

A DEPENDABLE SOLUTION PROVIDER

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WHAT WE
OFFER

VISION

TO BE YOUR
MOST VALUE-ADDING
FURNITURE PARTNER

WE COVER ALL SEGMENTS

OWN BRANDS

Actona Group is an ambitious global furniture partner with four brands: Sits, Flexlux, A. upholstery, and Actona. Each brand has its own range and identity, but being part of Actona Group means all brands share the same vision; to be the most value-adding global furniture partner.

WHITE LABEL

Being a dedicated furniture partner means also empowering our customers in their endeavours. That is why we offer ready-made furniture - designed and produced by us but sold under customer's own brand. With our white label solution, customers have a diverse product offering while they give a story to each product, ensuring that every piece aligns with their brand.

PRIVATE LABEL

As we always strive to create and deliver the best possible solutions, we also offer a private label solution. The private label solution is about developing products in collaboration with our customers. From design to materials, we create tailored solutions that are exclusively made for individual customer, putting our customers and their customers at the centre.

OUR BRANDS



a.upholstery

Building on existing knowledge, skills, and resources within Actona Group, a. upholstery offers European-crafted sofas at an accessible price point.



FLEXLUX

With an eye for timeless design, Flexlux produces design chairs, relax chairs and sofas in Europe.



SITS

Focused on Scandinavian design, SITS produces modern, innovative and comfortable sofas, sofa beds and armchairs in Europe.



ACTONA**A**

Actona develops affordable furniture that seamlessly blends contemporary design with a Scandinavian touch.

BRAND POSITIONING



Categories

SITS

Sofas
Sofa-beds
Design chairs
Coffee tables

FLEXLUX

Sofas
Sofas with function
Recliners
Design chairs

ACTONA

A commercial, wide
and comprehensive affordable
product range

a.upholstery

Sofas
Ottomans



Special capability

Strong in fabrics,
comfort options, loose covers,
modular sofas

Strong in leather and fabrics,
fixed covers and combinations

Price-focused unbranded trading
products. Strong supplier/trading
setup

Commercially versatile and
practical designs at an accessible
price point



Competencies

Made-to-order
Customisation
High flexibility

Made-to-order
Strong online concept
Selected collection

Source to order
Commercial products at
competitive prices

Selected collection of styles made
exclusively in Europe by skilled
craftsmen



Design

Scandinavian
design

International design
with Italian twist

Contemporary design with a
Scandinavian touch
Price-focused

Soft minimalist design



Actona Group
Price range



THE VALUE OF PARTNERING WITH US

WAREHOUSE WITH +900 SKUS

Access a wide range of ready-to-ship furniture from our European warehouse – ideal for scalable e-commerce.

EDI & API INTEGRATIONS

Seamless system-to-system communication. We integrate directly with your ERP or webshop for automated workflows.

WEBSHOP WITH FULL TRANSPARENCY

Order online, check availability and lead times, view open orders and invoices. All in one place – 24/7.

ACTONA GROUP DESIGN TEAM

The Actona Group Design Team is a dynamic and versatile group dedicated to turning client visions into inspiring furniture pieces.

GLOBAL SHOWROOM ACCESS

Visit us in Denmark or China and explore our full furniture assortment in person.

LOW LEAD TIMES & CONTAINER DEALS

Need speed or scale? Choose between quick delivery from stock or full container loads at competitive prices.

PERSONAL AND PARTNERSHIP-DRIVEN

You'll work with real people who know your market and support your business goals.

INHOUSE AFTER SALES TEAM

Fast and professional claims handling – done by our dedicated internal team, not outsourced.

PROFESSIONAL QUALITY CONTROL

Our quality team inspects production – ensuring consistent standards across all items.

WHITE LABEL & PRIVATE LABEL SOLUTIONS

Sell under your own brand with complete flexibility. We support both white label and custom private label collections.

PRESENCE

- 1 Actona Group Headquarters Denmark
- 2 Actona Grudziądz and Brodnica Poland
- 3 Actona Alytus and Kaunas Lithuania
- 4 Actona Ukraine
- 5 Actona Direct Limited China



OUR EUROPEAN WAREHOUSE

WE SUPPLY CLOSE TO ALL EUROPEAN MARKETS FROM OUR WAREHOUSE IN DENMARK

DENMARK

Capacity 37,000 m²

Warehouse handling Approximately 150,000 m³ per year

Pallet spaces 15,000

OUR SHOWROOMS



DENMARK

At our headquarters in Denmark, you can visit our 5,700 m² showroom and experience a broad range of products from SITS, Flexlux and Actona.

Take a tour → [Click Here](#)



POLAND

In our 750 m² showroom in Poland, we showcase a selection of modern, innovative and comfortable upholstery furniture from SITS.



CHINA

Our 600 m² showroom near Dongguan in China, is always updated with a selection of relax chairs from Flexlux and a wide range of modern and bestselling furniture from Actona.

INTERNATIONAL EXHIBITIONS

Maison&Objet, Paris

Furniture China, Shanghai

M.O.W. Furniture fair, Germany

Tvis In-house fair, Denmark

NEC Birmingham, UK

Meble Polska, Poland

China In House fair

Partnertage, Germany

Salone del Mobile, Italy





OUR BUSINESS MODEL

OUR UPHOLSTERY PRODUCTION

With five production sites across Europe, our combined production area covers more than 120,000 m².

We excel at product development and production innovation, and with our sustainable ambitions, we are committed to cutting CO₂ from our operations.



UPHOLSTERY CAPABILITIES

	PRIVATE LABEL	WHITE LABEL
 Categories	Furniture on customer preferences	Furniture on customer preferences
 Competencies	Large ability to meet individual customer preferences	Large ability to meet individual customer preferences
 Design	Customer-owned designs or based on customer preferences	Design variants from Actona Group brands or Actona Group designs
 Standards	Certification and testing acc. to customer specifications etc. GREENGUARD, Ecolabel Data for ESG reporting and GHG emissions calculation	Certification and testing acc. to Actona Group standards Data for ESG reporting and GHG emissions calculation
 Actona Group Price range		



COMPLIANCE

SUPERIOR SETUPS FOR QUALITY CONTROL AND TOP DUE DILIGENCE SYSTEM

Focus on compliance with rules and regulations

Health and safety of products are secured

Highly skilled QA & QC organisation with quality assurance

Any new product complies with legal requirements in the market
and is safe for use

Quality control inspectors check the products before shipments
Control of packaging, labels and product information according to
manual

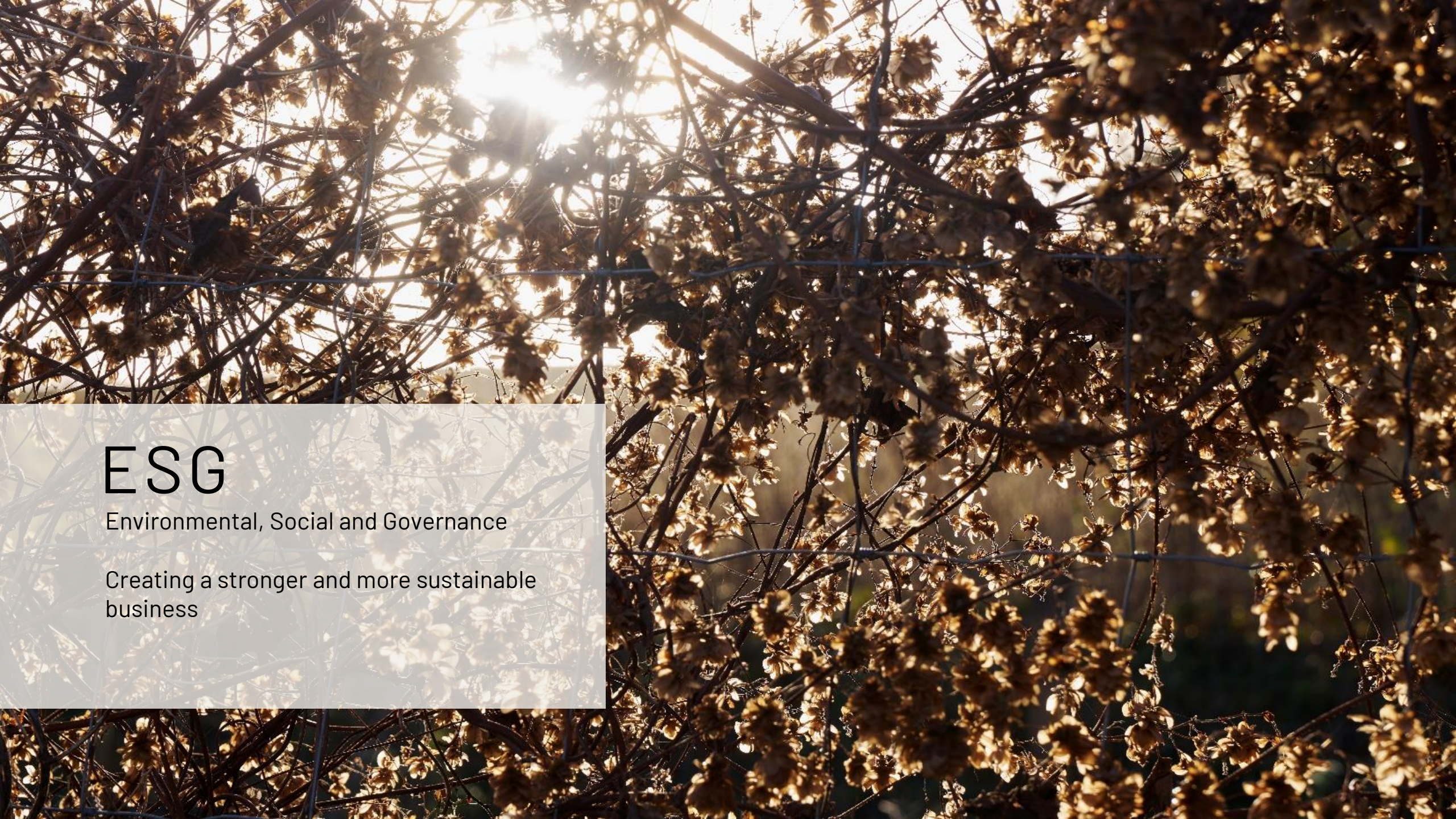
QUALITY CONTROL AND ASSURANCE

To be close to our quality control and assurance partners, we are represented widely in Asia.

We use only one quality platform for reporting and evaluating quality assurance activities

- Sample inspection
- Inline inspection
- Final inspection
- Self-inspection





ESG

Environmental, Social and Governance

Creating a stronger and more sustainable
business

DEFINING OUR UNDERSTANDING OF SUSTAINABILITY

A HEALTHY BUSINESS.

Healthy for our partners, our surroundings and ourselves

We are a responsible partner you can count on

We provide green choices within products and services

We give customers opportunities that best suit their business and ideals

SUSTAINABLE AMBITIONS



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

WE USE FSC™-CERTIFIED WOOD

Forest Stewardship Council sets the highest standards in the industry

By choosing FSC-certified wood, Actona Group helps to ensure responsible forestry now and in the future.

All own production units hold FSC certification (FSC- C132796)

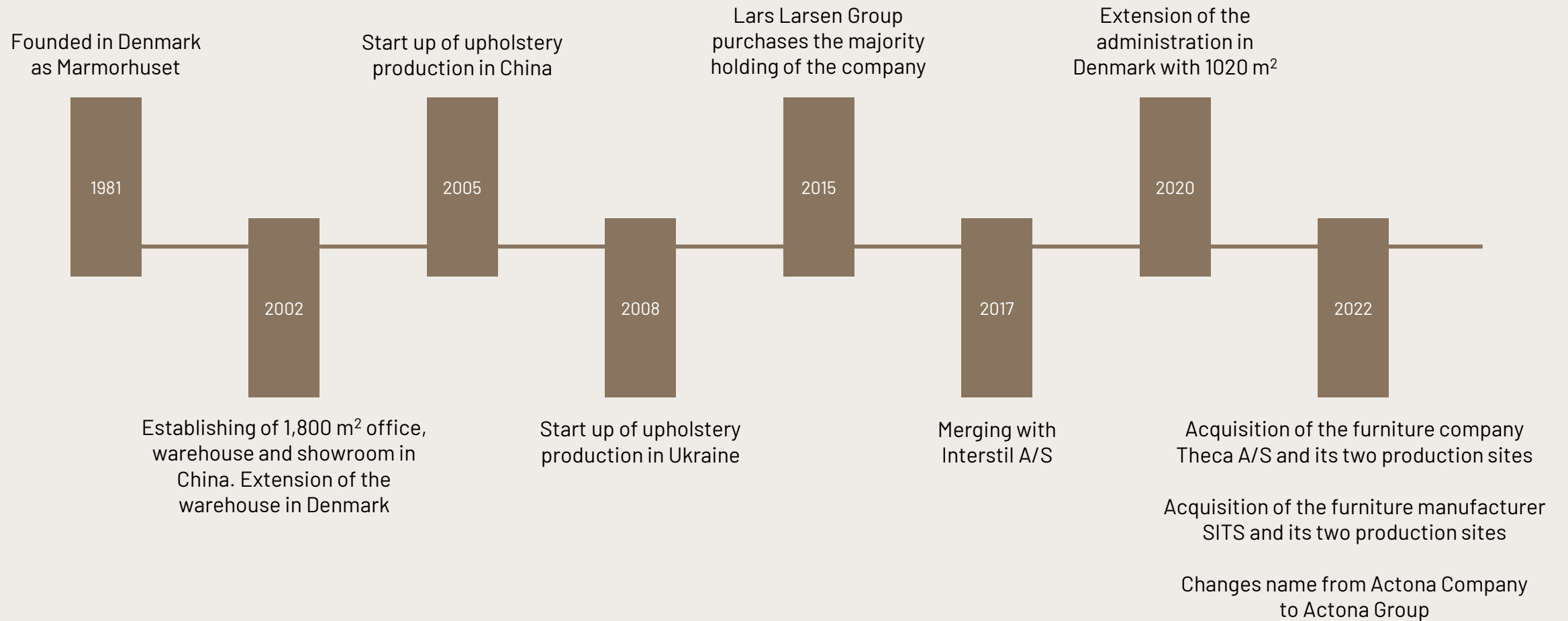
Our goal is to use responsibly sourced, certified wood in all our wood and timber-based products in 2025



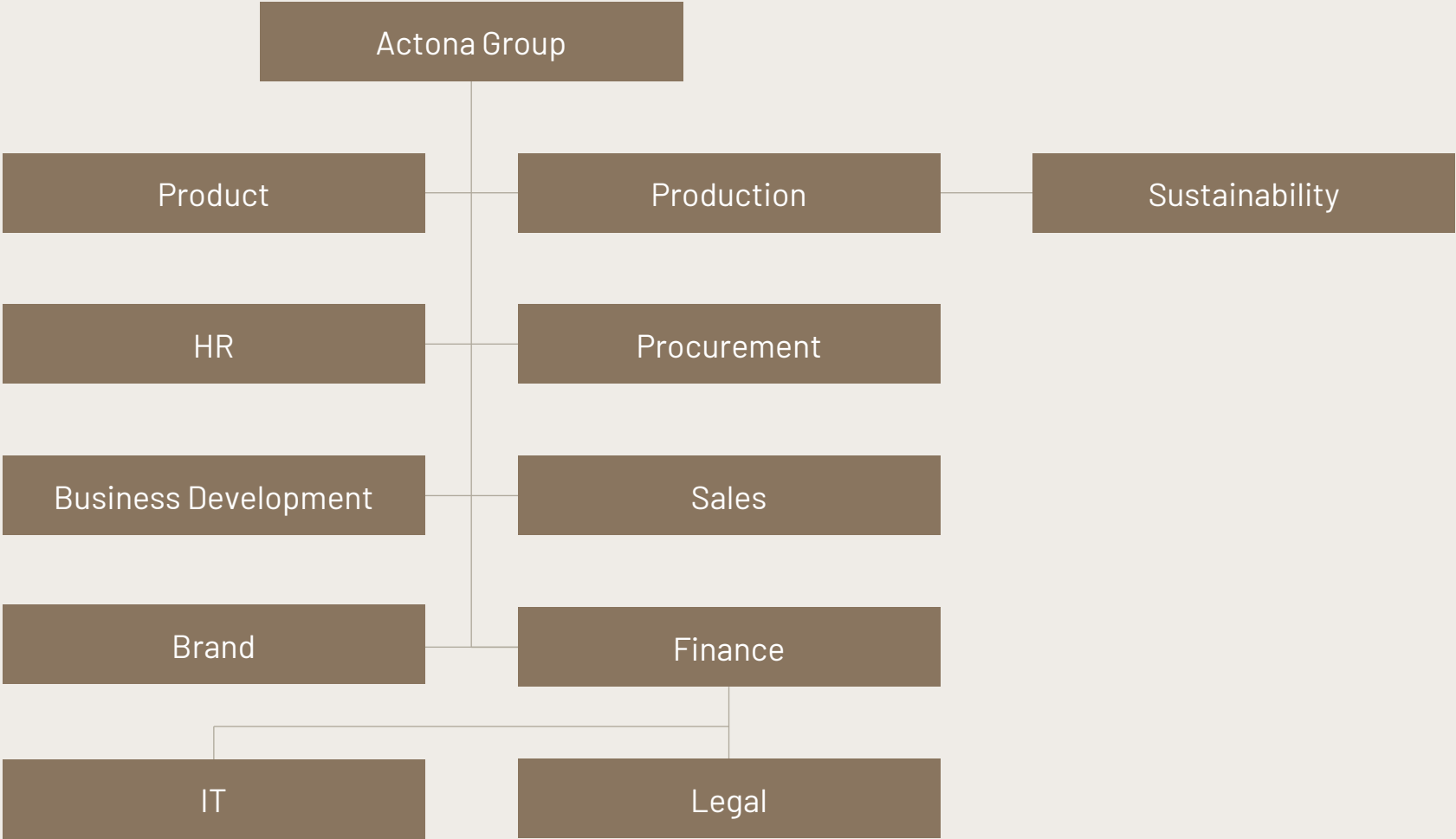
A modern dining room interior. In the center is a rectangular wooden dining table with a light-colored top and dark legs. Four chairs with light-colored fabric upholstery and dark, splayed legs are arranged around the table. On the table are several books and a small decorative object. To the right of the table is a long, low wooden sideboard with vertical slats and dark legs. On top of the sideboard are a few books, a large yellow ceramic jar, and a small bowl. A tall potted plant with green leaves stands behind the table. A large window on the left side of the room lets in bright light, showing a view of trees outside. A large, light-colored rug is on the floor. A semi-transparent white box with the text "OUR HISTORY AND STRUCTURE" is overlaid on the left side of the image.

OUR HISTORY AND STRUCTURE

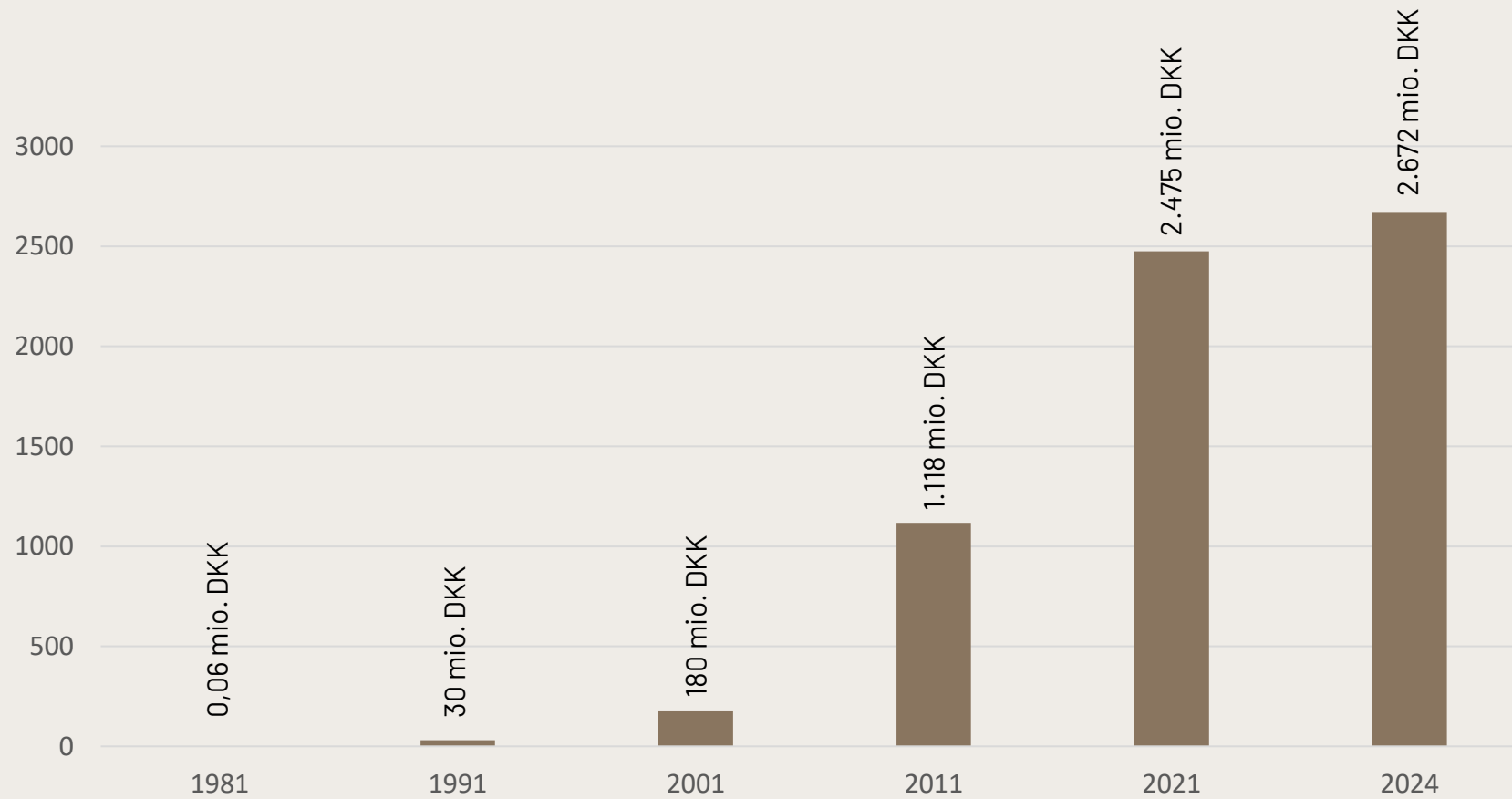
HISTORY



ORGANIZATION



REVENUE





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