

COMPANY PROFILE





Our vision is to be the most value-adding global furniture partner

YOUR SOLUTION PROVIDER

Every day we work hard to create and manufacture modern furniture. We are a dedicated player with more than 40 years of experience – we make choosing furniture easy. We are your dependable solution provider with value-adding services.

EXPECT MORE

We want to be your partner and provide you with value-adding services. You will experience a dependable solution provider with sustainable ambitions and a reliable supply chain. When you do business with us, you do business with people that are passionate about their job and furniture.





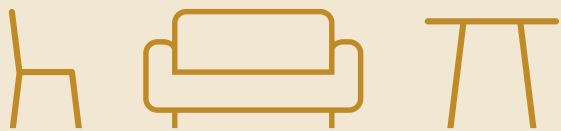
Sustainable ambitions
Reliable supply chain
Quality assurance
Dependable solution provider
Responsible procurement
People with passion
Digitalised interface

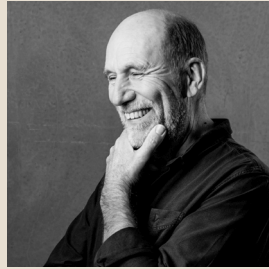
OUR FURNITURE

We offer a commercial, wide and comprehensive product range to fulfil the need of online and offline furniture retailers. Our furniture is modern, affordable, fit-for purpose and complies with international standards.

As part of our sustainable journey, we develop and produce products that are based on a sustainable mindset and by 23/24 all new products will have an Life Cycle Assessment.







OUR DESIGNERS

Selected products are designed by internal and external Danish and international designers.

The creators are passionate individuals ready to explore interior design, product design and architecture. Not only for aesthetics but also for addressing different aspects of everyday life, bringing different views on design from all around the world.



DELIVERY

Your flexible partner

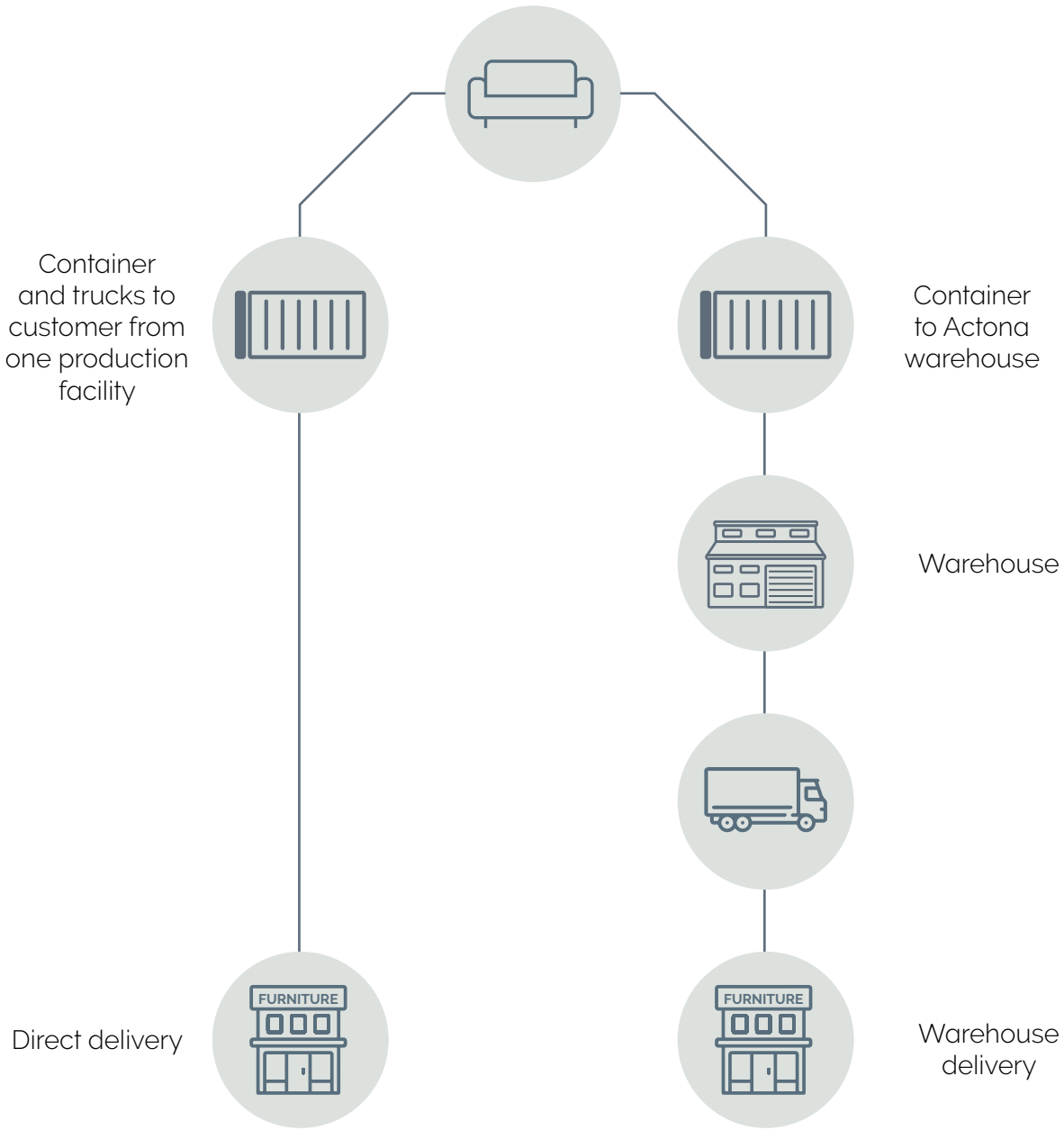
With a warehouse in Europe holding approximately 400,000 pieces of furniture we can offer fast delivery, whenever you need it.

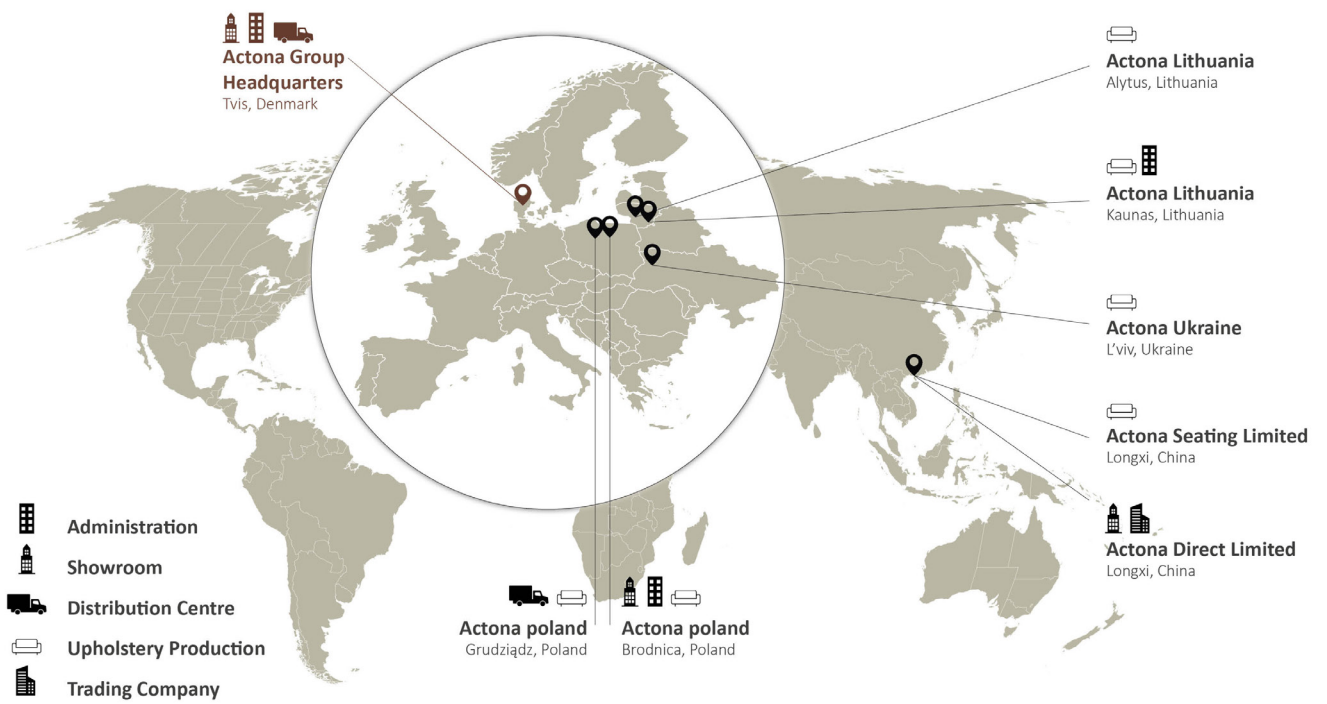
1
Full containers delivered directly from the factory to your warehouse

2
Full flexibility from our Danish warehouse.
MOQ: 1 pcs per item



Production
Actona Group
Quality Control
and Assurance





GLOBAL PRESENCE

Established in Denmark
Represented all over the world

Actona Group is a global company based in Denmark. Our headquarters is located in Holstebro right next to our impressive showroom and European distribution centre.

Our yearly revenue is more than EUR 386 million, and our successful group of companies in Denmark, China, Lithuania, Poland and Ukraine have more than 3,000 dedicated employees. Every day we develop and manufacture furniture in close cooperation with our skilled partners around Asia and Eastern Europe. For more than 40 years we have been the preferred supplier for retailers all over the world.

**We have three main
areas of business:**

Direct shipping

Omnichannel warehousing

Upholstery production



ACTONA SEATING LTD.

26,500 m² of upholstery production

The upholstery factory has Danish management and is located in China Longxi town, Huizhou City. Actona Seating Limited specialises in the development and production of leather and fabric upholstery sofas, resting chairs, beds, sofa beds and chairs.

The products produced at the factory are exported to overseas markets such as Europe, USA, Middle East, South Africa, Japan, South Korea, Indonesia etc. as well as being sold to China's domestic market. The production capacity is up to 250 containers per month.



ACTONA UKRAINE

Ukrainian upholstery production

Ambiente is an Ukrainian subsidiary of Actona Group and has 11,600 m² upholstery production. Ambiente was established in 2005 north west of the city L'viv and has less than 60 km to the Polish EU border and less than 1,500 km to most capitals in Europe.



ACTONA POLAND

Total of 40,300 m2 of upholstery production in Poland.

In Poland, Actona Group has two upholstery production units. One is located in Grudziadz and the other in Brodnica where there also is a showroom and administration.

SITS specialises in the production of sofas, sofa beds and armchairs. They are recognised for their strong craftsmanship, superior quality and customer-centric approach.



ACTONA LITHUANIA

Total of 36,500 m² of upholstery production in Lithuania

In Lithuania, Actona Group has two upholstery production units. One is located in Kaunas and the other in Alytus. They are specialised in private label production for modern furniture brands. With a combination of excellent craftsmanship and beautiful designs, they create timeless luxury chairs and sofas in fabric and leather.



FLEXLUX

Flexlux is located at Actona Group headquarters in Tvis. The beautifully designed sofas, design chairs and relax chairs are displayed in the showroom.

With Danish roots, the Scandinavian design heritage is the inspiration for all the designs. It is based on simplicity, innovation, craftsmanship, honest materials and beautiful details.





amfori @
Trade with purpose

COMPLIANCE

We make it simple

If your passion is selecting the right products for your business – let us take care of everything around it. We have superior set ups for quality control and back office service. Our top due diligence systems focus on rules & regulations and health & safety.

At Actona Group, quality is more than just a word. We strongly believe in creating value for money for all our customers.

Our highly skilled quality assurance team makes sure that the construction and packaging comply with our high standard of quality.

Before any new product is approved, we will make sure that it complies with the legal requirements in your market and is safe for use.

Our quality control inspectors will check the products before shipments and make sure that the physical appearance lives up to the quality requirements.





**We want to
be part of
the solution**

BUILDING A SUSTAINABLE FUTURE AND SECURING THE LEGACY

We want to be part of the solution, and for the first time, we have both sustainable targets as well as financial targets in our 2021-2025 strategy.

We produce, sell and distribute a significant amount of furniture every year and the decisions we make have an impact on our planet and our fellow human beings. Actona Group and our owners, LLG, want to take more active responsibility and incorporate a more sustainable mindset into Actona Group.

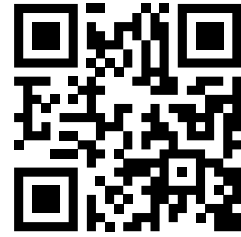
Together with skilled employees, dedicated partners and forward-looking customers we will take ambitious steps towards a more sustainable business.



OUR SUSTAINABLE AMBITIONS

We have three sustainable ambitions for 2025 and under each, we have three 2022/23 targets. It provides 12 concrete areas that we will focus on in this strategy period.

Our targets and ambitions are aligned with the UN's Sustainable Development Goals.



Follow our sustainable journey

CIRCULAR PRODUCTS



CO₂ data on all materials

Life Cycle Assessment

Sustainable design & manufacturing

Design for Disassembly

SUSTAINABLE PRODUCTION



Cut CO₂ from our own operations

Carbon footprint across the supply chain

Recycling

Load optimisation

RESPONSIBLE PROCUREMENT

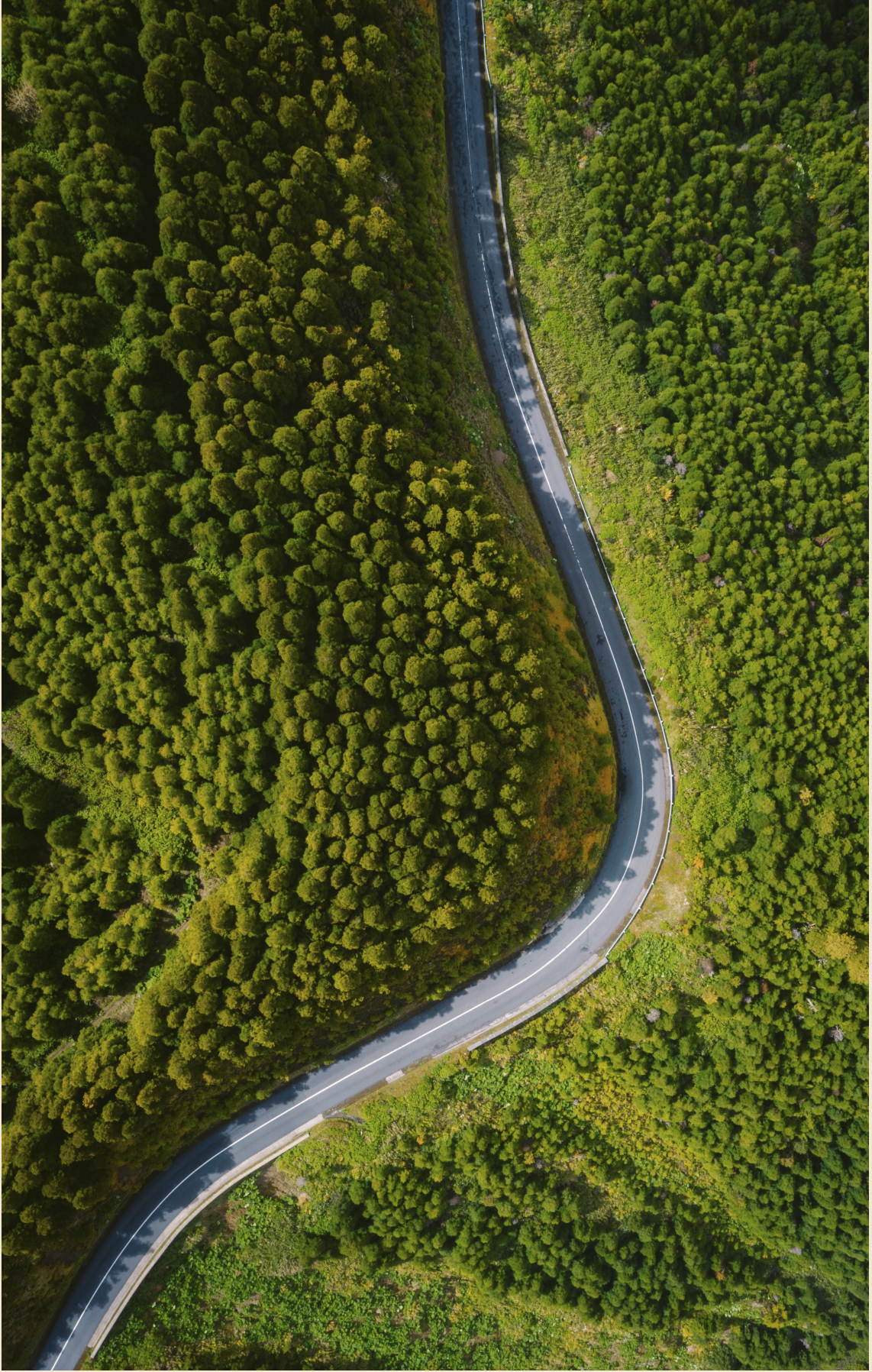


100% sustainable certified wood

Responsible packaging

Sustainable supplier management system

Responsible fabrics



Where will we meet next?



BE OUR GUEST

We believe in being close to our customers.
We want to create relations and present
our great products at fairs and showrooms.

Showroom

Showroom in Tvis, Denmark

Exhibitions

IMM Cologne, Germany
NEC Birmingham, England
Meble Polska, Poland
Salone del Mobile Milano, Italia
Maison & Object, France
Furniture China, China
M.O.W. Furniture Fair, Germany
Esprit Meuble, France





Actona Group A/S
Smedegaardvej 6
DK - 7500 Holstebro
Info@actonagroup.com
www.actonagroup.com