

Lenmol - sustainable textile solutions through design, circular economy and innovations

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LENNOL

Lenol Oy is a family company established in 1967, where management has already moved to second and third generation family members. The company operates in the textile sector, particularly the production and sale of interior design textiles. The company's products include sheets, bedcovers, duvet covers, cushions, pillows and curtains. The company employs approximately 25 people and has an annual turnover of approximately €2.5m. The company is located in the district of Jalasjärvi in Kurikka, South Ostrobothnia.



Sustainable development is visible in the company's operations and daily activities

From its conception the company has utilised as much as possible surplus material from furniture and textile production as filling for pillows, cushions and mattresses. During the 1990s the company also started to use polyester fibre as filling, which is made 100% from plastic bottle recycling. Feathers used in the company's filling are a by-product of the food industry.



1 - 115 000 cushions for Finnish Army = 3 million recycled drinking bottles!

The company is actively trying to increase the use of recycled material in the manufacture of its fabrics. The goal is that in the future recycled interior design fabrics will make up 40% of the company's production. In 2017 the company launched an interior design textile collection made from 75% recycled cotton. The company is also developing the Lennol Good Choice product family, where all the material is responsibly produced, in other words either recycled, certified natural materials or surplus materials. The first Good Choice product is already on the market.



1 - Good Choice product

In product design and production, the company strives to minimize the creation of waste material. Computer programmes in automated fabric cutting optimise the use of the fabric material. Small sized new products are developed and sold from the created waste material. Production investments ensure that machines are also able to handle recycled materials. The company's premises are heated by wood pellets, which are produced from wood chip waste of the wood industry. Most of the electricity the company buys is renewable hydro or wind energy. The company recycles or reuses cardboard packing material. It is strived to minimise the use of chemical and dyes in the production process and to save water.

Sustainable development is a company strategic choice and central value

Lenmol has placed business operations based on resource-wise circular economy, and use of recycled materials, as a central element of its strategy. Ethical responsibility and promoting sustainable development have been written into the company's core values. The company develops its skills by participating in international sustainable development seminars and exhibitions and through benchmarking against other operators in the sector, especially in Central Europe (Holland, Belgium and Germany). The company also strives to strengthen the sustainable development of activity with its foreign subcontractors (including China, Pakistan and Turkey) and encourages certification (GOTS, GRS and BSCI certificates) to strengthen sustainable development operations in its subcontractor network.





The company has committed all its personnel to operate according to its strategy and values. The personnel actively work to promote sustainable development operations for example through new ideas and initiatives. The chosen strategy, values and operating procedures appear positively in employees' output and welfare. In the employee recruitment process the company's strategy and values are always raised at interviews.





The company always makes visible operations in accordance with sustainable development in all its marketing and communications. Given product information is continuously more detailed and exact, which is also valued by consumers. In 2017, an article about the company's sustainability operations was published in the Finnish Textile and Fashion organisation's publication, "An Organisation at the Peak of Sustainable

Sustainable development operations bring a diversity of benefits to the company



The use of recycled and surplus material in product manufacture and in energy use bring direct financial benefits, that for their part have enabled the company to maintain its production mostly in Finland. The financial savings bring competitive advantage in relation to competitors.

Strategic decisions and value choices have reinforced the company's identity and recognizability as a responsible operator in the market. The company has gained new customers from its investment in sustainable development. Active communications about sustainable development have brought positive publicity and strengthened the company's brand. Sustainable development is a strongly strengthening megatrend in global business, so the company intends to remain on its chosen path and trust to the future.





1 - Recycling of cardboard boxes



2 - Reusing transportation covers

DARE TO DREAM



1 - Fabrics partly made of recycled polyester



2 - Baby mattresses and acoustic panels made from recycled polyester plate

More information:

[Lennol websites](#)

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