten years after the blue check was launched, Jan Ryde took over the reins to become the fifth generation of the family to run the company. Under his leadership, Hästens grew into a global brand.

A PATENTED ICON OF QUALITY

The functional design and innovative weave with spun yarn has made the blue check an icon of bedding culture and a guarantee of authentic quality. Only Hästens can combine the finest natural materials with the art of masterly bed-making by people who are devoted to their craft. The Hästens check pattern, name and logo are registered with the Patent and Registration Office of Sweden, which means that only a Hästens bed can use these trademarks worldwide. In some countries, the checks are even registered three dimensionally on beds, mattresses and bed linen, giving Hästens exclusive rights to use the pattern on the said products.



**OUR
CRAFTSMANSHIP**



THE WORLD
CHANGES AROUND US,
BUT OUR FOCUS
REMAINS THE SAME

We craft sleep for a restless world. A world that refuses to slow down. A world full of people who are waking up far too tired.

For those who discover the true value of sleep, we are relentless. We are passionate because we know there are few things more important.

For generations, we have been refining our work to help provide the most restful sleep. We use the best natural materials and deliver the finest craftsmanship for unmatched quality.

We never compromise on sleep.

Manufacturers of Sleep

Sleep is in the details, in the engineering of the bed, in the utmost devotion of the master craftsman's work and in the all-natural materials. It is in the strength of the slow-growing pine from northern Sweden, in the durable flax, in the breathing horsetail hair, in the soft cotton and temperature-regulating wool. And just as sleep is truly individual, so are our beds.

HANDMADE IN SWEDEN All our beds are made by hand in Sweden. Our craftsmen create sleep with their bare hands, combining natural materials with a love of, and utmost devotion to, their craft. When it comes to making a Hästens bed, no machine can surpass the skills of our master craftsmen. They give it a higher dimension, building the spirit of excellence into all our beds and keeping them forever connected to the heart of Hästens. Whether it is the sturdy bed frame, the precise fabric stitching or the unique layering methods, our breathing natural materials work together to create a bed for life. In the right bed you will feel comfortable, rested, rejuvenated, healthy and energized. The difference is something you feel night after night after night. When you lie on your Hästens bed, imagine the caring hands that made it. It's almost like they are there to tuck you in every night.

IT'S ALL IN THE DETAILS

Craftsmanship of the highest order, our spirit of excellence and nature's own materials. This is the formula for crafting a Hästens bed. Layer upon layer of genuine horsetail hair, cotton and wool in a rigorously calculated composition,

placed by hand and distributed evenly throughout with your comfort in mind. The horsetail hair is carefully hand-teased, an ancient artisanal task, to achieve a ventilating structure with superior humidity absorption. It is a craft that takes skill, experience and time. Every detail is essential.

A BRILLIANTLY CRAFTED BED CHANGES EVERYTHING

To make the most comfortable bed and make it last for 25 years while maintaining comfort is a true work of art. A Hästens bed is built to be comfortable not only the first time you lie down, but for year after year after year. It evolves with time and actually becomes more comfortable with age. A Hästens bed improves your quality of sleep as it ages because the more you use your bed, the more it becomes attuned to your body. A Hästens bed is designed to make you sleep better, give you natural energy, improve your mood and keep you youthful – every night and every day. We celebrate the aging of our beds and take great pride in making products for life, a hallmark of quality that sets us apart.





JAN-ERIK LEANDER BEGAN THE JOURNEY TO BECOME A HÄSTENS MASTER CRAFTSMAN IN 1987. TODAY HE IS ONE OF HÄSTENS' LIVING LEGENDS, CONVEYING BED-BUILDING TECHNIQUES IN A UNIQUE WAY.

“I’m proud of the enduring commitment that is Hästens. Every day we continue the legacy. We create the innovations of discovery for the future, following the road from the heart to the unknown potential. We build all beds by hand to be in touch in every way, to ensure that the outcome is perfection. It’s a work of art.

When you are using natural materials, you can feel what is right. This is about experience. It takes time to know that feeling. I see everything through, very carefully. It is not only about touch, but also about sight, I use several senses when crafting a bed by hand. This is a mastery that you can’t just ‘learn,’ you really have to practice, time and again, over and over. My purpose is to ensure that our future generation bed makers are more skilled than I.

If we want to have the best beds in the world, we simply have to do it better, and even better and do more every day – until it is perfect. If it’s not perfect, then I will start over. The goal is simple: perfection.”



To Give a Bed its Soul

You know it and so do we. Perfection has a soul – a soul we call The Spirit of Excellence. It manifests itself in beautiful artifacts crafted by skilled hands, through hard struggle and determination. Often these objects originate from nature’s materials, radiating an immediate presence of quality. You can feel the spirit of excellence in a captivating work of art, an enticing wristwatch or a stunning evening dress.

And even a bed.

To be honest, our master craftsmen do their work more for themselves than anyone else. Theirs is a labor of love, a desire to craft the best sleep possible, an ambition to hand on their skills to the next generation.

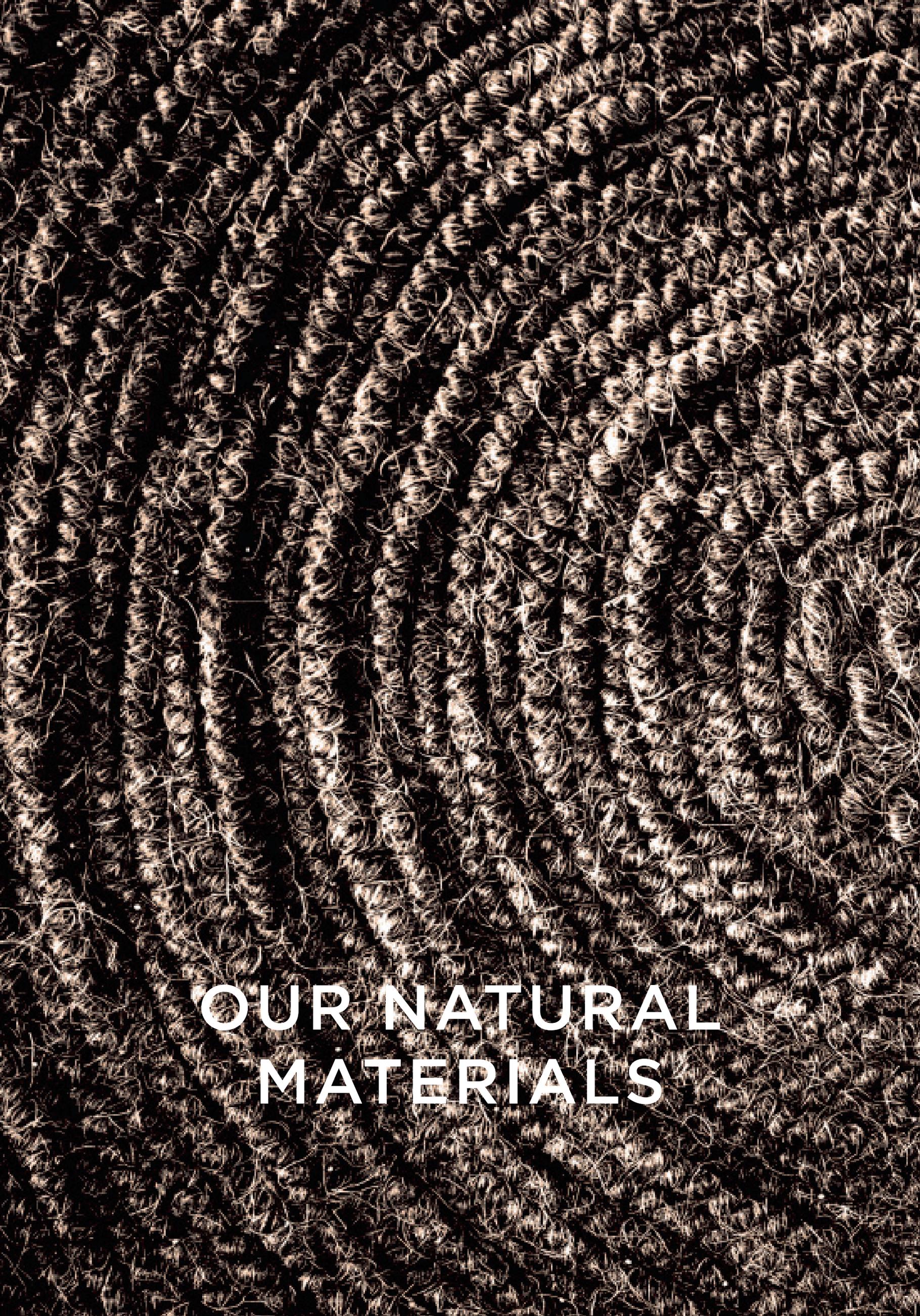
They craft beauty in details concealed within the bed, paying just as much attention to the symmetry in the mattress side stitching as to the distance between the nails fixing the belts of flax in place under the bed (to be appreciated by no one except your vacuum cleaner).

For them, it is not relevant that you know. What’s important is that they know.

It’s their bed – and their gift to you. To last a lifetime.

Jan-Erik Leander began the journey to become a Hästens master craftsman in 1987. Today he is one of Hästens’ living legends, conveying bed-building techniques in a unique way. With passion and pride, he reflects on the spirit of excellence:

NO MACHINE CAN
SURPASS THE SKILLS OF
OUR MASTER CRAFTSMEN
WHEN IT COMES TO
CRAFTING A BED.



OUR NATURAL
MATERIALS





1. COTTON

Breathes and allows air to circulate round your body, keeping you dry and comfortable in a soft and healthy sleeping environment.

2. BONNELL SPIRAL SYSTEM

The lower springs give your body support and in-depth relief. They serve to absorb

more intense stress levels into the bed.

3. PINE

Frames of solid, carefully selected pine trees from the northern forests of Sweden provide remarkable strength and stability.

4. WOOL

Helps to ensure a good bed climate and operates

as your bed's own climate control unit. It also gives the bed natural fire-retardant properties.

5. POCKET SPRING SYSTEM

The soft and flexible pocket springs work independently, conform to your body, and provide excellent surface softness for optimal support and relaxation.

6. HORSETAIL HAIR

Enhances the work of our spring systems, providing support and pliability. Horsehair also comes with its own extremely effective, built-in ventilation system.

7. FLAX

Durable and flexible, flax absorbs noise and vibration while diverting static electricity from your body.

Purely Natural

THIS IS WHAT DREAMS ARE MADE OF

Quality and sustainability go hand in hand. That is why we use renewable resources and exclusively all-natural materials to create perfect sleep by hand. That is why we use only the finest pure flax, wool and cotton, the highest quality pine from Sweden, and genuine, hypoallergenic horsetail hair.

CREATING THE PERFECT SLEEPING CONDITIONS If you were to look inside different beds, you would be surprised to see how different they are. Especially if you looked inside a Hästens. Do you really need that many layers, you might ask? Does it really matter how you combine the materials? We have more than 160 years of experience and knowledge in bed engineering, and we believe the answers are yes. All-natural materials have properties and benefits that work differently depending on how they are used and layered. For example, when horsehair is divided into several layers and membranes of cotton and wool placed in between, the materials have greater room to move. This lends greater pliability and more comfortable support. Our beds are not only diverse when combining different layers of natural materials; they are also diverse in the dimensions of each layer to obtain the perfect design for each model.

Natural materials allow the bed to breathe, creating the perfect sleeping conditions. Every single curled horsehair strand works as a miniature spring, enhancing the work of our spring systems while allowing moisture and heat to escape from the bed. Our beds are designed to optimize the space for air transportation and provide the spring and elasticity needed for unmatched comfort and pressure relief throughout your body. Optimization is based on qualitative tests and mechanical calculations to maximize the benefits from the properties of our natural materials.

**DO SOMETHING FOR THE ENVIRONMENT.
GO TO BED.**

More and more people are becoming aware of the fact that certain materials are harmful to the environment, as well as to humans. Health and wellbeing go hand

in hand with environmental responsibility, which is helping to increase the demand for beds that are ecologically sound.

All Hästens beds are crafted with environmental awareness and meet the most stringent requirements. This is true both when the bed is made and when it is no longer needed. All the natural materials used in our beds are naturally biodegradable. The bed can be recycled or safely returned to nature's own natural cycle. As the saying goes, a product that comes from nature wants to return to nature. A comfort for your body and soul and for the world we leave to our children.

A NATURAL CHOICE

Choosing a Hästens bed is the most natural thing in the world. You get to sleep in a healthy environment that allows natural air circulation and transports moisture away – all free from foam rubber, polyurethane and latex. In our opinion, natural materials like cotton, wool, flax and horsetail hair are much more pleasant to have next to your skin. To test our theory, you can try pouring some water on a piece of foam rubber, and experience how it retains the moisture. Choosing a Hästens bed made from genuine natural materials will allow you to sleep dry on a well ventilated foundation in which where the materials you have closest to your body are chemical-free.

Products made with rubber or latex are treated with chemicals during the production process. Natural rubber ages and becomes rigid and can eventually crumble. By adding chemicals to the raw rubber, the aging process can be delayed. Sometimes synthetic materials such as polyester and polyurethane are added in order to extend the life of those products further.



KEEPING YOU DRY
AT THE PERFECT TEMPERATURE

Horsetail Hair

We've searched the world to find the absolute best filling material with the most flexible and breathable properties for our beds.

And we have found it. An ancient material invented by mother nature herself: Horsetail hair.

BUILT-IN VENTILATION SYSTEM Few materials can match horsetail hair when it comes to constructing a bed. Every single curled strand of horsetail hair works as a tiny spring, enhancing the work of our spring systems, providing support and pliability. Horsetail hair also comes with its own extremely effective, built-in ventilation system. Each strand of horsetail hair acts like a miniature airway: a hollow tube with a microscopic capillary action that channels away moisture and lets fresh air in. It is so effective that if you soak horsetail hair with water and give it a shake, it dries almost immediately. These millions of comfortable micro-springs transport any excess heat and moisture from your body during deep sleep, allowing you to fall asleep quickly and enjoy deep, uninterrupted sleep at the perfect temperature. Just imagine what this does for the quality of your sleep.

COMPLETELY FREE FROM ALLERGENS

The horsetail hair we use in our beds has been tested by a number of independent European research institutes. They have found it completely free from allergens, meaning that it does not cause allergies. What's more, horsetail hair is an organic material with natural antibacterial, anti-fungal and anti-mite properties that contribute to a healthy sleeping environment.

A FILLING MATERIAL SINCE THE 1800S

We use genuine horsetail hair in our beds to take advantage of its desirable properties and deliver a purely

natural and extremely durable product. The horsetail hair is first washed in boiling water and then rinsed thoroughly before being spun and disinfected. It is heated to a temperature of 140°C at four times atmospheric pressure with high humidity.

The entire process is completed without the addition of foreign substances. The result is a completely clean and springy natural material. The processed horsetail hair is stored before being separated for use in a Hästens bed or mattress. When we untangle the long strands, the horsetail hair is beautifully crinkled and has increased in volume many times over. This process has more or less remained unchanged for two centuries.

OUR DIFFERENT TYPES OF HORSETAIL HAIR

Our suppliers are just as obsessed with quality as we are, and all horsetail hair is subject to veterinary supervision. The extra care taken when selecting and sorting horsetail hair is the foundation for the consistent high quality of all our products. Hästens uses different types of horsetail hair with slightly varying properties:

- A-Lyx horsetail hair – a specially selected pure horsetail hair using the very longest and strongest strands that provide extra springiness, creating a springier and firmer bed.
- J-Horsetail hair – a soft, springy and flexible mix of high-quality horsetail hair and cattle tail that creates a softer and more flexible bed.



MAKING YOUR WHOLE
BODY BREATHE EASY

Cotton

Cotton is possibly nature's softest and most comfortable gift to mankind. Providing wonderful comfort and breathability, Hästens soft cotton allows air to circulate around your body, keeping you dry and comfortable in a healthy sleeping environment. These benefits will help you fall asleep more quickly and stay in deep sleep for longer.

A FRESHER SLEEP THROUGH BREATHING Human beings breathe not only through our lungs, but also through our skin. We each have more than 7 million pores that breathe and remove toxins from our bodies. To stay dry and comfortable, it is important to sleep in a bed that breathes and allows air to circulate.

**THE DIFFERENCE BETWEEN COTTON
AND NON-POROUS MATERIAL**

You have probably noticed how cool and dry you feel on a warm summer's day when you wear a cotton shirt or blouse rather than one made from synthetic materials. This is due to cotton's ability to ventilate and wick away perspiration and high humidity. Your perspiration during the night is 98 percent water, so it evaporates very easily if you sleep on a bed that breathes and on bed linen that does likewise.

Using cotton with non-porous materials like rubber, polyether or other synthetics would offer barely any ventilation at all. Non-porous material retains moisture, which means that much of what the body expels through perspiration stays in the bed. And in a warm and damp environment, bed mites multiply rapidly.

BETTER NIGHTS AND BETTER DAYS

Cotton is naturally flexible and allows your body to breathe while you sleep. In the right bed you won't feel sweaty or warm. In the right bed you will sleep comfortable at the right temperature for your body. The perfect sleeping conditions will make your nights, and your days, extraordinary.



KEEPING YOU WARM WHEN IT'S
COLD AND VICE VERSA

Wool

Nature has created another minor miracle, the perfect partner for horsetail hair and cotton: wool. Pure wool helps to ensure a good bed climate and works a bit like your bed's own climate control unit. Since ancient times, people have known about wool's amazing ability to warm when it's cold and cool when it's warm. You will stay dry and sleep at just the right temperature.

THE PERFECT RECIPE Hästens beds contain a mix of wool and cotton precisely blended to provide ultimate comfort while bringing naturally fire-retardant properties to our beds. Wool is actually one of the most flame-resistant fibers in existence. It also possesses antistatic properties as well as being strong, elastic, water-resistant and heat-insulating.

OPTIMIZED THROUGH EVOLUTION

The wool fiber has a complex spring-like structure with a textured surface, optimized through evolution to provide thermal protection. This unique cellular structure is very different from smooth synthetic fibers. The structure of wool fiber allows for a large volume of air between the fibers, giving amazing natural insulation properties along with flexibility, elasticity and resilience. Wool can also absorb up to 30 percent of its weight in water without feeling wet. Tiny pores allow water to pass through the wool fiber, making the material comfortable both on warm summer and cool winter nights. Sleep tight, all year round.

BENEFITS THAT LAST

The history of wool goes back thousands of years. The Babylonians and Egyptians wove with wool. The oldest example of Swedish woven wool has been dated to the Bronze Age, which would make it around 3,000 years old. But wool was not only used to produce weaves for clothing; it was used in bedding as well. Wool's ability to warm and protect you while you are asleep and awake is the same today. By using both wool, cotton and horsetail hair as padding material in carefully calculated combinations, we give our beds temperature-regulating properties and natural elasticity.



KEEPING YOUR BED
NON-STATIC AND QUIET

Flax

Flax has made life more comfortable since time immemorial. As well as being incredibly durable and flexible, it also diverts static electricity. According to studies, static electricity can cause headaches, dry mucus membranes and itchy skin. An overcharged human body can also attract undesired particles from its surroundings, which may cause or aggravate allergies. By using flax in carefully calculated layers in our beds, we remove static electricity from your body and help you to creating life energy while you sleep.

Furthermore, flax is a fantastic noise and vibration absorber, contributing to a rejuvenating night's sleep that allows your body to regenerate in peace and comfort.



PROVIDING STRENGTH
AND STABILITY

Pine

Your Hästens wooden frame gives your bed remarkable strength and stability. Our frames are made of solid, carefully selected pine trees from Sweden's northern forests, where they grow at a slow pace for maximum strength.

Quality and environmental responsibility are close to our heart. Our passion for nature extends all the way to how each pine grows and the forest regenerates. All wooden frames in Hästens beds and headboards are FSC-certified, which means they are traceable and come from pine harvested in a way that maintains the forest's biodiversity, productivity and ecological processes. We provide a 25-year warranty on all our bed frames.



GIVING YOU PRESSURE RELIEF
AND SUPPORT

Springs

The springs are a science in themselves and important components of a bed. Ours are of the highest quality and made exclusively in Sweden. All Hästens beds contain two or more cooperating spring systems: soft and flexible springs at the top of the bed to provide surface softness and firmer springs below for deep support. Your bed conforms to your body and gives you support and relaxation. We provide a 25-year warranty on all springs used in our beds.

SPRING SIZE IS NOT EVERYTHING What makes the Hästens spring system great is not the number of springs but the different types and how they are placed and combine with the layers of natural materials. A combination of spring dimension, height and number of coils determines the quality and properties of the spring system. This is a precise and amazing technology. For example, the higher the number of coils, the higher the bed's quality and the longer its life. But too many coils will affect a spring's compression. The calculation and balance is crucial when designing spring systems to achieve an optimal result. Each and every one of our spring systems is carefully calculated to provide the desirable pressure relief and support needed, to ensure a better sleep experience.

POCKET SPRING SYSTEM

Our pocket springs work independently of each other in a unique way. When weight is placed on a single spring, the adjacent springs are barely affected. Each spring moves individually according to every slight movement of your body, which means that when your partner turns over in bed you will barely notice it. Special heat treatment of the steel rearranges the springs' metal structure, ensuring they retain their exact form and elasticity and always return to their original position after compression. Each spring is placed in breathable pockets that allow air to pass through the entire bed to provide a healthy sleeping climate.

BONNELL SPIRAL SYSTEM

The lower spiral system serves to absorb more intense stress levels to the bed and contributes to spring depth and bottom spring action, giving your body support and in-depth relief.

THE HALLMARK
OF AUTHENTIC QUALITY

Our Fabric

We proudly craft Hästens beds using our famous iconic checked fabric – a tradition we have upheld since 1978. The checks are our grid from which quality and alignment are measured, to give you the ultimate sleep experience.

PERFECT SLEEP IS WOVEN INTO THE SEAMS OF OUR SIGNATURE CHECK

The classic Hästens check is a jacquard woven fabric made of 100 percent cotton of the highest quality and eco-friendly dyed in compliance with Oeko-Tex standard 100. The dense, lustrous fabric is woven with twined cotton: there are as many as 45 threads per square centimeter (290 threads per square inch), engineered into bolsters with precision accuracy to give the right shape to our products and maximize their benefits.

What's more, Hästens beds are not only available in our classic blue check. You can choose from many colors to personalize your bed: classic blue, black, beige, graphite, silver grey, white, royal navy, solid black, solid brown, solid sand and even the striped S12.

Visit your local Hästens store or [hastens.com](https://www.hastens.com) to see all the available options.

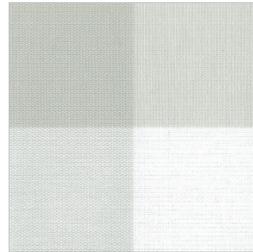
COLOUR COLLECTION



Blue
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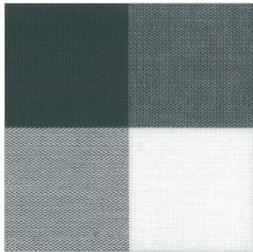
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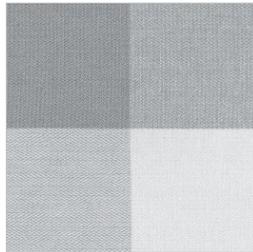
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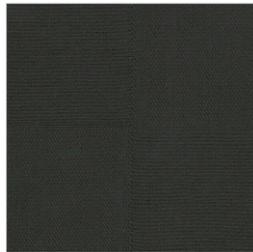
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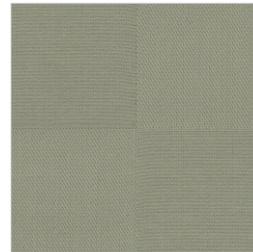
Royal Navy
Check
#CB062



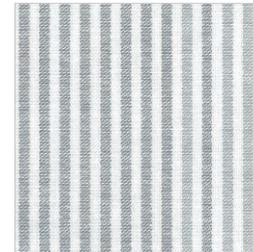
Solid
Black
#CB030



Solid
Brown
#CB020



Solid
Sand
#CB019



S12
#CB017



Solid
Grey
#CB071



Solid
Pearl Beige
#CB072

OUR COLOUR COLLECTION IS SUBJECT TO UPDATES AND ADDITIONS

HÄSTENS CONTINENTAL BED MODEL AURORIA IN ROYAL NAVY WITH BJX TOP MATTRESS AND OILED SQUARE OAK LEGS WITH ALUMINUM FOOT. ECO DOWN PILLOWS AND DUVETS WITH HERBARIUM BED LINEN IN BLUE AND SATIN PURE BED LINEN IN NAVY. HÄSTENS BABY ALPACA THROW IN NAVY.



YOU HAVE A PERSONALITY SO DOES YOUR BED

Our accessories are crafted with a passion for quality using only the finest materials to enhance the quality of your sleep. The perfection of our accessories completes a fresh, all-natural sleep environment – our recipe for the ultimate slumber.

Use our wide range of accessories – from striking floral prints and stunning saturated colors to the best breathable cotton and the softest baby alpaca throws – to create your own personal sleep sanctuary.



HÄSTENS CONTINENTAL BED MODEL AURORIA IN SILVER GREY CHECK WITH BJX TOP MATTRESS AND TRUMPET LEGS IN OILED OAK. ECO DOWN PILLOWS AND DUVETS WITH SATIN PURE BED LINEN.







HÄSTENS CONTINENTAL BED MODEL AURORIA IN GOLD CHECK WITH BJX TOP MATTRESS AND LEGS IN OILED OAK. ECO DOWN PILLOWS AND DUVETS WITH SATIN PURE BED LINEN.



How to Choose Your Bed

You will find the best bed for you when you try all Hästens models in their various levels of firmness. We usually say that the right bed is the one in which you notice that you don't notice you're lying in it. In other words, you are not even aware of the bed. You only notice how comfortable you are.

LET YOUR BODY CHOOSE To find out which firmness to select, listen to your body. How do you feel? If you feel like you are sinking into the bed, it is too soft. If you don't sink in at all, then the bed is too firm. The right bed is one you lie in, not one you lie on top of or sink right into.

How do you usually prefer to sleep? We recommend you to sleep on your side or on your back. If you prefer to sleep on your side, you can try a bed with more depth support. The in-store bed advisors will guide you to find the right bed. With the right bed, your favorite sleeping positions may change. In the right bed you feel weightless and comfortable while every inch of your body gets the support you need.

Choosing a bed is easy: listen to your body and notice how good you feel.

CHECKLIST

- 1) Always start by consulting a bed advisor in the store. They are trained to help find the right bed for you.
- 2) Take your time. You will need at least 30 minutes to try the different beds. Relax, remove your outdoor clothing, put a low pillow under your head and, if you like, tuck yourself in under a fluffy down duvet. Lie down in your normal sleeping positions and notice how you feel.
- 3) Always compare two different firmnesses of the same bed model before making your final choice.
- 4) If you are still unsure, choose the slightly firmer bed.

Think about it. You spend one third of your life asleep and the quality of that sleep makes all the difference to your happiness, vitality, and wellbeing when you are awake.





OUR BEDS



OUR BED MODELS

We have divided our beds into three different categories: continental beds, adjustable beds and frame beds. Think about what you need from a bed. Then visit one of our stores, speak with our bed advisors and try the beds to discover the unique Hästens experience.

CONTINENTAL BEDS

Our continental beds are massive and elegant, designed for the ultimate sleep experience. Filled with generous amounts of natural material, they are separated into three parts to provide amazing comfort, pliability and support.

Two or three unique spring systems work in conjunction, providing support from deep beneath. The natural materials breathe, creating a perfect sleeping climate at the right temperature to make you fall asleep faster and sleep deeply. Layer upon layer of horsehair, cotton and wool are fitted by hand and distributed evenly, a craft requiring skill and experience.

Due to their design and volume of natural material, Hästens continental beds provide a different level of stability – a sturdier support with a different surface softness – compared to our frame beds.

The mattress is reversible, giving the bed an extended lifespan and enhanced ability to maintain high comfort. Side stitching and piping details on some models make the mattress even more stable. An embroidered badge stating model details testifies to the spirit of excellence that infuses every bed.

In addition to our masterpiece Vividus, you can choose between the 2000T, Proferia, Auroria and Luxuria.

HÄSTENS VIVIDUS



HÄSTENS 2000T



HÄSTENS PROFERIA



HÄSTENS LUXURIA



HÄSTENS AURORIA



ADJUSTABLE BEDS

Our adjustable beds are comfortable and versatile – for waking moments and relaxing rest as well as deep sleep. They are the perfect choice for those who need to or enjoy staying in bed, day and night. They are also the perfect bed for people who love great technology that improves wellbeing and creates a relaxed leisure experience. Come and discover a whole new lifestyle.

Hästens adjustable beds are developed from our continental beds for the ultimate sleep experience. They have the feel of a continental bed, while allowing

you to adjust the head and foot ends. Fully breathable all-natural materials ensure great comfort and perfect sleeping climate. Layers and layers of horsehair, cotton, wool and flax work in conjunction to keep the bed quiet, comfortable, free from static electricity and at the perfect temperature for a better sleep. You spend a third of your life in bed, and maybe even longer with an adjustable bed. Take your time to find the perfect bed for you.

Choose between Lenoria and Novoria.

HÄSTENS LENORIA



HÄSTENS NOVORIA



FRAME BEDS

Our frame beds are both exclusive and simple, ingeniously designed with a thick spring layer and a top mattress for extra surface softness. The pine foundation comes from Sweden's slow-growing northern forests, where the wood is known for its remarkable strength and endurance. Two unique spring systems, together

with pure natural materials, ensure great comfort, flexibility and relief for your entire body, while the bed breathes and provides a perfect sleep climate. All our frame beds come in a compact form featuring a unique minimalistic design that provides amazing versatility.

Choose between Superia, Excel and Marquis.

HÄSTENS SUPERIA



HÄSTENS EXCEL



HÄSTENS MARQUIS



OUR BEDS

BJX Luxury



BJX



BJ



BV



OUR TOP MATTRESSES

The top mattress is essential for a more hygienic, fresh and healthy sleep. The natural materials breathe and help keep you warm during cold winter nights and cool in summer. The top mattress improves not only your comfort and sleep climate but also your bed's longevity. All for an enhanced and harmonious sleep.

The top mattress was invented in the early 1900s and Hästens is proud to be the world's first manufacturer to use it on continental beds.

SUPERIOR SLEEP COMFORT Imagine how good you will feel with natural breathable materials next to your skin. A comfortable Hästens top mattress will give you that little extra something you need for superior sleep comfort.

Choose between four models:

- BJX Luxury, filled with several layers of cotton, wool, mohair and horsetail hair of the highest quality.
- BJX, filled with cotton, wool and specially selected horsetail hair using the very longest and strongest strands for extra springiness.
- BJ, filled with cotton, wool and soft, springy, flexible horsehair of excellent quality.
- BV, filled with thick, soft cotton and wool.

All models breathe and let you sleep in an airy, dry environment at the right temperature.

To maintain maximum comfort, we recommend you change the top mattress every five to seven years and always use a cotton mattress protector for everyday freshness.

OUR TRADITIONAL TM MATTRESS

In honor of our Swedish heritage, we still craft traditional TM mattresses for firm bases, filled with genuine horsehair and cotton. The horsetail hair in the middle forms an airy cushion of millions of springy spirals. A layer of pure cotton and wool rests on both sides of the horsetail hair. The TM mattresses are stuffed, stitched and tufted completely by hand using techniques almost unchanged from a century ago. Choose between A-luxury horsetail hair and J horsehair. Available in two heights: 4 cm (TM4) and 8 cm (TM8).

OUR BED LEG COLLECTION

To personalize your bed, Hästens legs come in a variety of colors, heights and designs, specially constructed from our highest quality natural materials for a long life.



STANDARD LEGS IN SOLID BIRCH.

Available in four colors: white, black, cherry and natural.



STANDARD LEGS IN SOLID MAHOGANY.



STANDARD LEGS IN OILED BEECH.



FOUR EDGE LEGS IN OILED OAK.

Design by Thomas Eriksson.



FOUR EDGE LEGS IN STAINED BEECH.

Design by Thomas Eriksson.



FOUR EDGE LEGS IN OILED OAK, with protective aluminum foot.

Design by Thomas Eriksson.



FOUR EDGE LEGS IN STAINED BEECH, with protective aluminum foot.

Design by Thomas Eriksson.



TRUMPET LEGS IN OILED OAK.

Design by Thomas Eriksson.



TRUMPET LEGS IN STAINED BEECH.

Design by Thomas Eriksson.



BASE LEGS IN SOLID CHROMED STEEL.

Design by Thomas Eriksson.



LOW PROFILE LEGS IN BRUSHED ALUMINUM.



LINK LEG IN SOLID STEEL, HOLDS TOGETHER SPLIT BASE BEDS.





Hästens Vividus
209 kilos of sustainably sourced natural materials



HÄSTENS VIVIDUS

IN SEARCH OF THE DIVINE

This is the bed of our dreams, the result of our legacy of expertise and passion for the art of craftsmanship. Engineered for heavenly comfort and luxury, the Vividus is our most sumptuous model so far. It gives you a sleep experience that goes beyond perfection.

We embarked on a quest simply to build the most perfect and luxurious bed in the world. We gathered the most valuable insights from our 160 years of expertise of handmade craftsmanship. We sought out the world's best knowledge of what creates the deepest sleep and the best comfort for the human body. We searched the planet for the very finest natural materials. Then we put it all in the hands of our most skillful and experienced craftsmen. Everything was to be done exclusively by hand with the best craftsmanship techniques, using only nature's own materials. From this comprehensive process the Hästens Vividus emerged. And the best part? We have since built into all our beds the knowledge gained from creating the Vividus.

SOLE PURPOSE

Every single component in a Hästens Vividus is selected from the most exclusive sources. Every detail is

meticulously precise, fashioned by master craftsmen whose sole purpose is to produce the most perfect bed in the world.

ONE OF A KIND

This bed combines old carpentry techniques with timeless beauty. The simplistic lines of the aesthetics define the expression of this majestic work of art. A work of art filled with natural materials, selected and combined with unstinting commitment to the highest quality.

Only the best is good enough to create the best sleep. The pliable pocket spring system works in conjunction with all the soft layers, providing a feeling of floating on a cloud. At the same time, all possible impacts are dampened in a way that gives you the impression of not touching the ground. Welcome to your Hästens store to discover this one-of-a-kind bed yourself.





GIVING LIFE TO THE VIVIDUS

Hästens Vividus is handmade by our most experienced and skilled bed makers, employing craftsmanship techniques that have been used in Swedish furniture-making since the 1850s. We are as obsessed with quality now as we were back then, and our values remain the same. Every bed is made to order, according to your bespoke specifications, and takes between 310 and 320 hours to craft.



THE VIVIDUS BASE The foundation of the Vividus is the frame, made from the best pine wood from Sweden's northern forests. Traditional proven techniques make the frame extraordinarily strong and durable. Built with utmost artisanal precision, down to the shape of its dovetailed corners, the Vividus is an edge-to-edge carpentry masterpiece.

Each slat in the frame is secured in a recessed groove and secured with wooden plugs. The middle ribs are affixed using dovetailing and secured with oak dowels. Oak is a traditional material in Swedish craftsmanship, and the Vividus is supported on legs made from fine oiled oak. The legs are securely affixed to the bottom of the bed and make the Vividus exceedingly stable and durable. It takes an experienced craftsman a week to make a Vividus frame.

The inside of the frame is upholstered with flax. On top rests the Vividus spring system. Each spring is positioned with the accuracy and care of a human hand and the springs are joined to each other with durable thread. The hand-joined spring system makes the Vividus exquisitely soft and extraordinary flexible. We use flax between the springs to ensure a completely silent, peaceful bed whose springs cannot rub against the wood or against each other. The fabric on the lower section is quilted cotton of the highest quality. We nail it firmly to the frame and then cover it with a decorative strip of oak, which frames the bottom of the bed. A personalized engraved plaque signifies that it is made especially for you, according to your wishes.

Every detail is essential. That is why even the underside is every bit as perfect in design and execution as the rest of this masterpiece.

THE VIVIDUS MATTRESS

The middle section of the Vividus comprises a carefully balanced mixture of premium horsetail hair, cotton and wool. We arrange the material in several thick layers to maintain buoyancy and utmost comfort.

The 18-centimeter, 10-turn pocket spring system in the main mattress helps to bear the weight of your body perfectly. Each spring is separated to allow the parts of your body that need to sink into the bed to do so, thus providing unmatched support along your entire length.

The horsetail hair in the Vividus is hand-teased, a process in which the master craftsman carefully separates the strands from each other to preserve their length. This allows your bed to maintain its comfort and shape for many years and provide you with countless good nights of sleep.

The cotton ticking fabric is reinforced and double quilted to ensure it maintains its shape and dampens any noise to a minimum. To affix the fabric of the main mattress, the master craftsman hand-measures exactly where to place the cotton tufts so that the mattress filling materials remain in position. The tufts are hand-sewn using a long needle, the same method that has been used for generations. Four rows of handmade side stitching secure the filling materials, working seamlessly with the natural materials inside the bed for reinforced balance and support.

THE VIVIDUS TOP MATTRESS

The Vividus top mattress is a remarkable creation. Its layers of hand-teased horsetail hair, cotton and wool are stitched in a way that no seam locks with another, lending amazing softness and pliability.

With the top mattress, the Vividus is complete; after a rigorous final check by the master craftsman, the bed is sealed in a wooden box for transport to your home.

BEYOND PERFECTION

The Hästens Vividus is a craft exquisite in its attention to detail – a bed with a soul, such is the passion that goes into making it. Generations of knowledge and expertise combined in a bed that truly delivers the ultimate sleep.

CONTINENTAL BEDS









HÄSTENS 2000T THE BED OF TOMORROW

This bed is a true classic in our assortment, introduced in 1978 by Jack Ryde, representing the fourth generation of the family. Engineered for a spectacular sleep experience, the 2000T makes you feel embraced and elevated as you savor complete relaxation in every part of your body.

Imagine a bed that gives you better health, increased vitality, energy, happiness and youthfulness. That's what we were thinking when, almost 40 years ago, we began to develop "*the bed of tomorrow.*"

Our goal was to make a bed that would be superior in comfort to provide the best sleep, and that would last and remain modern throughout the 2000s. Hence the name 2000T. Over the years, we have continuously introduced gentle refinements to enable the bed to live up to its name and provide the perfect sleep.

Let yourself revel in the softness and caress of a bed that adjusts its shape to your size and needs. This is a bed to spend your life with.

HÄSTENS 2000T

Hästens 2000T is a continental bed defined by its elegance and comfort, featuring exclusive details in aluminum. An impressive pliability comes from a unique layering method using our finest natural materials. Separated layers of horsehair alternate with cotton and wool, allowing the horsehair to maintain its springiness and elasticity and move in different directions for a unique user experience. The 2000T is engineered with not just one, but two, unique spring systems. These work in conjunction with an underlying Bonnell spring system to ensure every part of your body gets the support it needs.

The 2000T has a slightly firmer character yet remains gentle and pliable. Side stitching and distinct, classic piping on the mattress define the bed's elegant shape, providing comfort and stability.



HÄSTENS PROFERIA

Lying in the Proferia is like listening to the finest symphony. Delicate but powerful, passionate and overwhelming in its intense support and pressure relief. The bed gently carries your body with amazing surface softness, while providing steady support from deep below.

The Hästens Proferia is extremely well-balanced, with individual spring elasticity that makes your partner's movements go unnoticed. The amazing surface softness and extreme pliability will make your sleep pleasurable and undisturbed. With the Proferia, we have taken the best of the basic techniques from Hästens 2000T, such as triple spring systems and our unique layering technique for the all-natural materials, to give you a deep sense of comfort. In addition, the mattress is stitched, by hand, around the sides for enhanced stability and relaxation.









HÄSTENS AURORIA

Inspired by the morning light, the Auroria is designed to give you truly beautiful mornings by improving your night's sleep. This peaceful and candid continental bed has a slightly softer character owing to its highly pliable spring systems. It gives you amazing pressure relief in your upper body and hips. In spite of its softness, the Auroria also provides you with strong support while it gently rocks you to sleep.

Much of this underpinning comes from the base, which contains a high Bonnell coil system that provides the perfect foundation for comfort. The mattress features side-stitching and a pliable pocket spring system with a layer of genuine horsehair on each side, as well as several soft layers of premium cotton and wool that together give the Auroria its exclusive stability and comfort.

HÄSTENS LUXURIA

Hästens Luxuria is the entry-level model in our continental bed collection. It is defined by the grace of rounded, delicate shapes and a slightly firmer character in its support. In the Luxuria you can actually feel how the bed immediately meets your body weight when you lie down. The firmer character comes from a Bonnell spring system designed with a thicker thread dimension. Thick layers of cotton and wool close to your body provide added softness.



ADJUSTABLE BEDS







The image shows a bedroom with a large, multi-paned skylight on the ceiling. A bed with a white duvet and a blue and white checkered headboard is in the foreground. In the background, there is a wooden floor, a stack of firewood, and a modern lamp. The text is overlaid on a white rectangular area in the upper part of the image.

HÄSTENS LENORIA

The elegant, adjustable Lenoria is one of our most comfortable continental beds. Engineered for an extraordinary experience, the Lenoria is the ultimate choice for reading newspapers in bed and enjoying complete relaxation and rejuvenating sleep. This bed brings great pliability and comfort with a softer character. The unique layering technique of our finest cotton, wool, flax and horsehair ensures a perfect bed climate. Hästens Lenoria also provides a stylish design that deploys our best technology, allowing you to adjust your bed with Bluetooth mobile access (Android and iOS). Hästens Lenoria is also equipped with the wall-hugger feature, a sliding back mechanism that maintains a constant distance between bed and wall when you adjust position. The aesthetic design brings benefits like always keeping your bedside table within easy reach and retaining eye contact with your partner if you have a split bed.



HÄSTENS NOVORIA

Hästens Novoria is our trendy adjustable bed, beautifully designed to provide great sleep and a pleasant experience when just relaxing with your head or feet up, perhaps when reading a book or watching TV. A slightly firmer character with a soft surface relaxes your back and side. Piping details lend improved stability and durability. Enjoy the Novoria's feeling of wellbeing and perfect support, both day and night, at just the right temperature.



FRAME BEDS





HÄSTENS SUPERIA

Hästens Superia is our most sophisticated frame bed. Lying in this bed recalls the feeling of our continental beds, though with more direct pliability in a compact format. Wonderfully filled with layers of supporting natural materials, the Superia takes unstinting care of you. Thanks to double active spring system and optimized layers of horsehair, cotton, wool and flax, the bed is extremely pliable and follows the shape of your body.





HÄSTENS EXCEL

Hästens Excel is our intermediate frame bed that is always there for you. It is engineered with double active spring systems combined with wonderful layers of natural fibers to give you soft, gracious comfort. The softness comes from the pocket springs and the optimized layers of flax, cotton, wool and horsehair. You will be surprised by the immediate support the Excel gives you, while your body feels lightweight on the soft and pliable surface.





HÄSTENS MARQUIS

Hästens Marquis is our classic frame bed, designed for a serene and soft sleep experience. Its high pliability gives a feeling of softness enhanced by the bed's lower support system. We are proud to say that the Marquis was the first bed in Sweden with pocket spring technology (similar to the constructions of today) and the first frame bed in the world to be fitted with pocket springs.

MARQUIS A LOVE STORY

Love flows like a leitmotif through the history of our company and into the future. Love lies at the heart of our business – our craftsmanship, our materials, our products and our people.

In the late 1980s Jan Ryde, representing the fifth generation of the family, met his future wife Anne-Lie from Köping. Their first journey together took them to New York, where a rooftop dinner at the Marriot Marquis hotel provided the inspiration for naming the Hästens Marquis – the classic frame bed that remains a popular fixture in our range today.

THE BEGINNING OF A LOVE STORY - ANNE-LIE AND JAN RYDE, FIFTH GENERATION OWNER OF HÄSTENS, IN NEW YORK IN THE LATE 1980S.



COMPARE BEDS

	2000T	PROFERIA	AURORIA	LUXURIA
CONTINENTAL BED	Yes	Yes	Yes	Yes
ADJUSTABLE BED				
FRAME BED				
WEIGHT (kg)	179	152	127	106
HEIGHT WITHOUT LEGS (cm)	55	51	48	40
FIRMNESSES	Soft, medium, firm, extra firm + combined firmnesses	Soft, medium, firm, extra firm + combined firmnesses	Soft, medium, firm, extra firm + combined firmnesses	Soft, medium, firm, extra firm + combined firmnesses
TICKING (Ref p 185)	100% cotton	100% cotton	100% cotton	100% cotton
STRETCH FABRIC	Yes	Yes	Yes	Yes
FILLING (Ref p 185) THE LAYERS CONTAIN DIFFERENT AMOUNT OF MATERIALS.	Mattress: A-lyx horsehair, hand-teased, 4 layers Cotton and wool, 6 layers Base: Flax, 2 layers Cotton and wool, 2 layers Horsehair, 1 layer	Mattress: J horsehair, hand-teased, 4 layers Cotton and wool, 6 layers Base: Flax, 2 layers Cotton and wool, 1 layer	Mattress: J horsehair, hand-teased, 2 layers Cotton and wool, 4 layers Base: Flax, 2 layers Cotton and wool, 1 layer	Mattress: J horsehair, hand-teased, 2 layers Cotton and wool, 4 layers Base: Flax, 2 layers Cotton and wool, 1 layer
SPRING SYSTEM 1	Pocket, 18 cm, individually sprung	Pocket, 15 cm, individually sprung	Pocket, 15 cm, individually sprung	Pocket, 13 cm, individually sprung
REINFORCED CORNER SPRINGS	Yes	Yes	Yes	Yes
REINFORCED EDGE SPRINGS	Yes	Yes	Yes	Yes
CORNER PADDING	Yes, flax	Yes, flax	Yes, flax	Yes, flax
SPRING SYSTEM 2	Pocket, 8 cm, individually sprung	Bonnell, 8 cm	Bonnell, 13 cm	Bonnell, 8 cm
REINFORCED CORNER SPRINGS	Yes			
FIRMER SPRINGS AROUND THE EDGES	Yes	Yes	Yes	Yes
CORNER PADDING	Yes, flax	Yes, flax	Yes, flax	Yes, flax
SPRING SYSTEM 3	Bonnell, 13 cm	Bonnell, 13 cm		
REVERSIBLE TUFTED MATTRESS	Yes	Yes	Yes	Yes
KEDER LIST	Yes			
SIDE STITCHING	Yes	Yes	Yes	Yes
FRAME (Ref p 185)	Yes, 16.8 cm high with finger joints. FSC-certified pine	Yes, 16.8 cm high with finger joints. FSC-certified pine	Yes, 9.2 cm high with finger joints. FSC-certified pine	Yes, 9.2 cm high with finger joints. FSC-certified pine
UNDER LINING (Ref p 185)	Yes, cotton	Yes, cotton	Yes, cotton	Yes, cotton
MOTOR TO ADJUST BED				
REMOTE CONTROL				
MOBILE ACCESS				
CORNER FITTINGS	Yes, brushed aluminum			
PERSONALLY ENGRAVED PLAQUE	Yes			
EMBROIDERED PRODUCT NAME	Yes	Yes	Yes	Yes
OEKO-TEX 100 CERTIFIED (Ref p 185)	Yes	Yes	Yes	Yes
25-YEAR WARRANTY (Ref p 184)	Yes	Yes	Yes	Yes
LATEX-FREE (Ref p 185)	Yes		Yes	Yes
ECODESIGN DIRECTIVE Only 0,5W on standby (Ref p 185)		Yes		

OUR BEDS

LENORIA	NOVORIA	SUPERIA	EXCEL	MARQUIS
(Yes)	(Yes)			
Yes	Yes			
		Yes	Yes	Yes
148	133	111	104	89
45	37	37	36	28
Soft, medium, firm, extra firm + combined firmnesses	Soft, medium, firm, extra firm + combined firmnesses	Soft, medium, firm, extra firm + combined firmnesses	Soft, medium, firm, extra firm + combined firmnesses	Soft, medium, firm, extra firm + combined firmnesses
100% cotton, quilted	100% cotton	100% cotton	100% cotton	100% cotton
Yes	Yes	Yes	Yes	Yes
Mattress: J horsehair, hand-teased, 4 layers Cotton and wool, 6 layers Base: Flax, 2 layers Cotton and wool, 1 layer	Mattress: J horsehair, hand-teased, 2 layers Cotton and wool, 4 layers Base: Flax, 2 layers Cotton and wool, 1 layer	Horsehair, 1 layer Cotton and wool, 2 layers Flax, 2 layers	Horsehair, 1 layer Cotton and wool, 2 layers Flax, 2 layers	Horsehair, 1 layer Cotton and wool, 2 layers Flax, 2 layers
Pocket, 15 cm, individually sprung	Pocket, 13 cm, individually sprung	Pocket, 15 cm, individually sprung	Pocket, 13 cm, individually sprung	Pocket, 13 cm, individually sprung
Yes	Yes	Yes	Yes	Yes
Yes	Yes			
Yes, flax	Yes, flax	Yes, flax	Yes, flax	Yes, flax
Bonnell, 13 cm, made in 4 sections	Bonnell, 13 cm, made in 4 sections	Bonnell, 13 cm	Bonnell, 13 cm	Bonnell, 6,7 cm
Yes	Yes			
Yes, flax	Yes, flax			
Yes	Yes			
Yes, quilted	Yes, quilted			
Plywood Frame of steel and wood	Plywood Chassis of solid steel	Yes, 16.8 cm high with finger joints. FSC-certified pine	Yes, 16.8 cm high with finger joints. FSC-certified pine	Yes, 9.2 cm high with finger joints. FSC-certified pine
Yes, cotton	Yes, cotton	Yes, cotton	Yes, cotton	Yes, cotton
Yes	Yes			
Yes, wireless	Yes, wireless			
Yes, Android and iOS				
Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes
Yes	Yes			

A man with short, dark hair and a light beard is wearing a navy blue long-sleeved t-shirt and matching navy blue pants with a drawstring waist. He is looking off to the side with a slight smile. The background is a plain, light grey color.

**OUR
ACCESSORIES**



*Discover Hästens Accessories –
the perfect accompaniment to your Hästens bed (and lifestyle)*



DOWN IS NATURE'S OWN FILLING MATERIAL, TRIED AND TESTED FOR MILLIONS OF YEARS.

OUR DOWN COLLECTION

Made from premium pure white goose down and small feathers, our pillows and duvets breathe and provide the best insulation for an all-natural environment. Discover how the ECO Down Collection compliments our beds with your comfort in mind, doing wonders for your sleep all year round.

The all-natural collection is certified to the Oeko-Tex, Traumpass and No Mite standards.

THE DIFFERENCE WITH THE RIGHT PILLOW AND DUVET
Your pillow and duvet play a key role in ensuring a sound sleep. It is important to choose the right pillow to give your spine and neck the right conditions to retain an anatomically correct position during sleep. For unmatched quality, we use the finest craftsmanship in every detail. Our fabrics are ecologically treated with San Pro Care® to absorb moisture five times faster and release it two times faster than conventional fabrics.

Ever since 1926, Hästens has been perfecting pillows and duvets using the finest down and feathers available – nothing synthetic, just pure natural down and feathers from geese and ducks. Down insulates and holds warmth for your body, while allowing moisture to evaporate and providing delicate support. Ducks and geese fare rather well wearing “*the same suit of clothes*” in cold winters and hot summers. And so will you when you sleep with Hästens pillows and duvets filled with clean, new down and feathers.

TRAUMPASS CERTIFIED

We are committed to upholding the most stringent standards of ethical behavior, respect for human and animal rights and environmental awareness. We only

work with suppliers just as obsessed with quality as we are, and we hold them accountable to our strict requirements. No geese or ducks are killed just for down. They are part of the food chain and we buy their down as a by-product. Our entire down collection is Traumpass-certified to make sure we offer only the highest quality, traceable European down and feathers, obtained without cruelty to birds.

COMPLETELY DOWN PROOF

To ensure that you get the greatest benefit from down's amazing properties, the fabric in our duvets and pillow meets a very high standard. It is strong, lightweight, down-proof and 100% cotton. Woven with fine threads so air can circulate, the fabric helps the down filling to breathe.

Be wary of lesser-quality down products that are often sprayed with glue-like sealant to keep down from escaping but which also prevents the air from circulating.

If you have felt sweaty under a down duvet, it is probably because it has been sprayed with glue, the bed is made from synthetic material, or your bedroom is too hot (14–18°C is recommended).

OUR DOWN COLLECTION



**ECO-SOFT
PILLOW**

90% goose down,
10% goose feather

**ECO-MEDIUM
PILLOW**

70% goose down,
30% goose feather

**ECO-FIRM
PILLOW**

50% goose down,
50% goose feather



**ECO-LIGHT
DELUXE DUVET**

90% goose down
10% goose feather

**ECO-MEDIUM
DELUXE DUVET**

90% goose down
10% goose feather

**ECO-WARM
DELUXE DUVET**

90% goose down
10% goose feather



HÄSTENS TRAVEL PILLOW

Bring a little bit of home with you wherever you go. Filled with the finest down, you will always have a fresh, healthy and comfortable pillow when traveling, providing better sleep.

Size: 39x39/58 cm

Filled with 30% duck down and 70% duck feather.

Available in blue check and beige check.

HÄSTENS TRAVEL DUVET

Size: 135x200 cm

Filled with 100% goose down.



Blue
check



Beige
check



HÄSTENS ANATOMICAL PILLOW

The right pillow does wonders for your sleep. Discover our Anatomical Pillow, which comes with a detachable cylinder to relieve pressure and support your neck, in an all-natural way.

Filled with 15% goose down and 85% goose feather, the anatomical pillow comes with two pressure-relieving cylinders, and one blue checked pillowcase.

Filling power: 300 cu in

Additional pillowcases available: Original, Satin Pure





OUR BED LINEN COLLECTION

The perfect accompaniment to a Hästens bed, our linens are created from 100% natural materials for a sensationally soft sleep experience. At Hästens we believe that the best quality linens are light and airy, made of natural materials that breathe and regulate your temperature. Your new dreams are woven in durable and wonderfully lightweight cotton, mercerized and calendared to be more lustrous and strong, and to ensure minimal shrinkage when washed.



OUR BED LINEN COLLECTION



HÄSTENS PURE WHITE

Scandinavian simplicity at its best, Hästens Pure White bed linen will perfectly complement your Hästens bed. Made from finest 100% combed cotton percale, the 300 thread count/120 gsm linen ensures sweet dreams and deep sleep, while retaining its beautiful appearance wash after wash. The bed linen set for every home in pure solid white.

Made of 100% combed cotton percale.

Pillowcases, duvet covers, flat sheets and fitted sheets.



HÄSTENS WHITE SATIN CHECK (ORIGINAL COLLECTION)

Hästens signature check in white with a silky feel. White Satin Check comes with white piping details on pillowcases and duvet covers alike. Featuring 340 thread count/135 gsm linen in 100% high quality combed cotton for a sensationally soft sleeping experience, Satin Check is superlight and soft to the touch, adding a tailored feeling to any bedroom. The bed linen collection draws inspiration from the 1920s and is influenced by Nordic Classicism, a Swedish form of Art Deco.

Pillowcases and duvet covers.



OUR ACCESSORIES



HÄSTENS LUFT Design by Pasi Välimaa

Echoing the design of our signature check, Luft linen breathes life into Scandinavian simplicity with its airy windowpane check. Made from finest, combed 100% cotton percale, the 280 thread count/120 gsm provides a soft and weightless feeling. The collection is available in two woven designs: marine and almond, both on plain white. The marine design is fresh, modern and evokes Nordic nature and cornflower. The almond design breathes natural serenity, inspired by linen and Swedish coastal sand and stone.

Made of 100% combed cotton percale.

Available in two colors: marine and almond.

Pillowcases and duvet covers.



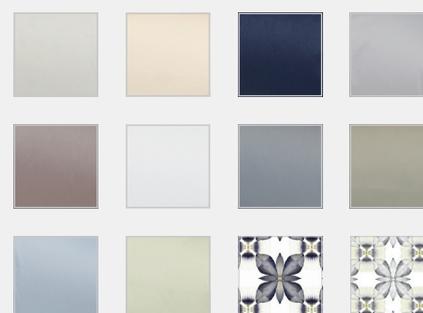
HÄSTENS SATIN PURE

Available in beautiful solid shades, Hästens' premium range of superlight cotton linens adds a touch of luxury to your bedroom with a soft satin sheen. Woven in 300 thread count with extra-long staple cotton, Hästens Satin Pure linen is designed to feel completely weightless against your skin. Produced in an eco-friendly way, the collection meets the highest Oeko-Tex 100 standard.

Made of 100% combed cotton satin.

Available in 12 colors: ivory, champagne, navy, silver grey, oyster, white, grey, sand, pale blue, silver, Herbarium blue and Herbarium champagne.

Pillowcases, duvet covers, flat sheets and fitted sheets.



OUR ACCESSORIES

HÄSTENS ORIGINAL



Hästens Original bed linen coordinates perfectly with our signature check beds and sets the tone for any bedroom. With 300 thread count/124 gsm, these linens are woven in 100% combed cotton percale for a classic and timeless sleep, wrapped up in our iconic check.

Made of 100% combed cotton percale.

Available in four colors: blue check, silver grey check, harvest check and white satin check.

Pillowcases and duvet covers.



**HÄSTENS HERBARIUM
(SATIN PURE COLLECTION)**

A rejuvenating sleep experience, designed by Gunilla Lagerhem Ullberg. Nature is the source of inspiration for the collection for Hästens Herbarium, a kaleidoscope of clematis and hollyhocks assembled in a checkered pattern. The collection is made from the finest Egyptian cotton in a lightweight satin featuring 300 thread count/110 gsm linens in 100% high quality combed

cotton. The fabric is much lighter than traditional and heavier cotton weaves, providing a silky feel that is both softer and warmer to touch.

Available in two colors: blue and champagne.

Pillowcases and duvet covers.





HÄSTENS ARCHIPELAGO

Our first-class bed linens truly enhance your sleep experience. The collection features beautiful 100% fil à fil cotton, woven from two different colored double-twisted yarns for a distinctive color and unique crisp feel. Meticulously woven and hand finished in Switzerland using extra-long staple cotton, the linen is exquisitely soft with a weightless feel. The design draws inspiration from the white dunes of the Nordic islands, crisp seaside air, sand bleached wood and marine colors.

The luminous silk-like sheen accentuates timelessness and brings a touch of elegant Nordic flair to the bedroom.

Made of 100% fil à fil cotton.

Available in five colors: breeze, tide, stone, baltic and sail.

Pillowcases, duvet covers, flat sheets and fitted sheets.



TIDE

BALTIC

BREEZE



SAIL

STONE

OUR HEADBOARD COLLECTION

Hästens headboards are being crafted with all-natural materials like wood, cotton, wool and leather for a fully authentic and luxurious feeling.

By mounting your Hästens bed with one of our collection headboards you will give the bedroom its own character – traditional, timeless or contemporary – of the highest quality.





OUR HEADBOARD COLLECTION

HÄSTENS DAVID

Simplistic and timeless design. Made of FSC-certified wood, wool and cotton.

Color options

Category A, B and C

Available in two heights: 95 cm or 125 cm.

HÄSTENS HARMONI

A true classic, traditional with soft lines. Made of FSC-certified wood, wool and cotton.

Color options

Category A, B and C

Available in two heights: 95 cm or 125 cm.

HÄSTENS EBBE

A tribute to craftsmanship, sleek with accent stitching details. Made of FSC-certified wood, wool and cotton.

Color options

Category A, B and C

Available in two heights: 95 cm or 125 cm.



COLOR CATEGORY A - 100% COTTON JAQUARD



Blue Check
#CB001



Black Check
#CB003



Beige Check
#CB011



Graphite Check
#CB013



Silver Grey Check
#CB064



White Check
#CB006



Royal Navy Check
#CB062



Solid Black
#CB030



Solid Brown
#CB020



Solid Sand
#CB019



S12
#CB017

COLOR CATEGORY B - 100% SWEDISH MERINO WOOL



Charcoal



Dove



Mahogany



Night Sky



Slate

COLOR CATEGORY C - 100% COTTON CANVAS



Brown



Navy



White

OUR ACCESSORIES



White



Beige



Dark Grey

HÄSTENS TAMERLAN

Design by Yvonne Börjesson. Basket weave pattern in a contemporary fashionable design. Made of FSC-certified wood, wool and cotton, and Swedish leather.

Available in three colors: white, beige and dark grey

Available in two heights: 125 cm or 161 cm.

HEADBOARD SLIP COVERS

Available for Harmoni, David and Ebbe headboards.

By complementing your bed with our headboard slipcovers you can change the character of your bedroom in an instant.

Color options: Category A, B and C



HÄSTENS ANNIVERSIA

Design by Mats Aldén. Exquisite details, a rich patina and hand-finished seams engender a true vintage feel. Made of certified organic Swedish leather.

Colors: cognac, dark brown, black.

Available in single height: 134 cm.



Cognac



Chocolate



Black

HÄSTENS STREIFF

Design by Yvonne Börjesson. Ultramodern artistic design. Made of FSC-certified wood, wool and cotton, and French calf leather. Light grey

Available in two heights: 125 cm or 161 cm.



Light Grey

HÄSTENS ATLAS

Crafted with classic buttoned padded upholstery. Made of FSC-certified wood, wool and cotton.

Color options: Category A, B and C

Available in two heights: 95 cm or 125 cm.







OUR PERSONAL ACCESSORIES

It is the small details that bring out the memorable experience. Sleep well at night and enjoy waking days with our complementary range of personal accessories. Visit your Hästens store or www.hastens.com to discover our full range of personal accessories.

OUR PERSONAL ACCESSORIES

SLEEPWEAR COLLECTION

Slip into something a little more comfortable, silky smooth against your skin and tailored to enhance your sleep experience. Our luxurious Sleepwear Collection includes both men's and women's sleepwear in elegant royal blue designs.



NIGHTDRESS

Women's. S, M, L, XL

Made of 90% modal and 10% elastane.



CAMISOLE

Women's. S, M, L, XL

Made of 90% modal and 10% elastane.



SHORTS

Women's. S, M, L, XL

Made of 90% modal and 10% elastane.



KIMONO

Women's. S, M, L, XL

Made of 90% modal and 10% elastane.



SLIPPERS

Enjoy a comfortable lifestyle at home with our casually elegant slippers in grey, made from 100% cotton with a durable suede sole.

Available in two sizes: M (26 cm), L (28 cm)



T-SHIRT, SHORT SLEEVE

Men's. S, M, L, XL

Made of 96% cotton and 4% elastane.



T-SHIRT, LONG SLEEVE

Men's. S, M, L, XL

Made of 96% cotton and 4% elastane.



TROUSERS

Men's. S, M, L, XL

Made of 96% cotton and 4% elastane.



MORNING ROBE

S, M, L, XL

Made of 100% Egyptian cotton, blue checked.



PAJAMAS

XS, S, M, L, XL

Made of 100% cotton percale, blue checked.

OUR ACCESSORIES



DOWN BOOTS

Keep your feet warm all through the winter season with our cozy down boots. Filled with finest duck down and feathers that breathe, these are the perfect accessories for luxuriously relaxing

moments. Their warmth and comfort ease your path to sleep, making the boots an ideal slumber partner.

Size: 26cm

TOWEL COLLECTION

Made from 100% Egyptian cotton, our sumptuous range of Hästens toweling products is woven from exceptionally fine superior yarn for unparalleled softness and enhanced absorption qualities. The magnificent thickness of our top-quality towels makes them just as comfortable to wrap yourself at home or on the beach. With a collection ranging from bath mitt to beach

towel (100% Pima cotton), you will find all your bathroom, gym or outdoor needs catered for. The towel collection is yarn dyed, giving it a deep fade-resistant color. All towels retain the plush pile wash afterwards. Machine washable up to 60°C. The towel collection is Oeko-Tex certified, guaranteeing that no harmful substances have been used in production.



BEACH TOWEL	BATH TOWEL	HAND TOWEL
80x200 cm Navy	70x140 cm Blue check	50x100 cm
GUEST TOWEL	FACE CLOTH	WASH MITT
30x50 cm Blue check	30x30 cm Blue check	16x22 cm Blue check

BABY ALPACA THROWS

Enjoy soft and superlight 100% Baby Alpaca Throws, created by hand from natural materials in Peru. This is one of our favorite accessories for crisp autumn nights and chilly winter days.

Available in six colors: cream, nutmeg, granite, navy, antique crimson and navy/cream check. The cream, nutmeg and granite are natural colors of the alpaca animals, antique crimson and navy are dyed.

Made of 100% baby alpaca wool. The alpacas are around two-and-a-half years old when sheared for the first time. The wool from the first shearing is called 'baby alpaca wool' and is known for being finer than the wool from the adult alpaca. Alpaca wool is naturally hypo-allergenic as it is the only wool fiber that does not contain lanolin, the main cause of wool allergies. It also has softer fibers than sheep's wool, meaning it is less likely to cause itchiness.

Available in six colors: Antique crimson, navy/cream check, granite, navy, nutmeg, cream.

130x200 cm



HÄSTENS HAMMOCK

Experience Hästens in the daytime. Made from strong and resilient natural materials and featuring our iconic blue check, our hammock will let you relax and let your thoughts wander.



FOR THE
LITTLE ONES





OUR CHILDREN'S COLLECTION

Only natural materials facilitate natural air circulation that disperses moisture to create the perfect sleep conditions and a healthy start in life for your children. Our Children's Collection is totally free from all forms of chemical-emitting foam rubber, polyurethane and latex. Your little ones will enjoy only natural and breathable materials of our softest and highest quality close to their delicate skin.



OUR CHILDREN'S COLLECTION



CHILDREN'S LOUNGE WEAR

80, 90, 100, 120, 130, 140, 150

100% cotton

Blue checked

MATTRESSES

Top mattresses BV, BJX
Reversible cotton mattress
Reversible horsehair mattress

Available in 10 colors: Blue check, black check, beige check, S12, graphite check, silver grey check, royal navy check, solid black, solid brown, solid sand.

Mattress covers
Cotton terry cloth
Quilted cotton



PILLOWS & DUVETS

90% goose down
10% goose feather



FOR THE LITTLE ONES

SATIN PURE COLLECTION

A beautiful satin sheen gives your bedroom a luxurious feel. 100% combed cotton satin.

Available in 10 colors: Ivory, champagne, silver grey, oyster, pale blue, navy, white, grey, sand, silver.

Pillowcases, duvet covers, flat sheets.



ORIGINAL COLLECTION

Classic and timeless sleep wrapped up in our iconic check. 100% combed cotton percale.

Available in four colors: Blue check, silver grey check, harvest check and white satin check.

Pillowcases and duvet covers.



PURE WHITE COLLECTION

The bed linen set for every home in pure solid white. 100% combed cotton percale.

Pillowcases, duvet covers.



HÄSTENS HÄSTAR COLLECTION

Made of 100% long-staple Egyptian cotton, featuring a jacquard woven design for an all-natural sleeping environment.

Available in two colors with finely satin woven horses tone-on-tone: white and grey/blue.

Pillowcases and duvet covers.





HÄSTENS ESTABLISHED AN ARTISTIC COLLABORATION WITH FASHION DESIGNER BEA SZENFELD AS PART OF ITS 2014 LIMITED EDITION. COMMISSIONED TO INTERPRET THE BRAND, SZENFELD HIGHLIGHTED THE CRAFTSMANSHIP AND DESIGNED AN EXCLUSIVE HAUTE COUTURE CREATION IN THE UNIQUE HÄSTENS STOCKHOLM WHITE FABRIC.

DESIGN COLLABORATIONS





“The perfect bed to me is one in which your dreams are amazing. As a result, my concept was simple: a series of fantastical sketches that set the scene for an enchanting and enjoyable dream.”

JAIME HAYÓN
Spanish artist and product designer

“When thinking of our dream bed, we kept coming back to the idea of waking up rather than the actual sleep itself. We decided to recreate our vision of the perfect morning – you’ve had a comfortable eight hours’ sleep, you awake on top of the world and you have all the newspapers and magazines you could desire delivered to you.”

NEL COLECTIVO
Mexican collective of designers

1.



2.



3.



4.



5.

"I wanted to create the illusion of the bed of my dreams in a subtle way. To me, it's not about being showy or over the top, but being restrained and sophisticated so you can create a scene with much more power."

SATYENDRA PAKHALE
Indian-born designer

*"For several reasons, I believe Hästens is to beds what Missoni is to fashion knitwear. They both have a strong past and they have both tied their name to a now-iconic pattern. In this recreation of the fairytale *The Princess and the Pea*, both companies' prints are given a magical setting."*

ANGELA MISSONI
Fashion designer

"Since I usually work with paper and hand fold everything, I chose to apply this also to the fabric. I folded it to the silhouette of a horse head with a Japanese origami technique. I then fitted several hundred horse heads together and created a kimono with extreme volume."

BEA SZENFELD
Swedish fashion designer

SLEEP TO PERFORM





SLEEP TO PERFORM

Scientific research and data point unerringly to sleep being one of the most critical components of life. The processes that our brain conducts during the night are essential to life. They nourish us, replenishing our health, energy, physical strength, youth, focus, sanity and capacity to achieve and innovate.

The value you put on sleep needs to be put in the context of your ambitions. Whatever you have set your mind to become – be it a world champion, a business mogul or just a happy and healthy human being – it's time to regard your bed as one of your key tools for reaching your ambitions.

It is irrelevant if you seek to prove your ambition to the world or just to yourself. For a successful outcome, every detail counts. And then your bed is no matter for compromised. A bed that breathes better, relieves pressure and adapts seamlessly to the contours of your body – a bed

that relaxes you more – will give you that bit little extra in terms of the benefits of sleep. Benefits like a few more muscle cells being built and repaired. Benefits like a little more cognitive capacity, including comprehension, concentration and memory. Benefits like a little extra elasticity and firmness in your skin and body tissues (and fewer wrinkles!).

Over the years, these add up to considerably more of everything that provides for your general health and vitality. Both physically and mentally.





**THE GIFTS
AND BENEFITS
OF SLEEP**

IMPROVED PHYSICAL PERFORMANCE

When it comes to athletic performance, researchers have found that athletes who sleep at least 10 hours a night for a longer period of time improve their results. This is because they are consolidating their newly learned skills and benefit from a growth hormone released while in deep sleep. The hormone stimulates muscle growth, bone building and helps recovery from exertion. While you sleep, your brain is hard at work strengthening memories and practicing skills you refined during the day. The process is called consolidation. Part of the learning process, whether physical or mental, is done by practicing while you are awake. During the night when you rest, your brain continues practicing, recognizing and structuring the information, enhancing your performance.

A SHARPER MIND

It is becoming clear just how much there is to win from giving the body the eight hours a night it needs to run the checks and balances that maintain and improve our health and physical functions.

We are unaware of the toll we pay when allowing ourselves to be sleep-deprived. Studies consistently show that people who sleep less than eight hours a night don't perform as well in concentration and memory tests, even though they experience no deficit in intellectual performance.

How does it work? Sleep takes us through different phases. Deep sleep and REM sleep – also known as dream sleep – are two stages that are essential to our ability to learn. Deep sleep cements our knowledge and enhances our impressions, allowing us to remember what we have learnt for longer. REM sleep, during which we undergo rapid eye movement, has proven important for learning processes and behavior.

While we dream, our brain processes what we have learnt during the day – a procedure that continues not only during the first night but for several nights. After three nights of good sleep, the brain has trained the memory to its maximum.

GREATER LOOKING

Science has put facts behind the popular term “*beauty sleep*.” During deep sleep, stimulated growth hormone produces collagen, which connects and supports body tissues and aids skin elasticity. Also during deep sleep, the muscles we govern with our willpower relax. These factors work against the formation of wrinkles. When we don't get our eight hours of beauty sleep, our bodies lack sufficient time to arrange for efficient blood flow, with the unpleasant consequence that our faces become swollen and our eyes red and puffy.

KEEP TO YOUR IDEAL WEIGHT, STAY IN BED

Not getting enough sleep affects metabolism and eating habits. A sleepless night lowers the body's energy consumption and constrains the brain's ability to regulate levels of the hormones ghrelin and leptin that affect our sense of hunger and fullness. What's more, blood flow increases to the parts of the brain that influence how we relate to food. When we don't get proper sleep, fattening foods seem to stimulate stronger responses in a part of the brain that governs the impulse to eat. A sleepy brain appears to not only respond more strongly to junk food, but also has less ability to rein in that impulse.

A LONGER LIFE

If you value health, a good bed and sound sleeping habits will give you the best return on investment you've ever had. Losing essential hours of sleep harms the body, depletes your immune defenses and reduces your ability to concentrate and remember.

If the brain doesn't get the required hours to run its cleansing routine, stress hormones multiply, blood pressure rises and inflammation-causing substances in the blood increase. Studies have confirmed a connection between failing to get enough sleep and chronic illnesses such as cancer, heart disease, diabetes and obesity, raising the risk of a shorter lifespan. But a lack of hours is not the only factor that affects our health. The time of day we sleep is also a crucial factor in staying healthy.



WHERE DREAMS AND REALITY MEET

Hästens beds come with generations of experience and craftsmanship. And as sleep is truly individual, so are our beds. Every bed we produce at our factory in Köping, Sweden, is tailor-made, with color and firmness options according to your wishes.

The wide range of parameters means we offer options in more than 20,000 combinations. You can specify measurements to the nearest 0.5 cm/0.2 inch and can order different degrees of firmness for each half of the bed. We can make the most spectacular customized beds: our designers treat all enquiries with enthusiasm.

Each and every Hästens bed comes with its own unique manufacturing number, signed by the craftsman that made it. A genuine Hästens is a bed for life.

DISCOVER THE LIFE-CHANGING SLEEP

Investing in a Hästens bed is unlike any other bedding purchase you will make in your life. It is an investment in you. Our deep and abiding belief is that there is more out there than what most people around the world currently know of as “*sleep*”. This is not supposition, this is fact. Most people have never even imagined the kind of sleep we know is possible in a Hästens bed. In a Hästens you fall asleep quickly and stay in deep sleep for a long time – two factors that give you true quality sleep. Choose the right bed for you and you will discover the beauty of deep sleep. It will change your life.

THE ABILITY TO FALL ASLEEP QUICKLY

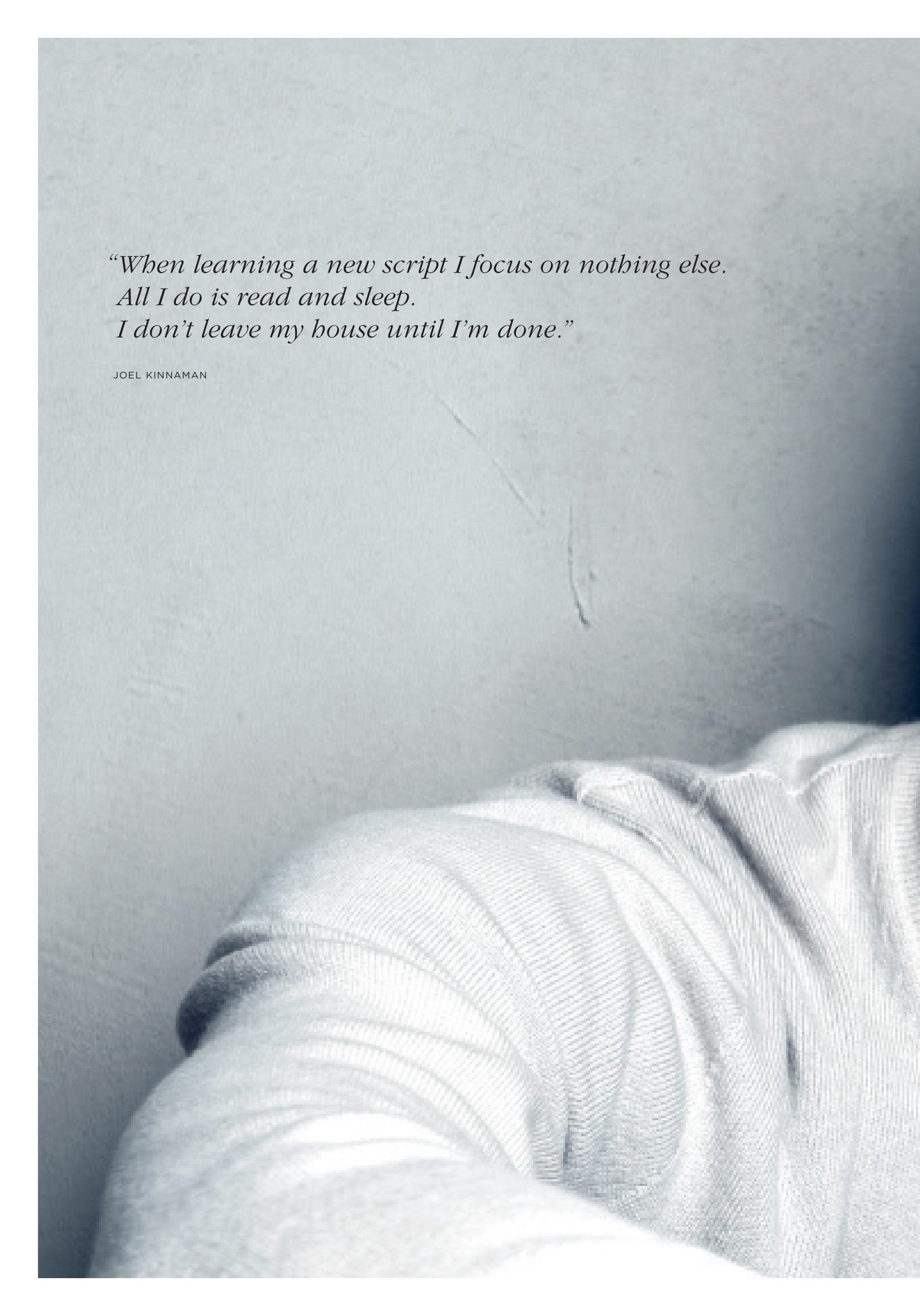
When you fall asleep your body lowers its metabolism and body temperature. Your body slows down and prepares to sleep. The quicker you fall asleep, the more effective your time in bed will be. In a Hästens bed, the natural materials ventilate the air around the body, which helps to lower the temperature and enables you to fall asleep faster.

You have probably heard someone say, “*If you can't fall asleep, try to go out of bed and do something else.*” This is a good advice if you go to bed and are not tired. But in many cases you simply do not fall asleep because most beds heat up from your body temperature and prevent you from falling asleep. The advice to leave your bed gives it the opportunity to cool down. Unlike those beds, a Hästens bed only uses natural materials that breathe. It will stay cool, keep your body at a perfect temperature and help you fall asleep quickly.

STAY IN DEEP SLEEP

When you minimize the interruptions to your sleep, you will sleep better. Tossing and turning in bed does not give you the full length of your deep sleep. Moving in bed is inevitable, but when the movements are as few as possible, you will stay longer in deep sleep. If you are on a firm bed that causes pressure on your body you will have to move more often than you should. The same goes if your bed is too soft.

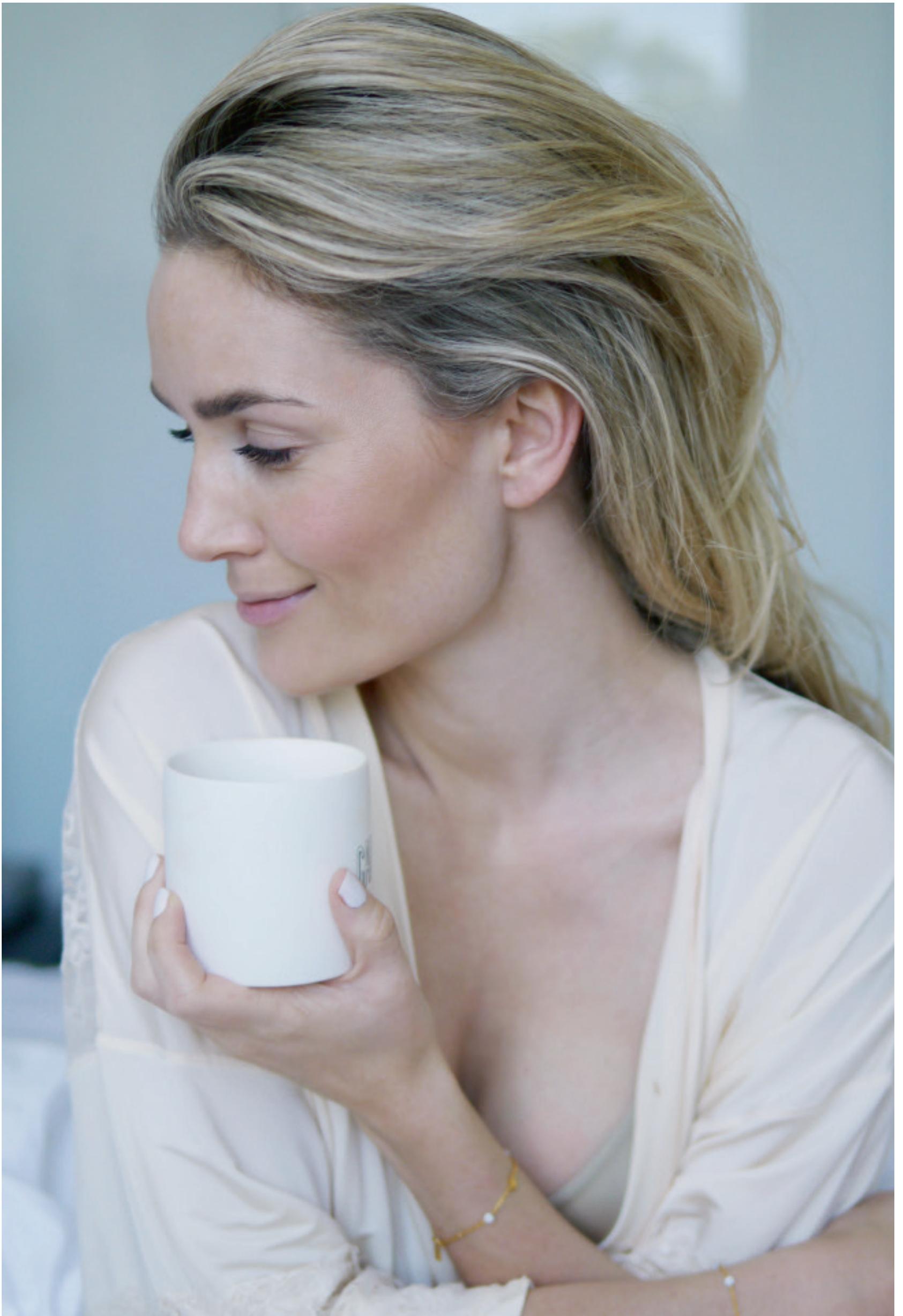
When you find a bed that supports your body from head to toe, enabling your blood to circulate through your body, you will discover the bliss of peaceful sleep. A Hästens bed is built to shape to your body's contours, providing you with the support and relief you need for solid sleep.



*“When learning a new script I focus on nothing else.
All I do is read and sleep.
I don’t leave my house until I’m done.”*

JOEL KINNAMAN





LIVING ON A PASSION

CAMILLA PIHL

A large crowd of people follow her continuously to take part of her flamboyant world, for tips and inspiration. She makes success in the blogosphere, winning award after award, year after year. Norwegian phenomenal blogger, Camilla Pihl, has a humble and curious attitude towards life and her career, as she explains that it is hard work and many hours behind the successful blog.

Taking her on exciting trips around the world, generating new contacts with people and cultures, Camilla's blog has made her a role model in many contexts. She is a businesswoman to her fingertips, constantly keeping her eyes open to find inspiration.

I'm so happy that my job is also my passion. I love being able to create and constantly develop myself both professionally and personally. I find inspiration everywhere! In movies, books, persons walking by in the street, but most of all I find inspiration when I travel. I love traveling, seeing how other people live their lives on this earth that we share, it gives my soul energy.

And speaking of energy – to recharge, Camilla turns off all her social media channels and meditates in bed. A ritual that she uses every morning before she gets up to be ready for a new day and every night before falling asleep. To keep up with her busy life, she values her sleep highly.

I depend on sleep and LOVE to sleep! I sleep so well! The only problem is that I travel so much and have been really pampered by my bed so I actually miss it when I'm traveling...

I love the feeling of waking up by myself, without an

alarm clock, after a good night's sleep – then I wake up with a smile. It is absolutely true! Just ask my husband! Worries, stress and problems seem so small when you get to sleep on it.

With a life full of amazing experiences, fashion, travel and glamor, she loves to land at home and spend long weekend mornings in bed.

I love weekends, and if I didn't have a man who woke me up early I would be in bed all day! Home for me is the place where I relax completely, where I can go in sweatpants and wander around with my little projects. It's always good to come home, I love the apartment that I have with my dear husband and how we create new memories every single day.

With many irons in the fire, it is important to live healthy in all aspects. To Camilla both body and soul are essential, as she balances sleep, good diet and exercise. A disciplined approach, mixed with talent and strong will, has taken her to where she is today.

You got to work hard, be faithful to your own dreams and be nice and fair to the people you meet on your way. Nothing in life comes for free, it requires strong determination. With that in mind, you are able to reach your goals!

TURNING DREAMS INTO REALITY

JOHAN ERNST NILSSON

Driven by an urge to achieve what is perceived to be impossible, Johan Ernst Nilsson continues to fulfill his dreams. This is a man who rode his bike from Sweden to Africa after a bet with a friend. His message is that dreams can come true provided you believe in yourself. All humans have great potential inside. Whether you fulfill your dreams or not is just a matter of making up your mind. Changing the way you think will create new opportunities right in front of you.

In over 20 years of exploring the world, Johan has experienced extreme environments and inhospitable terrain. He has traveled in breathtakingly icy cold, tropical heat, torrential rain, dry deserts and jungle humidity. His expeditions include the world's seven highest mountain summits, an expedition from the North Pole to the South Pole and endless hiking and cycling adventures. He has been dog sledding in the Arctic, crossed Greenland by kite and flown to Africa with a boat(!).



SLEEP TO PERFORM



WHAT IS IT THAT DRIVES YOU? My driving force changes over time. When I started exploring the world I wanted to show that I can. I asked myself can anyone? Can I? Can I as a normal person do unusual, extraordinary things? Then I realized that no one is normal, everyone is unique and can do extraordinary things in different ways.

Today, I find it interesting to help others achieve their goals; to go from dreaming to planning to reality.

**WHAT IS YOUR VISION OF DREAMS
AND HOW TO REACH THEM?**

I see Mount Everest as a metaphor for dreams. Finding your own goals in life is about climbing your own mountains, your own personal Everest, defining what you want. What are your goals? How do you get there? Set milestones. Nothing is impossible; the impossible just takes a bit longer.

**WHERE DO YOU GET THE ENERGY
TO ACHIEVE YOUR GOALS?**

I am physically active and also exercise mentally, visualizing my goals. For each expedition, I have already been there in thought, each and every day for a long time, seeing myself walk those last few meters. I've already made up my mind. Then I just make sure I get there in reality.

It's also important to be flexible. The trick is to find solutions where there are no solutions, to think differently – to think outside the box.

**YOU'RE CONSTANTLY ON THE MOVE.
WHERE IS HOME FOR YOU?**

Physically, it's Stockholm, Sweden. But home is also a mental place within myself. Many people travel away from something not to somewhere. I think that home is wherever I go. All I need is to bring my laptop, phone, communication gadgets and peace within.

HOW DO YOU RELAX IN YOUR FREE TIME?

I always have free time, and I'm always working. When US Customs asks me "*Business or pleasure?*" I answer "*both*" with a smile.

DO YOU EVER HAVE TIME TO SLEEP?

Sleep is a prerequisite to perform; the better I sleep the better I perform. Sleep can really make the difference to having a great day. It also depends on how you sleep.

It's better to sleep fewer but focused hours, free from distractions, than 10 anxious ones. I'm always 100% focused and present in what I'm doing. When I sleep, I do it 100%.

YOUR ADVENTURES ARE ALSO INNER JOURNEYS?

Yes, it comes down to how far you are prepared to fight for your goals. I continue when it gets tough. I've been feeling really miserable, unable to see clearly and fallen over. But when the body says no, that's when you continue. A classic example is people at New Year who say they're going to lose weight for the summer, but in April the gyms are empty. Yet anyone can change both inside and out in six months. You just have to want it strongly enough.

WHAT ARE YOU MOST PASSIONATE ABOUT?

Change. Change is the key word in life. Yet we're so afraid of it. You don't need to accept your lot in life. If you are unhappy, you can change it – even if it's really hard. It's worth it in the end. I want people to dare to support each other in change, to support each others' dreams, to take care of body and soul and treat both themselves, others and our planet in the best way. With greater awareness of environmental issues we can change our way of life. Everyone can do something.

WHAT ARE YOU MOST PROUD OF?

To have changed my lifestyle. I was a person who felt that I couldn't do anything and I was afraid to fail. One day I decided to break the trend and really challenge myself. Mount McKinley was my first mountain – 6,000 meters high with steep ice walls and I learned by doing. It was hard but worth it. I was incredibly proud when I, who had the lowest grade in physical education at school, realized what I could accomplish in life. And I'll continue to challenge myself. I often say that my hero is myself in 10 years. And in 10 years, I will say the same thing again. It's a constant quest.

**WHAT'S YOUR ADVICE TO PEOPLE WHO
WANT TO FULFILL THEIR DREAMS?**

Dare to dream. The greatest inventions, achievements and businesses have been created from a dream, in situations where others have said it's impossible.

Be the one who believes in dreams and dare to find your own way.



BENEFICIAL SLEEPING POSITIONS

How you position yourself while sleeping affects your body. Here are the good and not so good effects of our commonest sleeping positions. Maybe it's time to change yours?

ON THE BACK, ARMS AT SIDES Sleeping on the back with arms to the sides is generally considered the best sleeping position for spine health and neck, as long as the pillow isn't too high.

If you are a back sleeper you tend to snore more than in any other position. Also, sleep apnea is strongly associated with sleeping on the back.

ON THE BACK, ARMS UP

The good side. Good for your back. Whether with arms up around a pillow or not, sleeping on the back may help you to prevent facial wrinkles and skin breakouts by providing less friction and facial stress.

The bad side. It is a position that can induce snoring and problems with acid reflux. Having one's arms up can put pressure on shoulder nerves, leading to pain.

FACE DOWN

The good side. Sleeping on your stomach can improve digestion (it gives support to the abdomen)

The bad side. Since it is difficult (or impossible) to breathe through a pillow, this position tilts the face in one direction or the other. This can put a lot of strain on the neck. Sleeping face down can also cause back pain, as the curve of the spine is not supported.

FETAL POSITION

The good side. Having the knees drawn up and chin tilted down can be comfortable for some and maybe a help if snoring is a problem due to sleeping on the back or a relief during pregnancy.

The bad side. This position is not beneficial to the back and neck since a curved back can also restrict deep breathing.

ON THE SIDE, ARMS AT SIDES

The good side. Sleeping on the side with both arms down is a good support for your spine when keeping

it in its natural curve. It can help reduce back and neck pain while also reducing sleep apnea.

The bad side. Sleeping on the side can contribute to skin aging due to gravity (facial wrinkles and sagging breasts).

ON THE SIDE, ARMS OUT

The good side. Similar benefits to sleeping on the side with arms straight down.

The bad side. Any side sleeping can cause shoulder and arm pain due to restricted blood flow and pressure on the nerves, which may be exacerbated by having the arms out in front of the body.

ON THE RIGHT SIDE OR THE LEFT SIDE

The good side. For a side-sleeper, the preferred side can make a difference. Sleeping on the right side can worsen heartburn while sleeping on the left side can put strain on internal organs like the liver, lungs, and stomach (while minimizing acid reflux). For pregnant sleepers, some doctors may advise sleeping on the left side, since this can improve circulation to the fetus.

PILLOW AS A SUPPLEMENT

The sound advice. Regardless of which sleeping position you prefer, it's important to supplement the perfect bed with the perfect accessory. A pillow is a good supplement for different parts of your body as it is important that the bed does not result in negative change to the spinal position or the body's natural shape. Its role is to give extra support, whether under your neck, close to your face, between or under your knees, or supporting your lower back.

- If you are a back sleeper you can put a small pillow under the arch of your spine
- If you are a side sleeper you can place a pillow between your knees
- If you are a stomach sleeper you can place a pillow under your hips to support the joints



CREATING YOUR SANCTUARY

Your bedroom is the most important room you have. So putting some extra thought in how to make it really comfortable will make you not only long to go to bed but also to relax to get your power sleep.

Consider equipping your bedroom with a few nighttime fixes that could help smooth your passage to deep, strengthening sleep.

NOISE REDUCER If you live in a city, commotion and street noise will be a nightly companion. Many find this disruptive when attempting to sleep. A noise reducer or white noise machine can keep unwelcome sounds in check. Both mask sleep-depriving clatter with soft, rhythmic sounds that allow you to drift off peacefully.

AIR PURIFIER

Anyone who suffers from allergies, asthma, or nasal congestion knows these conditions can be major obstacles to much-needed sleep. Installing an air purifier into your bedroom can be the best remedy. A good air purifier helps to clean the air and reduce the odds that pollutants, pollen and other airborne allergens will make their way into your lungs and nose.

TRADE AIR FRESHENERS FOR AROMATHERAPY

Ask people who are allergic or sensitive to perfume what they think of synthetic air fresheners and they will tell you the chemical compounds they emit triggers them immediately.

Instead, why not learn from the masseur. The right scent is vital to helping the body relax when having a massage. Falling asleep is no different.

You might be surprised what a diffuser and a few drops of essential oil from lavender or neroli (bitter orange) can do to soothe your mind.

BLACKOUT CURTAINS

It takes less light than many people think to interrupt sleep. For many, a completely dark room can be the key to a good night's sleep. A sleep mask can help, but blackout curtains are even more effective at eliminating light through the window (and even some sound). Just be sure that they are mounted and measured above the window frame and all the way down to the floor in order to block the light.

GO ALL NATURAL WITH YOUR BEDDING

Airflow and breathability are key if you want to minimize the risk of waking up in sweat during the night. It is advisable to sleep in bedding of 100% natural materials and without anti-wrinkle coatings.

DIM YOUR ALARM CLOCK

If you manage to block out the light from your windows, don't forget the sources of light from your gadgets. The little blue light from your alarm clock, TV, or smartphone could be hindering your sleep by interfering with your melatonin production. Turn the light away from you and while you are at it, place your alarm clock (and other electronic equipment) at least

three feet away from your head while you sleep. This to avoid EMF – electromagnetic frequencies – that can act as a stimulant to your nervous system.

KEEP YOUR COLORS COOL

Colors affect the human body. Warm colors actually increase your heart rate, blood pressure, and body temperature. They are good in busy spaces, such as the living room where you want activity. Cool colors are best for spots where you seek stillness, like the bedroom. Blue color and even brown can be great choices. Love yellow or red? Keep it as an accent color, on a pillow, a blanket or in pieces of art.

AVOID CARPET IF YOU CAN

There are several reasons that make carpets a troublemaker in the bedroom. Most carpets are made out of petroleum-based synthetic nylon and polyester blends. This renders them a significant source of indoor air pollution. They can continue to emit chemical gases for as long as five years. Then there are the inevitable dust mites that can trigger allergies and asthma. Instead, go for natural fiber rugs of wool or machine-washable cotton. Find it difficult to part with your carpet? Then make sure to vacuum it often, and open the windows in nice weather to let things breathe.

CHOOSE LOW- OR NO-VOC PAINT

Conventional paints “off-gas” – or evaporate – which means you breathe in chemicals while you sleep. These emissions continue for approximately 18 months after painting. Luckily, healthier options are not hard to find.

LET PLANTS PURIFY YOUR AIR

India has a government program to support the use of plants as air purifiers in office buildings. Reports suggest the initiative has delivered dramatic decreases in breathing-related health disorders and significant increases in productivity.

ARECA PALM

(CHRYSALIDOCARPUS LUTESCENS)

A study conducted by NASA concluded that the areca palm not only produces oxygen but also filters xylene and toluene from the air. A plant of 1.8 m (5 ft 11 in) in height will transpire 1 liter of water per 24 hours, making it a great choice for humidifying indoor air.

The leaves are arched, 2–3 m (6 ft 7 in – 9 ft 10 in) long, and the palm bears panicles of yellow flowers in summer. The areca palm is grown as an ornamental plant in gardens in tropical and subtropical regions, and elsewhere indoors as a houseplant.



THE ELECTRO- PHYSIOLOGY OF SLEEP

The brain engages in various types of electrical activity both when we are awake and when we are asleep. But the electro-physiological aspects of wakefulness differ greatly from sleep.

When we are awake, the basic activity of the brain reaches approximately 8–12 Hz. When we fall asleep, electrical activity falls as our sleep deepens. Deep sleep (NREM sleep), which dominates the first third of the night, shows an EEG rhythm of 2–4 Hz and high brain waves.

When we sleep and dream (REM sleep) the elements of fast waves 8–15 Hz are greater, while brain waves are significantly lower in comparison with deep sleep. Furthermore, during REM sleep, the activity in the muscles we control through active willpower is low and there are also periodic elements of rhythmic eye movements. REM sleep recurs in intervals of 90–120 minutes and is dominant during the latter part of the night. REM sleep is also called paradoxical sleep since EEG displays a

pattern that almost indicates wakefulness. However, it is difficult to wake someone who is dreaming, as it takes nearly 80–90 dB to rouse a person from REM sleep. Normal sleep consists of five types of sleep cycles (cycle 1–4 and REM sleep) that are determined by the sleep's electric appearance.

A normal night starts with superficial sleep (cycle 1) that gradually gets deeper and is followed by a shorter period of REM sleep. During the night, our sleep goes through four to six sleep cycles that each consist of all the five different sleep stages. Every sleep cycle has a duration of about 90–120 minutes. During the night we experience short periods of wakefulness, often in connection with changing sleep stages.

STAY IN THE DARK

The bedroom needs to be dark for our bodies to achieve high levels of the sleep hormone melatonin. Make sure the bed you sleep in is comfortable, pliable and large enough for you to stretch and turn without coming into contact with the edges. It is also important that the sleeping environment is quiet enough so that you are not awakened: the best measure of good sleep is a sufficient length of time free from disturbance.

DO NOT BE HUNGRY

Try to go to bed and get up at the same time every day, since this is beneficial to the rhythm and functions of our biological clock. Avoid taking the day's events and problems with you to bed; try solving them during the evening if possible. Don't go to bed hungry as hunger has a stimulating effect on the brain's center of wakefulness. Have a light meal, for example a glass of warm milk and a sandwich with a little honey on it. All these have sleep-promoting effects. If you cannot fall asleep, get up and do something else that doesn't focus your thoughts on sleeping. In a short while the need to fall asleep will return.

GET YOURSELF TIRED

Try to use daylight as much as possible as this has a positive affect on your biological clock. By exercising

regularly, preferably three times a week, you get physically tired. Exercising also helps the body generate sedative substances in the blood and produces a deeper sleep, helping you to wake up feeling rested. However, don't exercise too close to bedtime as it may make it harder to fall asleep when you are not fully relaxed.

STAY AWAY FROM STIMULANTS

Avoid larger amounts of caffeine, which is found in tea, coffee and sport drinks. Caffeine stimulates the brain's wakefulness center and high levels of consumption may lead to disrupted sleep. An average sized coffee cup contains approximately 100 mg of caffeine. Consuming more than 400–500 mg of caffeine (4–5 cups) per day makes it harder to fall asleep. You may also wake up several times during the night and too early in the morning.

...AND ALCOHOL

Try to keep consumption of alcohol and nicotine products down as these affect the sleep pattern negatively by reducing periods of NREM and REM sleep. Avoid using sedatives for longer periods of time as this may lead to addiction. Always consult your doctor if you need help in finding what causes your sleeping problems.

SLEEPING CONDITIONS

1. SLEEP IN A COMFORTABLE BED IN A ROOM THAT IS DARK AND QUIET AND HAS A NICE TEMPERATURE
2. GO TO BED AND GET UP AT REGULAR TIMES
3. AVOID STRESS CLOSE TO BEDTIME
4. SPEND A LOT OF TIME IN DAYLIGHT
5. IF YOU CANNOT FALL ASLEEP, GET UP AND DO SOMETHING ELSE
6. EXERCISE REGULARLY
7. DON'T GO TO BED HUNGRY: EAT SOMETHING LIGHT IN THE EVENING
8. DRINK LESS COFFEE, TEA AND OTHER BEVERAGES CONTAINING CAFFEINE AND CHOCOLATE
9. NICOTINE AND ALCOHOL DISTURBS SLEEP
10. AVOID USING SEDATIVES



AS ACTIVE SKIERS IN THE SWEDISH ALPINE TEAM, MARIA PIETILÄ HOLMNER AND JESSICA LINDELL VIKARBY KNOW THE IMPORTANCE OF TRAINING, EATING AND SLEEPING RIGHT TO BE ON TOP OF THEIR GAME.

WHEN HUNDREDTHS OF A SECOND ARE DECISIVE

MARIA PIETILÄ HOLMNER
AND JESSICA LINDELL VIKARBY

At the top of the mountain, time almost stands still. The air is as loaded with energy waiting to be released. The steep white slopes are sparkling and serene, awaiting blazing fast skis to whiz down in a frenzied battle against time. Seconds before the start is when concentration is maximized. Each cell is on edge, eyes are trained on the mission ahead and breathing is focused.

This feeling is well known to both Jessica Lindell Vikarby and Maria Pietilä Holmner. As active skiers in the Swedish alpine ski team, they know how to perform when it matters. With years of World Cup between them, they both know well what it takes to be in the world elite.

“Most athletes train about the same physically, but in the end it’s the ones with mental strength and confidence who get the farthest, the ones who find their own way to prepare and believe in the path they have chosen,” says Jessica.

Maria adds: *“When you find your own way, when you’re passionate and persevere and have your mind set, then you’re also able to refocus at setbacks and stay positive. I love the feeling of being in control, which is why I challenge myself with new things to grow and reach my goals.”*

Being among the best skiers in the world, at the peak of your performance on the right day and at the right moment, demands rigorous planning in terms of training, eating and sleeping right.

“When I perform at my maximum, I’m in harmony in both body and soul. I feel real happiness,” Jessica says.

“To maintain focus and channel my energy during a race, I ensure my body’s energy stores are filled up and I’m well rested. When I get my nine hours of sleep between training days, my brain and muscles have time to rebuild and reload.”

In the quest to be on top, you know that everything counts. You constantly strive to refine each decisive detail. When on tour, Jessica and Maria take frequent naps to build the extra required to handle their training sessions.

“For me, sleep is a key factor to stay healthy, maximize my performance and make sure my head is able to fully concentrate,” Maria explains. *“This is how I recover and rebuild my body, especially during periods of extremely hard training. When I wake up well-rested, my body is bursting with energy and I can deal with the challenges of the day.”*

When the essential conditions of training, eating and sleeping well are fulfilled, it comes down to setting the mind to be able to give what it takes.

Jessica says: *“The night before a race, I prepare by visualizing. I see myself on the slope the way I want it to be. In the morning I bring my body to life with activating rituals that are always the same. And when in the starting position I take three deep breaths to get the right feeling in body and mind.”*

“Our sport is all about small margins,” Maria adds. *“A good recharge is of great importance and can make the difference to cutting those few hundredths that determine when you are the best in the world.”*



FOUR THINGS YOUR BACK WOULD LIKE YOU TO KNOW





Are you one of many people who move too little and sit too much in everyday life? As long as we don't have any back pain, we don't give it much thought. But there's plenty you can do to prevent and minimize trouble that may arise in the future.

It is important to sleep in a bed that provides proper support for your back and keeps your spine in a straight line. You need a bed that really understands your body contours to feel true support along the length of your back.

No one can promise you will completely avoid back problems when you switch to a new, better built bed. But we can promise that every Hästens bed is built to give you the best sleep experience for many, many years to come.

1. WHAT CAUSES THE PAIN?

Back pain falls into roughly one of two types: pain in the lower part of the back and pain that radiates down into one leg or sometimes both.

Lumbago is a sudden sharp pain in the lower part of the back. It can be caused by lifting incorrectly or some other strain, such as a wrong movement during sports activities. It is not unusual for people to wake up with lumbago. This occurs all too often when a back that has been strained during work or exercise does not relax sufficiently during sleep. A suitable bed is essential for back relaxation.

The causes of pain are numerous and explanations differ widely, depending on who you ask. The most common explanations for acute back pain in orthopedic circles are small tears that occur in the different muscles, tendons and ligaments. Very little is known about this type of injury, as the damage cannot be shown with the usual X-ray methods. The explanation you usually get when asking specialists who treat back problems by manipulation (naprapaths, chiropractors, doctors trained in orthopedic manual therapy and physical therapists) is that back pain is caused by restricted movement and tense muscles.

2. DISC INJURIES

The discs of your back are found between the vertebrae.

A disc consists of three separate components:

- a soft jelly-type core, which is enclosed by
- a tough ring of cartilage, and
- an outermost ligament-type layer that holds the disc in place.

The discs have a shock-absorbing function and distribute pressure between the vertebrae so the spine can bend and turn without damage. The discs are the part of the back that first shows signs of aging. The direct blood supply to the discs' cartilage ceases at around the age of 20. Thus, the cartilage in the disc does not

easily recover from damage because the properties that govern recovery are found in the blood.

We know that smoking, for example, strongly impairs the discs' nutrient supply, while exercise has a positive effect. Sometimes a slipped disc occurs, which is one of the few definitive pathological changes that are clearly linked to a certain type of back pain.

While lying in bed, the pressure on the discs is at its lowest, and it is therefore important to give some thought as to whether the bed you sleep in is properly constructed.

3. EIGHTY PERCENT OF PEOPLE SOMETIMES SUFFER FROM BACK PAIN

The human back is well constructed. Though our upright posture creates a great strain on various structures in the spine, our back is built to cope. And yet, approximately 80 percent of people suffer from back pain at least once in their lifetime. Most are free from aches and pains after a week, but more persistent problems may last for months. It is rare for back pain to be caused by a bad back; it is our lifestyle that affects the spine. Scientists have shown that smoking and sitting both increase the risk of back pain. In other words, inactivity is not good for the back and inappropriate movements that are repeated, for example lifting with a bent back, may cause injury, especially to the discs.

4. AVOID LONG TERM REST

In contrast to earlier belief, it has been scientifically proven that long periods of rest and inactivity delay the recovery process and back pain actually increases. The discomfort caused by acute back pain, for example lumbago, can be so intense as to incapacitate the person. Rest is unavoidable in this case, but it is recommended to only rest for short periods of time, and of course, in a proper bed.

In the case of acute back pain that does not radiate down into the legs, it has been shown that a period of two days' bed rest is significantly better than longer periods of bed rest. It is not dangerous to move around to some degree, even if you experience a bit of back pain. However, it is vital to get the seven to nine hours of sleep that your body needs per day. Properly rested muscles give the body more capacity to heal and rejuvenate itself.

A good night's sleep is one of the best things you can do to guard against back problems and promote your health in general.

THINGS YOU MIGHT WONDER TO REST ASSURED

CAN HÄSTENS BEDS BE SAFELY RECYCLED?

Yes. All materials – the wood, cotton, horsehair, wool, flax and others – can be recycled. And all of the natural material used in a Hästens bed is naturally biodegradable. The bed can be recycled or safely returned to nature's own natural cycle. Each bed is also packaged in recyclable and biodegradable material.

WHY WOULD WE CHOOSE A BED MADE FROM NATURAL MATERIALS?

Natural materials have excellent properties when it comes to comfort, durability and longevity. Choosing a bed made from material like cotton, horsehair, wool and flax will allow you to sleep dry and on a well ventilated foundation. Natural materials allow natural air circulation. It is most comfortable for us to stay dry while we sleep.

WHY ARE HÄSTENS BEDS FREE FROM LATEX AND FOAM RUBBER?

In our opinion, natural materials like cotton, wool, flax and horsetail hair are much more pleasant to have next to the skin than chemical-emitting equivalents such as latex, polyurethane and foam rubber. In a Hästens bed, the materials you have closest to your body are natural and free from chemicals.

WHY DON'T HÄSTENS BEDS HAVE ZONAL SUPPORT?

A zonal support system gives different levels of firmness at different places in the same bed. The zones close to protruding parts of the body are softer, which helps to prevent hemostasis. This is a good idea, but there is much to say on the opposite side of the coin when it comes to zonal support beds.

Hästens produced and tested zonal support beds several years ago. The results showed that it is not possible to place the zones in such a way that the body

is always in the most ideal and comfortable position.

We move about quite a bit during the night as we toss and we turn. If you sleep in a zonal support bed you need to remain still the entire night.

What happens if you have a wide zonal support bed and sleep diagonally? The zones will not be where they are supposed to be. What if you sleep on your stomach instead of on your back? It feels odd to have a firm area where your stomach is.

In our opinion, the human body is the most sensitive instrument there is. We want you to be able to move anywhere in your bed and remain comfortable.

A Hästens bed is made from comfortable, flexible materials that are naturally soft. This combination along with the latest in spring technology gives maximum support and pressure relief for your body. In a Hästens bed you can move as much as you wish and still have the same level of comfort.

WHAT DOES HÄSTENS MEAN BY SUSTAINABLE ECO FRIENDLINESS?

A truly eco-friendly bed is one that is kind to the environment even while it is being used. It will take a very long time to wear out. A bed that lasts a long time is good for the environment!

You will need to replace the top mattress after a number of years, but the bed itself will last for as long as you want to use it. Hästens beds are built to hold their quality for at least 30 years. It will easily last that long with just a little help from you and if you follow the care instructions that come with your Hästens bed.

HÄSTENS PRODUCTS CARRY THE OEKO-TEX 100 LABEL WHAT DOES IT MEAN?

Demand is rising for goods like clothing, beds and bed linen that have been tested and guaranteed free from chemicals that may pose a risk to human health.

The Oeko-Tex Standard 100 requires the manufacturer to allow their products to be laboratory tested to ensure they are free from harmful chemical substances. The testing is conducted by independent institutes.

An Oeko-Tex labeled finished product must always fulfill stringent requirements and be deemed not hazardous to humans who come into contact with it. This means that any bed maker that has minimized its use of chemicals during development and manufacture will find it easier to have its products approved. This provides peace of mind for the manufacturer, the marketplace and the consumer. We are proud to be the very first bed manufacturer to have been approved by Oeko-Tex 100.

DOES HÄSTENS HARM ANIMALS BY USING HORSETAIL HAIR AND FEATHERS?

The Hästens Code of Conduct sets out stringent requirements of ethical behavior, respect for human and animal rights and environmental awareness. We comply with the applicable laws and do not accept child labor or cruelty to animals. Only suppliers of materials and accessories who are just as obsessed by quality as we are are permitted to work with us.

I AM ALLERGIC TO HORSES, CAN I SLEEP IN A HÄSTENS BED?

The horsehair Hästens uses in upholstering our beds is prepared for several months without adding any foreign substances. The horsehair is washed and then rinsed thoroughly before it is spun, sanitized and heated to 140°C. It is then stored as twisted rope before being torn and embedded in a Hästens bed. Hästens has commissioned rigorous testing to ensure that there are no allergens in our horsehair. The samples were analyzed using an ELISA technique at the Karolinska Institute in Stockholm and all the tests show negative results. In other words, anyone who suffers from allergies can sleep well in a Hästens bed.

WHAT ABOUT THESE COMMON ASSERTIONS?

More and more people are becoming aware that beds made of certain materials can be harmful to the environment and to human beings as well. For some bed buyers, it is not always easy to know just how eco-friendly so-called “natural” beds really are.

Bed makers have for quite some time been allowed to decide for themselves which raw materials, chemicals and other materials are eco-friendly. Some have been successful at replacing environmentally harmful chemicals

and reducing hazards at various stages of the production process. Others have been less successful. Many times, consumers may be led to believe that the bed they purchase is more eco-friendly than it really is.

Here are several examples that can be misleading:

“We use non-galvanized steel in our springs.”

We don’t know of any bed maker that would use galvanized steel for a bed’s spring system. And, of course, we don’t use galvanized steel in Hästens beds. Certainly, galvanized steel would prevent the springs from rusting if they were surrounded by moisture-retaining material. Foam rubber is an example of a moisture-retaining filling material.

Note 1. Pour some water on a piece of foam rubber and see for yourself how it retains moisture.

Note 2. The sample springs at the bed retailer’s (not the real springs in your bed) may well be galvanized for demonstration purposes.

“We use untreated Swedish pine and spruce in our beds.”

First of all, cutting, sawing, planing and polishing are all forms of treatment. No bed maker treats its wood in any other way than mechanically. Using spruce for bed making is not such a good idea. Spruce emits a resin. If a bed frame is made with spruce there is a risk that the resin will make its way up through the ticking and stick to the bed linen. If spruce is used for the bed slats there is the same risk of the resin reaching the floor.

“We use pure, natural rubber.”

Beds made with rubber products or latex have been treated with chemicals during the production process. Natural rubber ages and becomes rigid and can finally crumble. By adding chemicals to the raw rubber, the aging process can be delayed and the addition of synthetic materials such as polyester or polyurethane can extend the life even more. Our beds are completely free from latex and all forms of foam rubber.

“We use no heavy metals when dyeing our fabrics.”

This is excellent, and if the product meets the Oeko-Tex standard and is officially approved, then there are no substances in it that can adversely impact human health. But if this is stated without official documentation to back it up, well, who is to say the statement is in fact true, apart from the manufacturer? The question is, why must they dye the bed fabric in the first place? At Hästens we make sure that the yarn is the correct color before the fabric is woven. This also happens to produce the nicest and most durable results.



CERTIFIED QUALITY

Some things can be measured; other can't. Anything that can be measured and tested in a Hästens bed is measured and tested: quality, durability, eco-friendliness and whether it contains any harmful substances.

As evidence of quality, every Hästens is latex-free and comes with a 25-year warranty against frame and spring breakage. We proudly deliver the finest craftsmanship in products bearing Forest Stewardship Council, Ecodesign Directive (2009), Oeko-Tex® Standard 100 and Traumpass labels.

We are Purveyor to the Swedish Royal Court and it would be our pleasure to be your supplier as well.

25-YEAR WARRANTY

Hästens beds are designed to be just as comfortable, or even more so, after 25 years as on their first night. Our written warranty covers spring or frame breakage for 25 years.

CODE OF CONDUCT

The Hästens Code of Conduct includes stringent requirements of ethical behavior, respect for human and animal rights and environmental awareness. We comply with applicable laws and do not accept child labor or cruelty to animals. Only suppliers of materials and accessories who are just as obsessed by quality as we are, are permitted to work with us.

CERTIFIED QUALITY



PURVEYOR TO THE SWEDISH ROYAL COURT
Hästens has had the honor and privilege of serving as an official supplier to the Swedish Royal Court since 1952. Over the course of many decades we have refined and improved our techniques to give you many comfortable and restful nights – whether you live in a cottage or a castle.



FOREST STEWARDSHIP COUNCIL
All wooden frames in Hästens beds and headboards are traceable and come from pine harvested in a way that maintains the forest's biodiversity, productivity and ecological processes.



LATEX-FREE
No foam rubber, latex or polyurethane materials are used in Hästens products.



ECODESIGN DIRECTIVE (2009)
Hästens adjustable beds are accredited to meet ecological requirements for energy usage, with standby power consumption of less than 0.5W.



OEKO-TEX® STANDARD 100
Hästens' natural materials, including bolster fabrics, horsehair, wool and cotton, are free from chemicals and harmful substances.



TRAUMPASS
All of Hästens down products are filled with the highest quality, traceable European down and feathers, obtained without cruelty to birds.

FULFILLING DREAMS
SINCE 1852

At Hästens, our mission is not only to excel constantly in our craft and provide the most restorative and rejuvenating sleep possible. It is just as important for us to enlighten people about the benefits of deep, natural sleep. *Why?*

Because we believe everyone has the ability to achieve what they want to be or do – to fulfill their dream. No matter what the endeavor, sleep will play an integral role as it enhances physical and mental abilities alike. This is why we see our skills and knowledge as playing a critical role in people's wellbeing.

We want to enlighten, we want to inspire. We want to instill courage and passion in people's hearts to embrace their goals and ambition.

Fulfilling dreams.

Isn't that what life is all about?





Diplom
Jan Ryde

BANDA INTERNATIONELLA TILLYKKT

Jan Ryde och Hjertens Sångar AB
har genom detta bande i en mogen
baserad på kort tid nått
utmärkta framgångar.

Utsatta 7/10 2006

DALLAS

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Sins Majestät Konungen av Sverige

USTAF VI ADOLF

*behagar att till Hovleverantör
a Tågelspinneriet, Kommanditbolag,
Janson & Arnold
jag på nådig befallning*





