

Ekelund

MASTER WEAVERS 1692

752 WOVEN TEXTILES
MADE IN SWEDEN | EDITION 2025

Weaving tradition – sustainable future






INDEX

HOUSE OF EKELUND	2	THE LICENCES	
MATERIALS & ROYAL PURVEYOR	5	MORRIS	92-99
VISIT EKELUND	6	FRIDA KAHLO	100-105
THE PORTAL	7	BAMSE	106-109
THE COLLECTIONS		PETTSON & FINDUS	110-112
TRADITION	8-15	THE COLLECTIONS	
SPRING	16-25	BABY & KIDS	113
EASTER	26-27	ANIMAL	114-115
SUMMER	28-45	SWEDISH MOTIFS	116-117
SWEDEN	46-51	THE STORY OF EKELUND	118-119
MARITIME	52-57	THE DESIGNERS	120-123
AUTUMN	58-69	THE ENVIRONMENTAL WORK	124
WINTER & CHRISTMAS	72-91	THE CARE ADVISE	125
		DESIGN INDEX	126-127v

E

- P1 Price code, see your pricelist
- P2 Price code, see your pricelist
- 6C 6-colour, patented pixel weaving
- 3C 3-colour, patented pixel weaving
-  Brushed products

HOUSE OF EKELOUND

In our 2025 catalog, we invite you to explore a world of patterns and colors. Here, timeless classics meet innovative trends under the theme "More is More." Dare to mix and match, creating unique environments that inspire you.

We want to invite you to a world of possibilities. Our creative director, Anna Brue, and photo artist Petra Björstad have collaborated to capture over 1000 inspiring images filling this year's catalog with showcase of both classics and exciting new designs in a world of patterns.

Discover a range of fine tablecloths, placemats, table runners, towels, pillowcases, and napkins—all woven in Sweden from 100% organic, eco-labeled cotton and linen, with patterns inspired by Scandinavian design.





ROYAL TEXTILE

We are a proud purveyor to the Swedish Royal Court, a prestigious recognition of our quality and heritage. Being appointed as a purveyor to the Swedish Royal Court is a great honour for us. It confirms that we meet the highest standards of quality and craftsmanship.

For us, it's not just an honour, but also a responsibility to continue delivering textiles of the highest standard. This title emphasises our focus on tradition, sustainability, and Swedish design.

COTTON & LINEN

About 80% of our products are woven from 100% organic cotton, while the remaining 20% are woven from a blend of 45% linen and 55% cotton. The mix of materials makes it easy for those who buy our textiles to take care of them. They don't require much more than a little bit of love.

To really make it easier for the consumer our textiles go through a chemical process to make them wrinkle-free. The treatment is permanent and does not disappear in the wash. Of course, the process is approved according to GOTS strict criteria for consideration of the environment.

Ekelund was one of the world's first textile companies to be eco-labelled in 1995 with Good Environmental Choice. Since then, environmental thinking has accompanied everything we have done. Everything in our production is organic, GOTS-certified and 100% Swedish-made in Horred.

You can read more about the GOTS certification at ekelunds.com.



Organic
Certified by Ecocert Greenlife
154622 Ekelund





COME TO OUR FACTORY!

We would like to welcome you to Horred and our factory. Here, you can meet our design team, learn about the weaving process, and see how we prepare textiles to achieve the quality we proudly deliver to the Royal Court. See the process with your own eyes and gain insight into the work behind our daily sustainability efforts. In our museum, you can explore our fascinating history, dating all the way back to the 14th century.

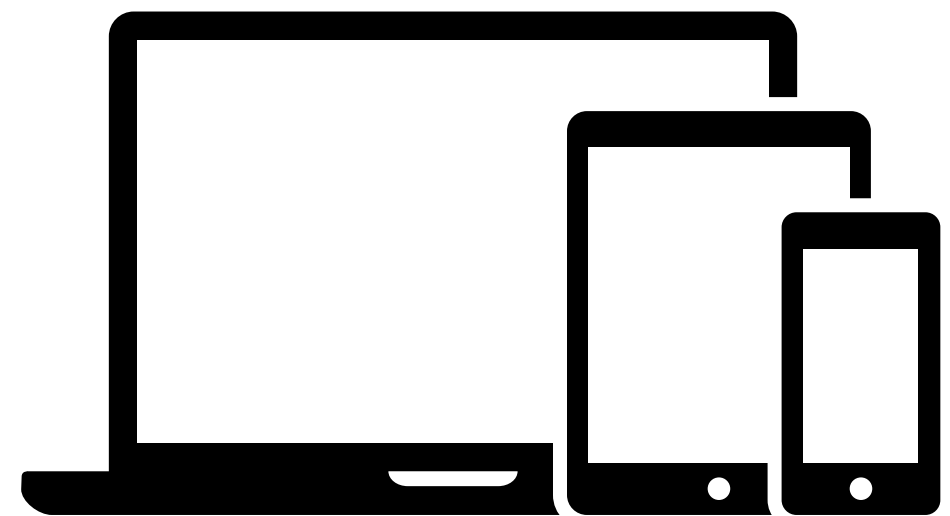
Does this sound interesting? Contact us at info@ekelunds.se and we will create a tailored package just for you and your group.

IT IS EASY TO BE ONE OF US ALL YEAR LONG

In 2025 we will launch a new portal for our business partners. Here you will be able to do everything and more. This means that the catalog becomes a complement to the portal instead of the other way around.

You will be able to view current campaigns, discover new products, download images, reels and store signage, place your orders and more – our goal is to make your everyday work with us at Ekelund easier, 365 days a year.

Link to portal: b2b.ekelunds.com



TRADITION

Woven in Horred, in pure organic cotton and linen.
Design – Ekelunds designstudio, Betty Svensson,
Veronica Seipel Vejsholt, Virtuelli Design, Hanne Vedel,
Johanna Skånmyr, Margareta Nyström



Scandinavian design has long fascinated the world with its timeless elegance and genuine craftsmanship. Our collection Tradition is a tribute to our Scandinavian heritage. This design is not just aesthetics; it's a lifestyle that prioritizes sustainability and quality.

Tradition captures precisely this: simplicity, sustainability, and a connection to the heritage we carry with us. Through this collection, we embrace our Nordic history and create a stylish, harmonious everyday life.





ELEGANS P1
Design: Virtuelli Design
Table topper 80x80 cm
55% cotton, 45% linen

WRONG SIDE CAN BE THE RIGHT SIDE

Turn the tables, or at least our products, and you
will discover more shades, colors and ways to use them.



ELEGANS P1
Design: Virtuelli Design
Towel 35x50 cm
55% cotton, 45% linen



ELEGANS P1
Design: Virtuelli Design
Napkin 50x50 cm
55% cotton, 45% linen



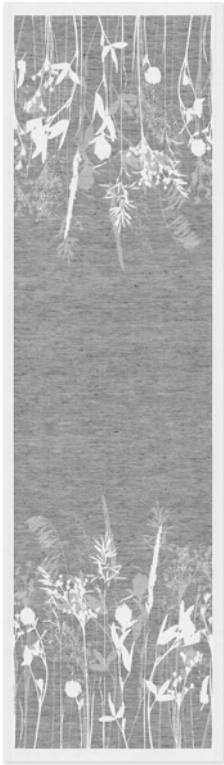
ELEGANS P1
Design: Virtuelli Design
Runner 35x120 cm
55% cotton, 45% linen



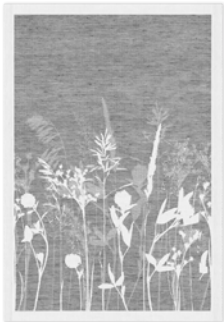
AIRY 080 P1
Design: Ekelund Designstudio
Runners 35x120, 50x150 cm
55% cotton, 45% linen



AIRY 080 P1
Design: Ekelund Designstudio
Towel 35x50 cm
55% cotton, 45% linen



AIRY 090 P1
Design: Ekelund Designstudio
Runner 35x120 cm
55% cotton, 45% linen



AIRY 090 P1
Design: Ekelund Designstudio
Towel 35x50 cm
55% cotton, 45% linen



HERRGÅRDSROS P1
Design: Veronica Seipel Vejsholt
Runner 35x120 cm
55% cotton, 45% linen



HERRGÅRDSROS P1
Design: Veronica Seipel Vejsholt
Towel 35x50 cm
55% cotton, 45% linen



FLOWERING P1
Design: Betty Svensson
Runner 35x120 cm
55% cotton, 45% linen



FLOWERING P1
Design: Betty Svensson
Towel 35x50 cm
55% cotton, 45% linen



STRÅ 080 P1
Design: Betty Svensson
Runner 35x120 cm
55% cotton, 45% linen



STRÅ 080 P1
Design: Betty Svensson
Towel 35x50 cm
55% cotton, 45% linen



Tablecloth *Ättebladsrose* and napkin *Gåsöga*



ÄTTEBLADROSE 080 P1
Design: Gammalt norskt mönster
Runners 35x110, 50x150 cm
55% cotton, 45% linen



ÄTTEBLADROSE 080 P2
Design: Gammalt norskt mönster
Tablecloths 150x150, 150x200, 150x260, 150x310 cm
55% cotton, 45% linen

THE MOST SWEDISH PATTERN

The *Gåsöga* pattern is both classic and vibrant. Intersecting stripes of herringbone create goose eyes where they meet. This pattern has roots dating back to the Middle Ages and has been found in Swedish textile artifacts from the first half of the 13th century.

With its geometric, symmetrical expression, the pattern has been used for generations, evoking a sense of continuity and closeness to the simple forms of nature. By using natural materials and carefully selected colors, the pattern gains a lively and authentic feel.

THE WEDDING GIFT

Ättebladsrose is the perfect gift to give as a wedding present, symbolizing enduring love, harmony, and tradition. It will be a nice gift that can be passed down for generations.



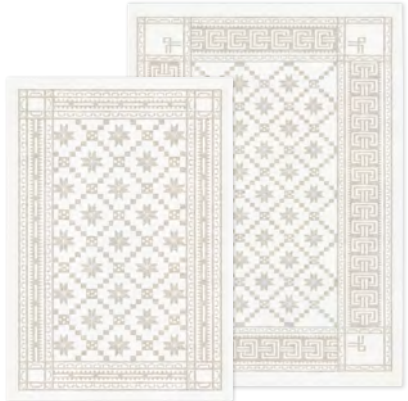
ÄTTEBLADROSE 080 P1
Design: Gammalt norskt mönster
Napkins 35x35, 50x50 cm
55% cotton, 45% linen



ÄTTEBLADROSE 080 P1
Design: Gammalt norskt mönster
Placemat 35x48 cm
55% cotton, 45% linen



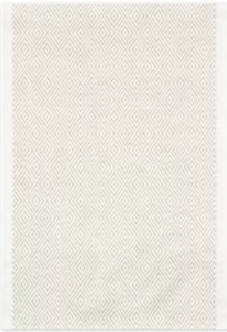
ÄTTEBLADROSE 080 P1
Design: Gammalt norskt mönster
Table topper 80x80 cm
55% cotton, 45% linen



ÄTTEBLADROSE 080 P1
Design: Gammalt norskt mönster
Towels 35x50, 50x70 cm
55% cotton, 45% linen



GÅSÖGA 080 P1
Design: Margareta Nyström
Napkin 35x35 cm
55% cotton, 45% linen



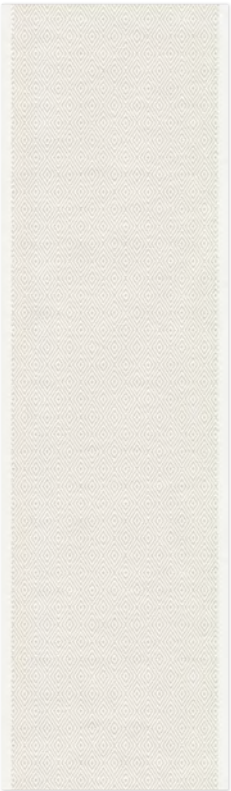
GÅSÖGA 080 P1
Design: Margareta Nyström
Towels 35x50, 50x70 cm
55% cotton, 45% linen



GÅSÖGA 080 P1
Design: Margareta Nyström
Table topper 80x80 cm
55% cotton, 45% linen



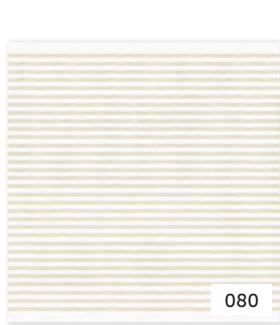
GÅSÖGA 080 P2
Design: Margareta Nyström
Tablecloths 150x150, 150x210, 150x250, 150x300, 150x350 cm
55% cotton, 45% linen



GÅSÖGA 080 P1
Design: Margareta Nyström
Runners 35x120, 50x150 cm
55% cotton, 45% linen



Tablecloth – Medaljong



TVÄRS 080 / 030 / 090
Design: Ekelund Designstudio
Napkin 50x50 cm
55% cotton, 45% linen

P1

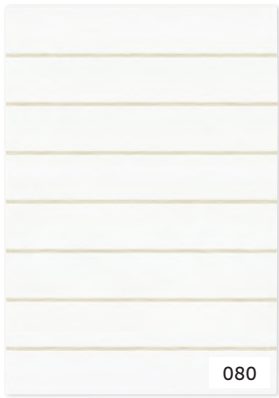
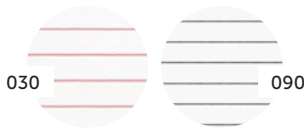


TVÄRS 080 / 030 / 090 P1
Design: Ekelund Designstudio
Towel 35x50 cm
55% cotton, 45% linen



TVÄRS 080 / 030 / 090
Design: Ekelund Designstudio
Tablecloths 150x210, 150x250, 150x300 cm
55% cotton, 45% linen

P2



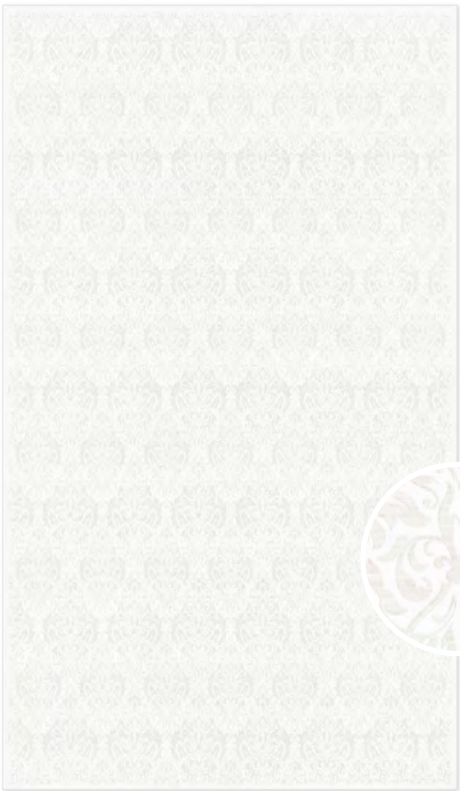
TVÄRS 080 / 030 / 090 P1
Design: Ekelund Designstudio
Towel 50x70 cm
55% cotton, 45% linen



MEDALJONG P1
Design: Ekelund Designstudio
Napkin 35x35 cm
55% cotton, 45% linen



MEDALJONG P1
Design: Ekelund Designstudio
Runner 50x150 cm
55% cotton, 45% linen



MEDALJONG P2
Design: Ekelund Designstudio
Tablecloths 150x150, 150x210, 150x250, 150x300, 150x350 cm
55% cotton, 45% linen



ABOUT SCHACK

Hanne Vedel is the designer of the pattern Schack. This is what she said about the design process.

– I wanted simplicity and joy and, in my opinion, clear colours. As always, the development happens in my weaving process.



SCHACK 080 P1
Design: Hanne Vedel
Napkin 35x35 cm
55% cotton, 45% linen

P1



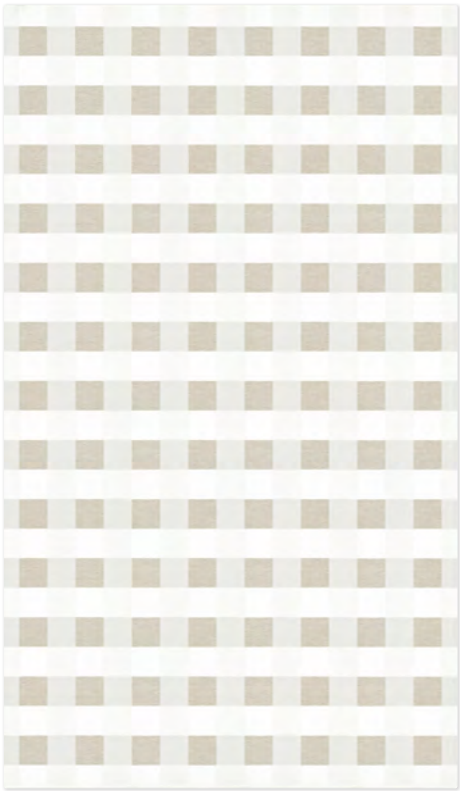
SCHACK 080 P1
Design: Hanne Vedel
Towels 35x50, 50x70 cm
55% cotton, 45% linen

P1



SCHACK 080 P1
Design: Hanne Vedel
Runner 35x110 cm
55% cotton, 45% linen

P1



SCHACK 080 P2
Design: Hanne Vedel
Tablecloths 150x210, 150x250, 150x300, 150x350 cm
55% cotton, 45% linen

P2

SPRING

Woven in Horred, in pure organic cotton and linen.
Design – Ekelunds designstudio, Björk-Forth, Margareta
Nyström, Virtuelli Design, Veronica Seipel Vejsholt,
Linda Forsberg, Sophia Forslund, Daiva Zubriene,
Malin Gyllensvaan, Linda Svensson Edevint



The collection Spring is a vibrant tribute to our most beautiful season. With lively, floral patterns, this collection brings hope and joy – a reminder of nature's rebirth and the colors that adorn the landscape at this time of year. Through our love of color and shape, each design is crafted to capture this very feeling.

The collection highlights the light of spring and is the perfect complement to seasonal celebrations, where each table setting creates an inviting and blossoming ambiance that spreads throughout the home.



OUR
DESIGNS
ARE STRONGLY
INSPIRED BY
SWEDISH NATURE,
TRADITIONAL
SCANDINAVIAN
AESTHETICS,
AND TIMELESS
VALUES



Table runner – Paradis



SOLBLOMMA 6C, P1
Design: Veronica Seipel Vejsholt
Runner 35x100 cm
100% cotton



SOLBLOMMA 6C, P1
Design: Veronica Seipel Vejsholt
Towel 35x50 cm
100% cotton



VÄRVINDA 6C, P1
Design: Veronica Seipel Vejsholt
Runner 35x120 cm
100% cotton



VÄRVINDA 6C, P1
Design: Veronica Seipel Vejsholt
Towel 35x50 cm
100% cotton



GRÖNSKA P1
Design: Björk-Forth
Tablecloths 145x250, 145x300 cm
100% cotton



GRÖNSKA P1
Design: Björk-Forth
Runner 35x120 cm
100% cotton



GRÖNSKA P1
Design: Björk-Forth
Placemat 35x48 cm
100% cotton



GRÖNSKA P1
Design: Björk-Forth
Towel 35x50 cm
100% cotton



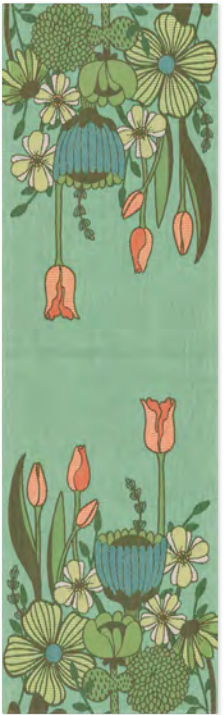
GRÖNSKA P1
Design: Björk-Forth
Table topper 75x75 cm
100% cotton



BLOMKVITTER 6C, P1
Design: Ekelund designstudio
Towel 35x50 cm
100% cotton



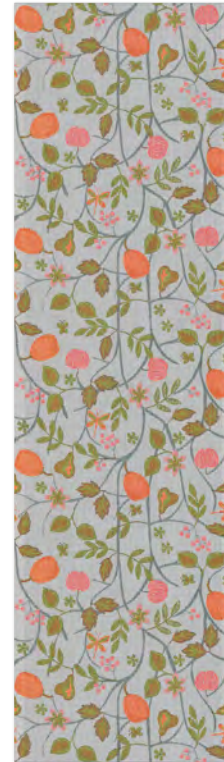
BLOMKVITTER 6C, P1
Design: Ekelund designstudio
Runner 35x100 cm
100% cotton



SOFT GREEN 6C, P1
Design: Sophia Forslund
Runner 35x100 cm
100% cotton



SOFT GREEN 6C, P1
Design: Sophia Forslund
Towel 35x50 cm
100% cotton



PARADIS 6C, P1
Design: Veronica Seipel Vejsholt
Runner 35x120 cm
100% cotton

DESIGNER – BETTY SVENSSON

For many years, Ekelund has had the privilege of working with Betty, whose greatest source of inspiration is nature. Fascinated by its beauty and complexity, Betty strives to incorporate nature’s ever-changing shapes and colors into her creations. For her, seeing the final textiles come to life –transforming from paper sketches into beautiful fabrics that enrich people’s lives – is an incredibly rewarding experience.



Brushed plaid – Bettys tuplaner



ALLIUM 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



SPRINGTIME 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



ALLIUM 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



SPRINGTIME 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



BETTYS TULPANER 6C, P1
Design: Betty Svensson
Brushed plaid 140x170 cm
100% cotton



BETTYS TULPANER 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



VÄRBLOMMOR 6C, P1
Design: Linda Forsberg
Towel 35x50 cm
100% cotton



VÄRBLOMMOR 6C, P1
Design: Linda Forsberg
Runner 35x120 cm
100% cotton



VÄRFRÖJD 6C, P1
Design: Ekelund Designstudio
Runner 35x120 cm
100% cotton



VÄRFRÖJD 6C, P1
Design: Ekelund Designstudio
Towel 35x50 cm
100% cotton



DAFFODIL 6C, P1
Design: Betty Svensson
Runner 35x80 cm
100% cotton



DAFFODIL 6C, P1
Design: Betty Svensson
Placemat 35x48 cm
100% cotton



DAFFODIL 6C, P1
Design: Betty Svensson
Napkin 35x35 cm
100% cotton



DAFFODIL 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



HAVSBLOM P1
Design: Betty Svensson
Runners 35x120, 50x150 cm
55% cotton, 45% linen



HAVSBLOM P1
Design: Betty Svensson
Napkin 35x35 cm
55% cotton, 45% linen



HAVSBLOM P1
Design: Betty Svensson
Towels 35x50, 50x70 cm
55% cotton, 45% linen



FJÄRIL P1
Design: Malin Gyllensvaan
Towel 35x50 cm
100% cotton



DREAM P1
Design: Malin Gyllensvaan
Towel 35x50 cm
100% cotton



DREAM P1
Design: Malin Gyllensvaan
Runner 35x120 cm
100% cotton



FJÄRIL P1
Design: Malin Gyllensvaan
Runner 35x120 cm
100% cotton



ÅKERVINDA P1
Design: Linda Svensson Edevint
Towels 35x50, 48x70 cm
100% cotton



ÅKERVINDA P1
Design: Linda Svensson Edevint
Table topper 75x75 cm
100% cotton



ÅKERVINDA P1
Design: Linda Svensson Edevint
Runners 35x120, 48x150 cm
100% cotton



VÅRMYS P1
Design: Betty Svensson
Brushed plaid 140x170 cm/ **Brushed pillow case** 40x40 cm
100% cotton



SPRING 6C, P1
Design: Björk-Forth
Towel 40x60 cm
100% cotton



SPRING 6C, P1
Design: Björk-Forth
Placemat 35x48 cm
100% cotton



SPRING 6C, P1
Design: Björk-Forth
Runner 35x140 cm
100% cotton



ROSENDIMMA P1
Design: Malin Gyllensvaan
Towel 35x50 cm
100% cotton



WIND OF LOVE 6C, P1
Design: Ekelund Designstudio
Towel 35x50 cm
100% cotton



VÅRKÄNSLA 6C, P1
Design: Malin Gyllensvaan
Towel 35x50 cm
100% cotton



BLÅVINGE P1
Design: Malin Gyllensvaan
Towel 35x50 cm
55% cotton, 45% linen



HEARTS P1
Design: Ekelund Designstudio
Towel 35x50 cm
100% cotton

BE MY VALENTINE

Valentine's Day is all about celebrating love. Imagine setting a cozy, candlelit table with one of our vibrant tablecloths or gifting someone special a handcrafted textile where each item is crafted to last, and designed to be part of the memories you build together.





VÄRFÅGLAR 6C, P1
Design: Daiva Zubriene
Runner 35x120 cm
100% cotton



VÄRFÅGLAR 6C, P1
Design: Daiva Zubriene
Towel 35x50 cm
100% cotton



TULPANLUND 6C, P1
Design: Margareta Nyström
Towel 35x50 cm
100% cotton



TULPANLUND 6C, P1
Design: Margareta Nyström
Runner 35x120 cm
100% cotton



SKOGLSLIND 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



SKOGLSLIND 6C, P1
Design: Betty Svensson
Placemat 35x48 cm
100% cotton



SKOGLSLIND 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



BLOMSTERLÖK 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



BLOMSTERLÖK 6C, P1
Design: Betty Svensson
Runner 35x80 cm
100% cotton



VÅRTULPANER 6C, P1
Design: Ekelund Designstudio
Runner 35x120 cm
100% cotton



VÅRTULPANER 6C, P1
Design: Ekelund Designstudio
Towel 35x50 cm
100% cotton



VÅRTULPANER 6C, P1
Design: Ekelund Designstudio
Placemat 35x48 cm
100% cotton



SOLBLÅ 6C, P1
Design: Virtuelli Design
Towel 35x50 cm
100% cotton



SOLBLÅ 6C, P1
Design: Virtuelli Design
Placemat 35x48 cm
100% cotton



SOLBLÅ 6C, P1
Design: Virtuelli Design
Runners 35x80, 35x120 cm
100% cotton



DARE TO MIX AND MATCH

Don't be afraid to play with our products. Here is a playful mix of our table runners Skogslind and Tulpanlund.

EASTER

Woven in Horred, in pure cotton and linen.
Design – Ekelunds designstudio, Malin Gyllensvaan,
Linda Forsberg, Betty Svensson, Veronica Seipel Vejsholt,
Davia Zubriene

Our Easter collection is a playful tribute to spring and its holiday. Classic patterns blend with Easter motifs like eggs and chicks.

With its warm colors and playful patterns, this collection is extra fun to take out when winter is lingering and we long for spring.



EASTER CHICKEN 6C, P1
Design: Malin Gyllensvaan
Towel 35x50 cm
100% cotton



HAPPY EASTER 6C, P1
Design: Malin Gyllensvaan
Towel 35x50 cm
100% cotton



FÄRGCIRKEL 6C, P1
Design: Malin Gyllensvaan
Towel 35x50 cm
100% cotton



HÖNSHUS 6C, P1
Design: Daiva Zubriene
Placemat 35x48 cm
100% cotton



ROOSTER 6C, P1
Design: Ekelund Designstudio
Placemat 35x48 cm
100% cotton



EASTER GIFT 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



FJÄDERBLOM 6C, P1
Design: Linda Forsberg
Towel 35x50 cm
100% cotton



EGG COLLECTION 6C, P1
Design: Malin Gyllensvaan
Towel 35x50 cm
100% cotton



HÖNSHUS 6C, P1
Design: Daiva Zubriene
Towel 35x50 cm
100% cotton



ROOSTER 6C, P1
Design: Ekelund Designstudio
Towel 35x50 cm
100% cotton



EASTER GIFT 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



FJÄDERBLOM 6C, P1
Design: Linda Forsberg
Runner 35x100 cm
100% cotton



EGG COLLECTION 6C, P1
Design: Malin Gyllensvaan
Runner 35x120 cm
100% cotton



HÖNSHUS 6C, P1
Design: Daiva Zubriene
Runner 35x120 cm
100% cotton



ROOSTER 6C, P1
Design: Ekelund Designstudio
Runner 35x120 cm
100% cotton



ANGELICA P1
Design: Veronica Seipel Vejsholt
Runner 35x120 cm
100% cotton

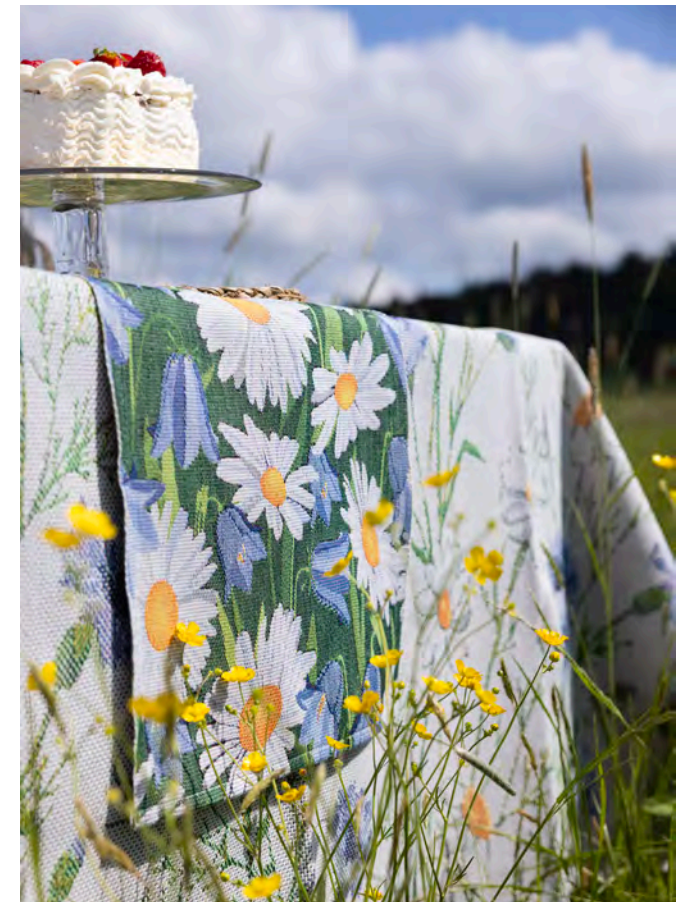
SUMMER

Woven in Horred, in pure organic cotton and linen.
 Design – Ekelunds designstudio, Malin Gyllensvaan,
 Linda Forsberg, Betty Svensson, Veronica Seipel Vejsholt,
 Davia Zubriene, Leiif Holgersson, Virtuelli Design,
 Lina Schnaufer, Caroline Einarsson,
 Björk-Forth, Ann Glansén



Our collection Summer is a floral and colorful tribute to the Swedish summer, with its bright, long nights and the magic of midsummer. Our patterns bring to mind a blooming summer meadow, the fruits and berries of the season and the bright summer nights.

This is the perfect collection to create an inviting and festive atmosphere for all summer occasions, from Midsummer Eve to garden parties and barbecue evenings.





Tablecloth Sommar with runner Delight

MIDSUMMER IN SWEDEN

Midsummer in Sweden is a time of light, laughter, and tradition. Friends and family come together outdoors to celebrate with picnics, dancing, and floral crowns, all under the endless summer sky.

One beloved custom is gathering seven different wildflowers on Midsummer's Eve. Folklore says that if you place these flowers under your pillow, you'll dream of your future love.

At Ekelund, we capture this Midsummer magic in our textiles, weaving the colors and charm of Swedish summer into each design.



SOMMAR 6C, P1
Design: Ekelund Designstudio
Towel 40x60 cm
100% cotton



SOMMAR 6C, P1
Design: Ekelund Designstudio
Placemat 35x48 cm
100% cotton



SOMMAR 6C, P1
Design: Ekelund Designstudio
Napkin 35x35 cm
100% cotton



DELIGHT 6C, P1
Design: Ekelund Designstudio
Towel 35x50 cm
100% cotton



BLOMKRANS 6C, P1
Design: Daiva Zubriene
Towel 35x50 cm
100% cotton



SOMMAR 6C, P1
Design: Ekelund Designstudio
Tablecloths 145x145, 145x250, 145x300 cm
100% cotton



SOMMAR 6C, P1
Design: Ekelund Designstudio
Runners 35x80, 35x120 cm
100% cotton



DELIGHT 6C, P1
Design: Ekelund Designstudio
Runner 35x120 cm
100% cotton



BLOMKRANS 6C, P1
Design: Daiva Zubriene
Runner 35x120 cm
100% cotton



SOMMARTID 6C, P1
Design: Leif Holgersson
Tablecloths 145x145, 145x250, 145x300 cm
100% cotton



SOMMARTID 6C, P1
Design: Leif Holgersson
Runners 35x80, 35x140 cm
100% cotton



SOMMARTID 6C, P1
Design: Leif Holgersson
Napkin 35x35 cm
100% cotton



SOMMARTID 6C, P1
Design: Leif Holgersson
Towel 40x60 cm
100% cotton



SOMMARTID 6C, P1
Design: Leif Holgersson
Placemat 35x48 cm
100% cotton

SOME INSPIRATION

Need some inspiration? Here, we have played around with the collection Selma – the blanket hangs on the wall, and the table is set with the Sommartid tablecloth. Add to that one of 2025's trends: dried flowers in various vases, green plates, and candlelight.



SELMA 6C, P1
Design: Ekelund Designstudio
Placemat 35x48 cm
100% cotton



On the wall: brushed plaid



BLOMSTERFEST 6C, P1
Design: Linda Forsberg
Runner 35x120 cm
100% cotton



BLOMSTERFEST 6C, P1
Design: Linda Forsberg
Towel 35x50 cm
100% cotton



SELMA 6C, P1
Design: Ekelund Designstudio
Runner 35x120 cm
100% cotton



SELMA 6C, P1
Design: Ekelund Designstudio
Napkin 35x35 cm
100% cotton



SELMA 6C, P1
Design: Ekelund Designstudio
Towel 40x60 cm
100% cotton



SELMA 6C, P1
Design: Ekelund Designstudio
Brushed plaid 140x170 cm / **Brushed pillow case** 40x40 cm
100% cotton



PION 6C, P1
Design: Malin Gyllensvaan
Runner 35x100 cm
100% cotton



JORDGUBBAR 6C, P1
Design: Ekelund Designstudio
Towel 40x60 cm
100% cotton



APELSINER 6C, P1
Design: Betty Svensson
Towel 40x60 cm
100% cotton



CITRONER 6C, P1
Design: Betty Svensson
Towel 40x60 cm
100% cotton

WHEN LIFE GIVES YOU LEMONS, MAKE LEMONADE



JORDGUBBAR 6C, P1
Design: Ekelund Designstudio
Runner 35x120 cm
100% cotton



APELSINER 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



CITRONER 6C, P1
Design: Betty Svensson
Runners 35x80, 35x120 cm
100% cotton



FRAGARIA 6C, P1
Design: Betty Svensson
Napkin 35x35 cm
100% cotton



FRAGARIA 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



FRAGARIA 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



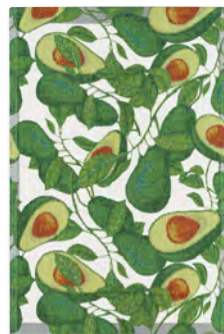
TRÄDGÅRDSBÄR 6C, P1
Design: Betty Svensson
Towel 40x60 cm
100% cotton



SOMMARPRIMÖRER 6C, P1
Design: Betty Svensson
Towel 40x60 cm
100% cotton



GREENERY 6C, P1
Design: Ekelund Designstudio
Towel 35x50 cm
100% cotton



AVOKADO 6C, P1
Design: Ekelund Designstudio
Towel 40x60 cm
100% cotton



TOMATER 6C, P1
Design: Ekelund Designstudio
Towel 40x60 cm
100% cotton





SKOGSFLAMMA 6C, P1
Design: Malin Gyllensvaan
Towel 35x50 cm
100% cotton



ÄNGSBLÅ P1
Design: Betty Svensson
Towels 35x50, 48x70 cm
100% cotton



GRÖNKVIST P1
Design: Betty Svensson
Towels 35x50, 48x70 cm
100% cotton



ROSLAD P1
Design: Betty Svensson
Towels 35x50, 48x70 cm
100% cotton



Organic Swedish summer flowers

THE INNOVATIVE EKELUND

A significant part of our manufacturing process consists of our own patented weaving technique, known as pixel weaving, which accounts for more than half of our total production.

This technology not only reduces the number of yarn colors needed but also minimizes the amount of leftover yarn and storage space required, aligning with our vision to minimize the environmental impact of our production.



FLOWER 3C, P1
Design: Virtuelli Design
Towel 35x50 cm
100% cotton



PELARGONIA 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



PIONDRÖM 6C, P1
Design: Margareta Nyström
Towel 35x50 cm
100% cotton



FÄRGGLÄDJE 3C, P1
Design: Virtuelli Design
Towel 35x50 cm
100% cotton



SKOGSKVITTER 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



FLOWER 3C, P1
Design: Virtuelli Design
Runner 35x120 cm
100% cotton



PELARGONIA 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



PIONDRÖM 6C, P1
Design: Margareta Nyström
Runner 35x120 cm
100% cotton



FÄRGGLÄDJE 3C, P1
Design: Virtuelli Design
Runner 35x120 cm
100% cotton



SKOGSKVITTER 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



BLOMSTERFÅNG 6C, P1
Design: Betty Svensson
Tablecloths 145x145, 145x250, 145x300 cm
100% cotton



BLOMSTERFÅNG 6C, P1
Design: Betty Svensson
Runners 35x80, 35x140 cm
100% cotton



FLORA 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



FLORA 6C, P1
Design: Betty Svensson
Runners 35x80, 35x140 cm
100% cotton



Table runner – Vågrenen



VÅGRENEN 6C, P1
Design: Lina Schnaufer
Towel 35x50 cm
100% cotton



VÅGRENEN 6C, P1
Design: Lina Schnaufer
Runner 35x120 cm
100% cotton

WHAT IS TRENDING 2025?

In 2025, color trends in interior design and fashion are expected to feature a combination of natural, earthy tones and vibrant, bold shades.

Terracotta, clay, and taupe:

Warm, earthy shades that create an instant feeling of warmth and welcome in the home.

Green shades:

Green continues to dominate both in fashion and interior design, with tones ranging from deep forest green to lighter lime green.

Red and Burnt Tones:

Colors like oxidized red and terracotta are expected to be popular, adding an energetic atmosphere.

Craftsmanship also continues to be trendy in 2025, with an increased focus on sustainability and natural materials.

Some table setting trends we'll see more of in 2025 combine tradition and modernity, with a strong emphasis on sustainability and personal touches:

Material choices:

Natural and sustainable materials such as wood, linen, and ceramic take center stage, creating an authentic and earthy feel at the table.

Personal style:

Playful and personalized table settings are trendy, ideally blending new and old pieces, along with handcrafted elements. Nostalgic details add a unique touch.

Classic and Scandinavian style:

Light, minimalist settings with classic white porcelain remain popular. Small decorative vases and flowers can add extra color and character.

Reuse:

Secondhand and vintage items are used more frequently as an eco-conscious choice.

Natural decorations:

Decorate with dried flowers, grasses, and fresh accents for a natural and beautiful ambiance.



VILDBLOMSTER 6C, P1
Design: Betty Svensson
Brushed plaid 140x170 cm/**Brushed pillow case** 40x40 cm
100% cotton



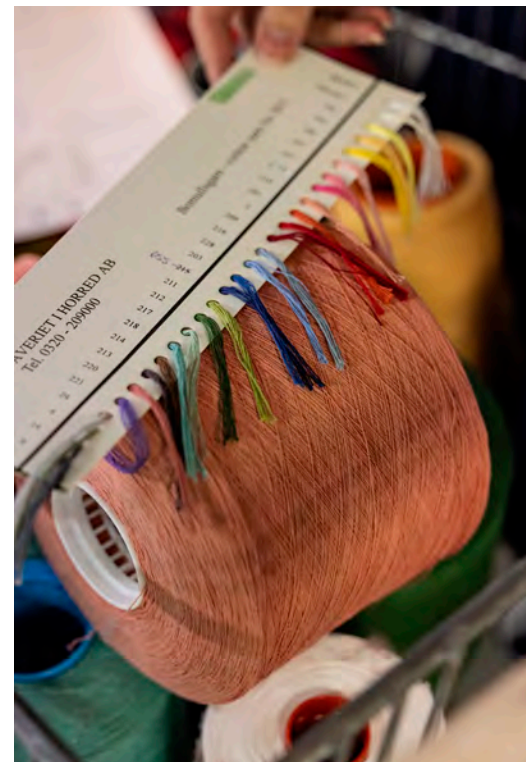
VILDBLOMSTER 6C, P1
Design: Betty Svensson
Placemat 35x48 cm
100% cotton



VILDBLOMSTER 6C, P1
Design: Betty Svensson
Runner 35x100 cm
100% cotton



VILDBLOMSTER 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton





ORMBUNKAR P1
Design: Ann Glansén
Towels 35x50, 50x70 cm
55% cotton, 45% linen



ORMBUNKAR P1
Design: Ann Glansén
Runners 35x120, 50x150 cm
55% cotton, 45% linen



SKOGSBLÅ P1
Design: Linda Forsberg
Tablecloths 145x145, 145x250, 145x300 cm
100% cotton



FLYTANDE BLÅ P1
Design: Betty Svensson
Placemat 35x48 cm
100% cotton



FLYTANDE BLÅ P1
Design: Betty Svensson
Table topper 75x75 cm
100% cotton



FLYTANDE BLÅ P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



FLYTANDE BLÅ P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton

FOLLOW FOR MORE INSPIRATION

Doesn't the food taste a little better when you sit down at a beautiful table? With us you can find many inspiring table settings where only creativity sets limits. For more inspiration for the set table – follow us on Instagram. Scan the code now.



LÖK P1
Design: Betty Svensson
Towels 35x50, 48x70 cm
100% cotton



MOROT P1
Design: Betty Svensson
Towels 35x50, 48x70 cm
100% cotton



HYDRANGEA P1
Design: Betty Svensson
Towels 35x50, 48x70 cm
100% cotton



HELIA P1
Design: Betty Svensson
Towels 35x50, 48x70 cm
100% cotton



DAHLIA DEKORATIV P1
Design: Betty Svensson
Towels 35x50, 48x70 cm
100% cotton



RÖDBETA P1
Design: Betty Svensson
Towels 35x50, 48x70 cm
100% cotton



VILDBLOMMOR 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



VILDBLOMMOR 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



SKOGSBRÅKEN 6C, P1
Design: Björk-Forth
Runner 35x120 cm
100% cotton



Runner Vildblommor and runner Skogsbråken



BLADMOSAİK
Design: Betty Svensson
Brushed plaid 140x170 cm, **brushed pillow case** 40x40 cm
100% cotton



NYPONROS **P1**
Design: Betty Svensson
Napkin 35x35 cm
100% cotton



NYPONROS **P1**
Design: Betty Svensson
Towel 35x50 cm
100% cotton



NYPONROS **P1**
Design: Betty Svensson
Table topper 75x75 cm
100% cotton



NYPONROS **P1**
Design: Betty Svensson
Runner 35x120 cm
100% cotton



COLOURFUL **6C, P1**
Design: Ekelund Designstudio
Towel 35x50 cm
100% cotton



COLOURFUL **6C, P1**
Design: Ekelund Designstudio
Runners 35x80, 35x120 cm
100% cotton



BUKETT **6C** **P1**
Design: Malin Gyllensvaan
Brushed plaid 140x170 cm
100% cotton



KÄRLEKEN **6C** **P1**
Design: Lina Schnaufer
Brushed plaid 140x170 cm / **Brushed pillow case** 40x40 cm
100% cotton



COLOURFUL **6C** **P1**
Design: Ekelund Designstudio
Brushed plaid 140x170 cm / **Brushed pillow case** 40x40 cm
100% cotton



SOMMARVÄRME 6C, P1
Design: Ekelund designstudio
Towel 35x50 cm
100% cotton



AFTONBLOM 6C, P1
Design: Caroline Einarsson
Towel 35x50 cm
100% cotton



VINDVALLMO P1
Design: Virtuelli Design
Towel 35x50 cm
100% cotton



SOMMARVÄRME 6C, P1
Design: Ekelund designstudio
Runner 35x140 cm
100% cotton



AFTONBLOM 6C, P1
Design: Caroline Einarsson
Runner 35x120 cm
100% cotton



VINDVALLMO P1
Design: Virtuelli Design
Runner 35x120 cm
100% cotton



SOLKRONA 6C, P1
Design: Malin Gyllensvaan
Towel 35x50 cm
100% cotton



MEADOW 6C, P1
Design: Linda Forsberg
Towel 35x50 cm
100% cotton



OLIVFEST P1
Design: Veronica Seipel Vejsholt
Towel 35x50 cm
100% cotton



BLOMSTERFÄLT 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



BLOMSTERFÄLT 6C, P1
Design: Betty Svensson
Placemat 35x48 cm
100% cotton



BLOMSTERFÄLT 6C, P1
Design: Betty Svensson
Runner 35x140 cm
100% cotton



SKOGBLOM 6C, P1
Design: Lina Schnaufer
Runner 35x120 cm
100% cotton



SKOGBLOM 6C, P1
Design: Lina Schnaufer
Towel 35x50 cm
100% cotton



BLOMGLÄNTA 6C, P1
Design: Virtuelli Design
Placemat 35x48 cm
100% cotton



BLOMGLÄNTA 6C, P1
Design: Virtuelli Design
Towel 35x50 cm
100% cotton



BLOMGLÄNTA 6C, P1
Design: Virtuelli Design
Runner 35x120 cm
100% cotton



BLOMGLÄNTA 6C, P1
Design: Virtuelli Design
Tablecloths 145x145, 145x250, 145x300 cm
100% cotton

WE SUPPORT LOCAL

For our photo shoots, we gather flowers from local growers. These are cultivated in line with our commitment to the environment, and we are supporting the local business.



ÄNGSDRÖM 6C, P1
Design: Betty Svensson
Napkin 35x35 cm
100% cotton



ÄNGSDRÖM 6C, P1
Design: Betty Svensson
Placemat 35x48 cm
100% cotton



ÄNGSDRÖM 6C, P1
Design: Betty Svensson
Towel 40x60 cm
100% cotton



ÄNGSDRÖM 6C, P1
Design: Betty Svensson
Runner 35x140 cm
100% cotton

SWEDEN

Woven in Horred, in pure organic cotton and linen.
Design – Virtuelli Design, Ann Wessblad,
Grannas A Olsson, Marita Bergman,
Leif Holgersson, Marianne Welanders,
Carina Backman, Linda Svensson Edevint,
Heidi Lange, Betty Svensson, Linda Forsberg,
Susanne Andersson

The Sweden collection is a tribute to our long country where we want to share Swedish culture and tradition. With inspiration from our varied landscape, classic symbols and patterns, our love for nature and Swedish craft traditions. The collection is perfect for creating an atmosphere that is steeped in Swedish tradition and history.



LINDAS BLÅKLOCKA 6C, P1
Design: Linda Svensson Edevint
Towel 40x60 cm
100% cotton



LINDAS TULPAN 6C, P1
Design: Linda Svensson Edevint
Towel 40x60 cm
100% cotton



LINDAS VALLMO 6C, P1
Design: Linda Svensson Edevint
Towel 40x60 cm
100% cotton



LINDAS VIOL 6C, P1
Design: Linda Svensson Edevint
Towel 40x60 cm
100% cotton



SVERIGE P1
Design: Marita Bergman
Towel 35x50 cm
100% cotton



DALAHANDDUKEN 3C, P1
Design: Grannas A. Olsson
Towel 35x50 cm
100% cotton



FOLKFEST 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



KURBITSHÅST 3C, P1
Design: Betty Svensson
Towel 35x50, 48x70 cm
100% cotton



PARHÄSTAR 3C P1
Design: Betty Svensson
Brushed plaid 140x170 cm, brushed pillow case 40x40 cm
100% cotton



DALASOMMAR P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



DALASOMMAR P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



AKVARELL 6C, P1
Design: Linda Forsberg
Runner 35x120 cm
100% cotton



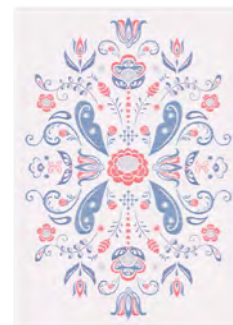
*Torplyckan tablecloth together with brushed plaid
Kurbitsblom in the background*

ABOUT TORPLYCKAN

When I created the Torplyckan collection, I was inspired by Swedish folk art. I drew motifs inspired by ornaments, flowers and leaves on older furniture and wall paintings along with classic woven shapes from bedspreads and tablecloths.

The collection suits both summer and winter, as the flowers, motifs and colors connect to our memories from midsummer as well as Christmas Eve. My wish with this collection is to carry on the history of the common people where traditional styles meet and where the old meets the new.

— *Susanne Andersson designer of Torplyckan*



TORPLYCKAN P1
Design: Susanne Andersson
Towels 35x50, 48x70 cm
100% cotton



TORPLYCKAN P1
Design: Susanne Andersson
Tablecloths 145x145, 145x210, 145x250, 145x300 cm
100% cotton



KURBITSBLOM 3C P1
Design: Virtuell Design
Brushed plaid 140x170 cm, brushed pillow case 40x40 cm
100% cotton



ABOUT NORRLED & ÖSTERLED

My patterns, Norrled and Österled, are inspired by the magic and timeless symbolism of Sámi culture, reflecting its connection to the mystique of the Nordic landscapes. Through these works, I aim to bridge worlds and celebrate shared human stories.

– Heidi Lange designer of Norrled and Österled



NORRLED P1
Design: Heidi Lange
Towel 35x50 cm
100% cotton



ÖSTERLED 930 P1
Design: Heidi Lange
Towel 35x50 cm
100% cotton



ÖSTERLED 910 P1
Design: Heidi Lange
Towel 35x50 cm
100% cotton



ÖSTERLED 980 P1
Design: Heidi Lange
Towel 35x50 cm
55% cotton, 45% linen



NORRLED P1
Design: Heidi Lange
Runner 35x120 cm
100% cotton



ÖSTERLED 930 P1
Design: Heidi Lange
Runner 35x120 cm
100% cotton



ÖSTERLED 910 P1
Design: Heidi Lange
Runner 35x120 cm
100% cotton



ÖSTERLED 980 P1
Design: Heidi Lange
Runner 35x120 cm
55% cotton, 45% linen

THE SWEDISH GIFT

Bringing a piece of Sweden with you couldn't be easier than this. This collection also carries a touch of cultural history.



BLOMSTERSLINGA 3C, P1
Design: Ann Wessblad
Runner 35x120 cm
100% cotton



BLOMSTERSLINGA 3C, P1
Design: Ann Wessblad
Towel 35x50 cm
100% cotton



KURBITSBLOM 3C, P1
Design: Virtuelli Design
Towel 35x50 cm
100% cotton



KURBITSBLOM 3C, P1
Design: Virtuelli Design
Runner 35x120 cm
100% cotton



BLOMSTERHÄST 6C, P1
Design: Betty Svensson
Runner 35x100 cm
100% cotton



BLOMSTERHÄST 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



SVENSK SOMMAR 3C, P1
Design: Marianne Welanders
Towel 35x50 cm
100% cotton



NILS HOLGERSSON 3C, P1
Design: Carina Backman
Towel 35x50 cm
100% cotton



MITT SVERIGE 3C, P1
Design: Leif Holgersson
Towel 35x50 cm
100% cotton



MARITIME

Woven in Horred, in pure organic cotton and linen.
 Design – Malin Gyllensvaan,
 Linda Forsberg, Veronica Seipel Vejsholt,
 Davia Zubriene, Caroline Einarsson, Linda Svensson
 Edevint, Ylva Kongbäck, Makroform Maria Olsson,
 Ann Glansén



Maritime is a tribute to the sea and the Swedish west coast – a place where harsh weather and salty winds shape the landscape and life. Inspired by its raw beauty, cliffs, fishing villages and the open sea. With designs reminiscent of windswept boathouses, rugged fishing gear and the delights of the sea, the collection reflects a simplicity and strength that permeates coastal life.

Maritime is perfect for creating a timeless and stylish experience in your home, bringing with it a sense of tradition and adventure – a reminder of the power of the sea and the eternal charm of the coast.



SWEDISH WEST COAST

The West Coast is famous for its striking rock formations, shallow sandy beaches, quaint fishing villages, and delicious food and drink. Here you eat a lot of shellfish, oysters, freshly caught fish and seaweed. Everything is grown sustainably.



ARIELLE 6C, P1
Design: Linda Forsberg
Towel 35x50 cm
100% cotton



HAVSBRIS P1
Design: Veronica Seipel Vejsholt
Towel 35x50 cm
100% cotton



ARIELLE 6C, P1
Design: Linda Forsberg
Runner 35x120 cm
100% cotton



HAVSBRIS P1
Design: Veronica Seipel Vejsholt
Runner 35x120 cm
100% cotton



Runner Havsbris, napkin Ostronband and towel Tvärs



SKALDJURSFEST 6C, P1
Design: Makroform, Maria Olsson
Towel 40x60 cm
100% cotton



SKALDJURSFEST 6C, P1
Design: Makroform, Maria Olsson
Placemat 35x48 cm
100% cotton



KRÄFTBAND P1
Design: Caroline Einarsson
Napkin 35x35 cm
55% cotton, 45% linen



OSTRONBAND P1
Design: Caroline Einarsson
Napkin 35x35 cm
55% cotton, 45% linen



HAVET 6C P1
Design: Malin Gyllensvaan
Brushed plaid 140x170 cm
100% cotton



SEAFOOD 6C, P1
Design: Malin Gyllensvaan
Towel 35x50 cm
100% cotton



KORALL 6C, P1
Design: Linda Svensson Edevint
Towel 40x60 cm
100% cotton



MÅSAR 6C, P1
Design: Makroform, Maria Olsson
Towel 40x60 cm
100% cotton



STRANDKVANNE 6C, P1
Design: Makroform, Maria Olsson
Towel 40x60 cm
100% cotton



STRAND P1
Design: Ylva Kongbäck
Towel 35x50 cm
100% cotton



WHALE 6C, P1
Design: Daiva Zubriene
Towel 35x50 cm
100% cotton





SJÖBOD 6C, P1
Design: Daiva Zubriene
Runner 35x120 cm
100% cotton



SJÖBOD 6C, P1
Design: Daiva Zubriene
Placemat 35x48 cm
100% cotton



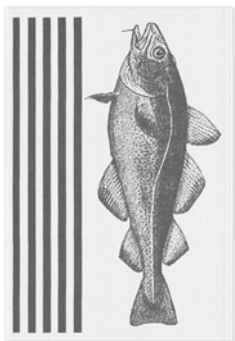
SJÖBOD 6C, P1
Design: Daiva Zubriene
Towel 35x50 cm
100% cotton



SJÖBOD 6C P1
Design: Daiva Zubriene
Brushed plaid 140x170 cm, **Brushed pillow case** 40x40 cm
100% cotton



FISKELÄGE P1
Design: Ylva Kongbäck
Towel 35x50 cm
100% cotton



COD P1
Design: Ann Glansén
Towels 35x50, 48x70 cm
100% cotton



FIRRAR 6C, P1
Design: Veronica Seipel Vejsholt
Towel 40x60 cm
100% cotton



FIRRAR 6C, P1
Design: Veronica Seipel Vejsholt
Placemat 35x48 cm
100% cotton



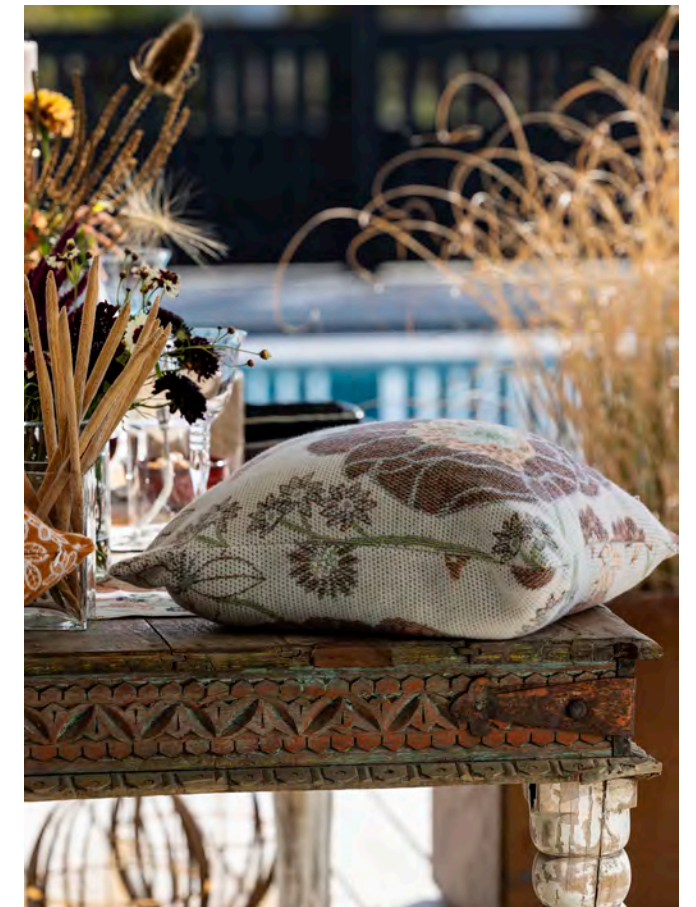
AUTUMN

Woven in Horred, in pure organic cotton and linen.
 Design – Malin Gyllensvaan, Linda Forsberg,
 Ekelunds designstudio, Leif Holgersson,
 Kristina Petruskene, Linda Svensson Edevint, Ylva
 Kongbäck, Björk-Forth, Betty Svensson



As the air grows crisper and shadows lengthen, nature's color palette comes alive with shades of red, yellow, orange, and brown – colors that define autumn and evoke warmth and tranquility. This was our inspiration in creating the Autumn collection.

This collection captures the beauty of autumn's transition, from lush fields to the abundance of harvest, preparing us for the calm, darker season ahead. We move our celebrations indoors, and the set tables become gathering places reminiscent of togetherness around a campfire.

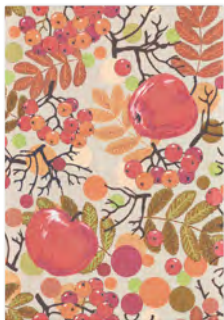




ÄPPELBÄR 6C, P1
Design: Ekelund Designstudio
Runner 35x140 cm
100% cotton



ÄPPELBÄR 6C, P1
Design: Ekelund Designstudio
Napkin 35x35 cm
100% cotton



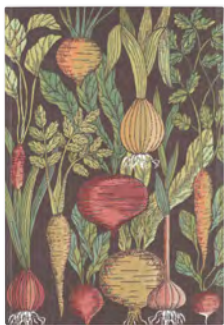
ÄPPELBÄR 6C, P1
Design: Ekelund Designstudio
Towel 35x50 cm
100% cotton



Table runner and napkin: Äppelbär



GRÖNMIX 6C, P1
Design: Betty Svensson
Towel 40x60 cm
100% cotton



ROTFRUKT 6C, P1
Design: Betty Svensson
Towel 40x60 cm
100% cotton



RÄVDANS 6C, P1
Design: Malin Gyllensvaan
Towel 35x50 cm
100% cotton



HÖSTSKÖRD 6C, P1
Design: Linda Forsberg
Towel 35x50 cm
100% cotton



HÖSTSKÖRD 6C, P1
Design: Linda Forsberg
Runner 35x140 cm
100% cotton



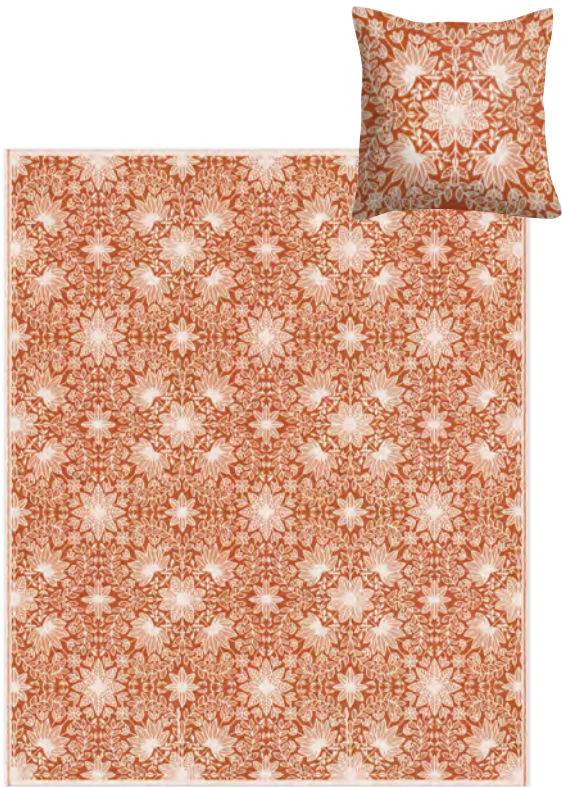
HÖSTFRÖJD 6C, P1
Design: Betty Svensson
Placemat 35x48 cm
100% cotton



HÖSTFRÖJD 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



HÖSTFRÖJD 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



SANDSTJÄRNA
Design: Betty Svensson
Brushed plaid 140x170 cm, **Brushed pillow case** 40x40 cm
100% cotton



P1



SOFT
Design: Betty Svensson
Brushed plaid 140x170 cm, **Brushed pillow case** 40x40 cm
100% cotton



6C P1



AUTUMN
Design: Betty Svensson
Runner 35x120 cm
100% cotton



6C, P1



AUTUMN
Design: Betty Svensson
Towel 35x50 cm
100% cotton



6C, P1



AUTUMN
Design: Betty Svensson
Placemat 35x48 cm
100% cotton



6C, P1



FÅGLABÄCK
Design: Björk-Forth
Napkin 35x35 cm
100% cotton



6C, P1



FÅGLABÄCK
Design: Björk-Forth
Towel 35x50 cm
100% cotton



6C, P1



FÅGLABÄCK
Design: Björk-Forth
Runners 35x80, 35x120 cm
100% cotton



6C, P1



Table runner and napkin: Kvällsblom

PILLOW CASES

Several of our cushion covers are double-sided, meaning there is one pattern on one side and a different one on the other. For example, in the pattern Kvällsblom.



KVÄLLSBLOM
Design: Betty Svensson
Brushed plaid 140x170 cm / **Brushed pillow case** 40x40 cm
100% cotton



6C P1



KVÄLLSBLOM
Design: Betty Svensson
Runner 35x120 cm
100% cotton



6C, P1



KVÄLLSBLOM
Design: Betty Svensson
Towel 35x50 cm
100% cotton



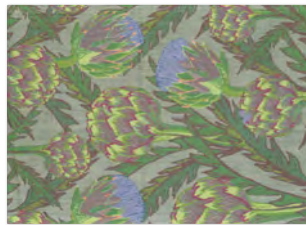
6C, P1



ARTICHOKE 6C, P1
Design: Kristina Petrauskienė
Runner 35x120 cm
100% cotton



ARTICHOKE 6C, P1
Design: Kristina Petrauskienė
Towel 35x50 cm
100% cotton



ARTICHOKE 6C, P1
Design: Kristina Petrauskienė
Placemat 35x48 cm
100% cotton



Table runner and placemat: Artichoke

THROUGHOUT
THE
CENTURIES
WE HAVE REFINED
OUR WEAVING
TECHNIQUES
WHILE
MAINTAINING A
FOCUS ON
QUALITY AND
SUSTAINABILITY



SVAMPRIK 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



SVAMPRIK 6C, P1
Design: Betty Svensson
Towel 40x60 cm
100% cotton



CORA 940 P1
Design: Linda Svensson Edevint
Towel 35x50 cm
100% cotton



CORA 940 P1
Design: Linda Svensson Edevint
Runner 35x120 cm
100% cotton



HÖSTBLOMSTER P1
Design: Linda Forsberg
Towels 48x70 cm
100% cotton



HÖSTBLOMSTER P1
Design: Linda Forsberg
Runner 48x150 cm
100% cotton



LÖVSTA 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



Placemat and napkins: Rönnbärsblad



SKOGSFJÄDER
Design: Betty Svensson
Table topper 75x75 cm
100% cotton

P1



BRONSLÖV
Design: Betty Svensson
Towel 35x50 cm
100% cotton

P1



SKOGSFJÄDER
Design: Betty Svensson
Towels 35x50, 48x70 cm
100% cotton

P1



Brushed plaid and pillow case: Höstnatur



HÖSTNATUR
Design: Betty Svensson
Brushed plaid 140x170 cm, Brushed pillow case 40x40 cm
100% cotton

6C P1



RÖNNBÄRSBLAD
Design: Betty Svensson
Runner 35x120 cm
100% cotton

P1



RÖNNBÄRSBLAD
Design: Betty Svensson
Napkin 35x35 cm
100% cotton

P1



RÖNNBÄRSBLAD
Design: Betty Svensson
Placemat 35x48 cm
100% cotton

P1



RÖNNBÄRSBLAD
Design: Betty Svensson
Towel 35x50 cm
100% cotton

P1



RÖNNBÄRSBLAD
Design: Betty Svensson
Table topper 75x75 cm
100% cotton

P1



BRONSLÖV
Design: Betty Svensson
Runner 35x120 cm
100% cotton

P1



SKOGSFJÄDER
Design: Betty Svensson
Runner 35x120 cm
100% cotton

P1



FÅGLABO
Design: Betty Svensson
Runner 35x120 cm
100% cotton

6C, P1



FÅGLABO
Design: Betty Svensson
Placemat 35x48 cm
100% cotton

6C, P1



FÅGLABO
Design: Betty Svensson
Towel 40x60 cm
100% cotton

6C, P1



FÅGLABO
Design: Betty Svensson
Napkin 35x35 cm
100% cotton

6C, P1



RÄVAR
Design: Björk-Forth
Brushed plaid 140x170 cm, Brushed pillow case 40x40 cm
100% cotton

6C P1



HJORTNÄS 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



HJORTNÄS 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



EKELID 6C, P1
Design: Leif Holgersson
Towel 40x60 cm
100% cotton



EKELID 6C, P1
Design: Leif Holgersson
Runner 35x120 cm
100% cotton



KOLTRAST 6C, P1
Design: Leif Holgersson
Napkin 35x35 cm
100% cotton



KOLTRAST 6C, P1
Design: Leif Holgersson
Towel 40x60 cm
100% cotton



KOLTRAST 6C, P1
Design: Leif Holgersson
Placemat 35x48 cm
100% cotton



KOLTRAST 6C, P1
Design: Leif Holgersson
Runner 35x120 cm
100% cotton

OUR
DESIGNS
ARE MADE
WITH THE
INTENTION
OF BRINGING
A SENSE
OF WARMTH
TO YOUR
HOME



FRUKTRIK 6C, P1
Design: Ekelund Designstudio
Tablecloths 145x145, 145x250 cm
100% cotton



FRUKTRIK 6C, P1
Design: Ekelund Designstudio
Runners 35x80, 35x120 cm
100% cotton



FRUKTRIK 6C, P1
Design: Ekelund Designstudio
Towel 35x50 cm
100% cotton



FRUKTRIK 6C, P1
Design: Ekelund Designstudio
Placemat 35x48 cm
100% cotton



PLENTY OF PUMPKINS 6C, P1
Design: Linda Forsberg
Towel 35x50 cm
100% cotton



PLENTY OF PUMPKINS 6C, P1
Design: Linda Forsberg
Runner 35x120 cm
100% cotton

THE TABLE RUNNER – A HERO AT THE TABLE

Whether you are setting up for a casual brunch or a festive dinner, selecting more than one runner adds dimension and personality to your tablescape.

With our collection of 200 table runners we would like to spark your creativity and give you the freedom to style your table in endless ways. With a wide array of colors, patterns, and textures, you can mix and match to express your personal style and make each gathering feel unique.

Go bold with contrasting colors or keep it classic with complementary tones, the possibilities are endless. Embrace the "more is more" approach to set the table as you want.

200

TABLE
RUNNERS
IN OUR
2025
ASSORTMENT



CHRISTMAS & WINTER

Woven in Horred, in pure organic cotton and linen.

Design – Ekelund designstudio, Susanne Andersson,
Makroform Maria Olsson, Hanne Vedel, Björk-Forth,
Nancy Bladfält, Kristina Petrauskene, Margareta Nyström,
Malin Gyllensvaan, Linda Forsberg, Betty Svensson,
Veronica Seipel Vejsholt, Davia Zubriene, Virtuelli Design



Our Winter & Christmas collection is inspired by motifs and patterns that reflect the frozen nature, the anticipation of Christmas and the deep colors of the winter sky. A collection that is perfect for making the home cozy during the coldest months of the year. Here you will find classic motifs reminiscent of our most beloved traditions.

Feel free to mix up your table settings with textiles from our collection Tradition, a complement that calms down and gives space to the patterns that want to be seen a little extra. Together, they create a feeling where the stillness of winter meets the joy of Christmas.





Table runner Julefröjd together with table runner Mistelkvist

GREEN IS THE NEW RED

Or at least very beautiful as a Christmas color. The green Christmas table setting gives a modern and calm impression. Still with traditional patterns, where tradition meets today's trends.



MISTELKVIST 6C, P1
Design: Linda Forsberg
Runner 35x120 cm
100% cotton



MISTELKVIST 6C, P1
Design: Linda Forsberg
Towel 35x50 cm
100% cotton



JULIA 6C, P1
Design: Veronica Seipel Vejsholt
Placemat 35x48 cm
100% cotton



JULIA 6C, P1
Design: Veronica Seipel Vejsholt
Napkin 35x35 cm
100% cotton



JULIA 6C, P1
Design: Veronica Seipel Vejsholt
Towel 40x60 cm
100% cotton



JULIA 6C, P1
Design: Veronica Seipel Vejsholt
Runner 35x120 cm
100% cotton



JULEFRÖJD 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



JULEFRÖJD 6C, P1
Design: Betty Svensson
Placemat 35x48 cm
100% cotton



JULEFRÖJD 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



JULEFRÖJD 6C, P1
Design: Betty Svensson
Napkin 35x35 cm
100% cotton



DOMHERRE 6C, P1
Design: Ekelund Designstudio
Placemat 35x48 cm
100% cotton



DOMHERRE 6C, P1
Design: Ekelund Designstudio
Towel 40x60 cm
100% cotton



DOMHERRE 6C, P1
Design: Ekelund Designstudio
Runners 35x80, 35x120 cm
100% cotton



TOMTEMÖTE 6C, P1
Design: Veronica Seipel Vejsholt
Runners 35x80, 35x140 cm
100% cotton



TOMTEMÖTE 6C, P1
Design: Veronica Seipel Vejsholt
Placemat 35x48 cm
100% cotton



TOMTEMÖTE 6C, P1
Design: Veronica Seipel Vejsholt
Towel 40x60 cm
100% cotton



VINTERVITA 6C, P1
Design: Margareta Nyström
Runner 35x120 cm
100% cotton



LUCIAMORGON 6C, P1
Design: Betty Svensson
Placemat 35x48 cm
100% cotton



LUCIAMORGON 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



LUCIAMORGON 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton





VÄRME
Design: Betty Svensson
Brushed plaid 140x170 cm/ **Brushed pillow case** 40x40 cm
100% cotton

P1



Tablecloth *Törplyckan* together with towel *Snöröd* and towel *Ättebladsros* in red



ADVENTRUTA **P1**
Design: Veronica Seipel Vejsholt
Towel 35x50 cm
55% cotton, 45% linen



ADVENTRUTA **P1**
Design: Veronica Seipel Vejsholt
Runner 35x120 cm
55% cotton, 45% linen



ADVENTRUTA **P2**
Design: Veronica Seipel Vejsholt
Table topper 80x80 cm
55% cotton, 45% linen



JULHJÄRTAN **P1**
Design: Virtuell Design
Runners 35x80, 35x140 cm
55% cotton, 45% linen



JULHJÄRTAN **P1**
Design: Virtuell Design
Placemat 35x48 cm
55% cotton, 45% linen

TRADITIONALLY RED X-MAS

Many people want a traditional red Christmas, and with patterns such as christmas flowers, christmas hearts and warmth, this is why we have a red Christmas that is both red, warm and beautiful.



JULBLOMMOR **6C, P1**
Design: Betty Svensson
Runners 35x80, 35x120 cm
100% cotton



JULBLOMMOR **6C, P1**
Design: Betty Svensson
Napkin 35x35 cm
100% cotton



JULBLOMMOR **6C, P1**
Design: Betty Svensson
Towel 35x50 cm
100% cotton



SNÖRÖD **P1**
Design: Linda Forsberg
Runner 50x150 cm
55% cotton, 45% linen



SNÖRÖD **P1**
Design: Linda Forsberg
Towels 35x50, 50x70 cm
55% cotton, 45% linen

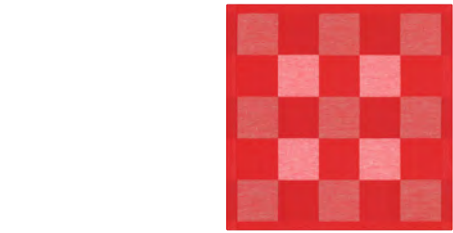


TORPLYCKAN 360 **P1**
Design: Susanne Andersson
Towels 35x50, 48x70 cm
100% cotton



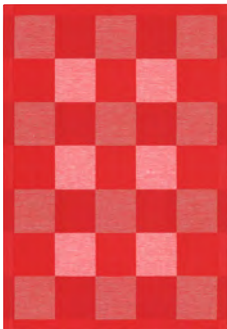
TORPLYCKAN 360 **P1**
Design: Susanne Andersson
Table topper 145x145, 145x250, 145x300 cm
100% cotton

On page 49 you can find
Törplyckan in a light summer
color. So why settle with just one?



SCHACK 330
Design: Hanne Vedel
Napkin 35x35 cm
55% cotton, 45% linen

P1



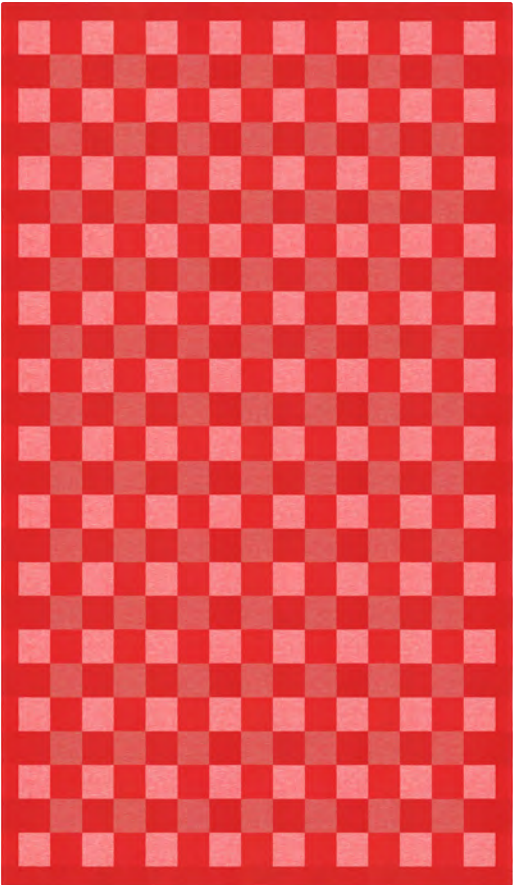
SCHACK 330
Design: Hanne Vedel
Towels 35x50, 50x70 cm
55% cotton, 45% linen

P1



SCHACK 330
Design: Hanne Vedel
Runner 35x110 cm
55% cotton, 45% linen

P1



SCHACK 330
Design: Hanne Vedel
Tablecloths 150x210, 150x250, 150x300, 150x350 cm
55% cotton, 45% linen

P2

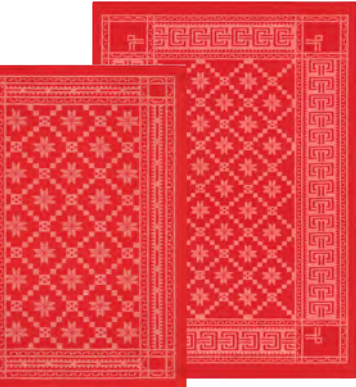


ÅTTEBLADROSE 330
Design: Gammalt norskt mönster
Placemat 35x48 cm
55% cotton, 45% linen

P1

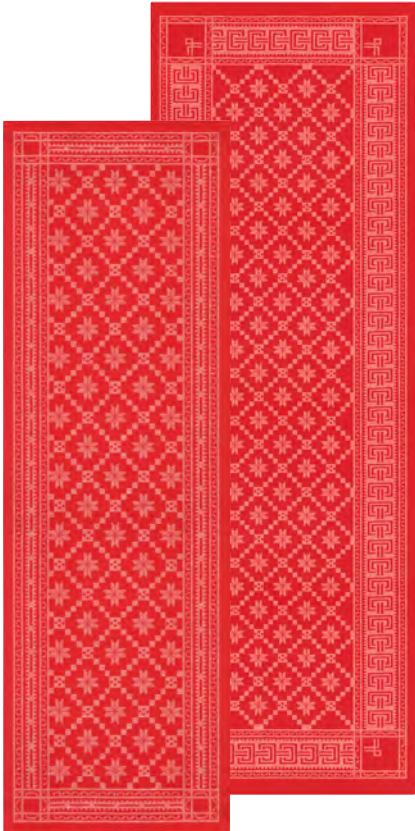


ÅTTEBLADROSE 330
Design: Gammalt norskt mönster
Napkins 35x35, 50x50 cm
55% cotton, 45% linen



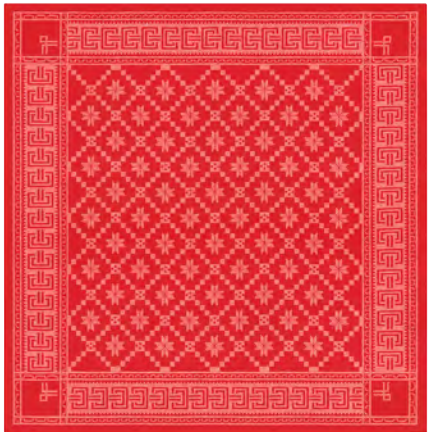
ÅTTEBLADROSE 330
Design: Gammalt norskt mönster
Towels 35x50, 50x70 cm
55% cotton, 45% linen

P1



ÅTTEBLADROSE 330
Design: Gammalt norskt mönster
Runners 35x110, 50x150 cm
55% cotton, 45% linen

P1



ÅTTEBLADROSE 330
Design: Gammalt norskt mönster
Table topper 80x80 cm
55% cotton, 45% linen

P2

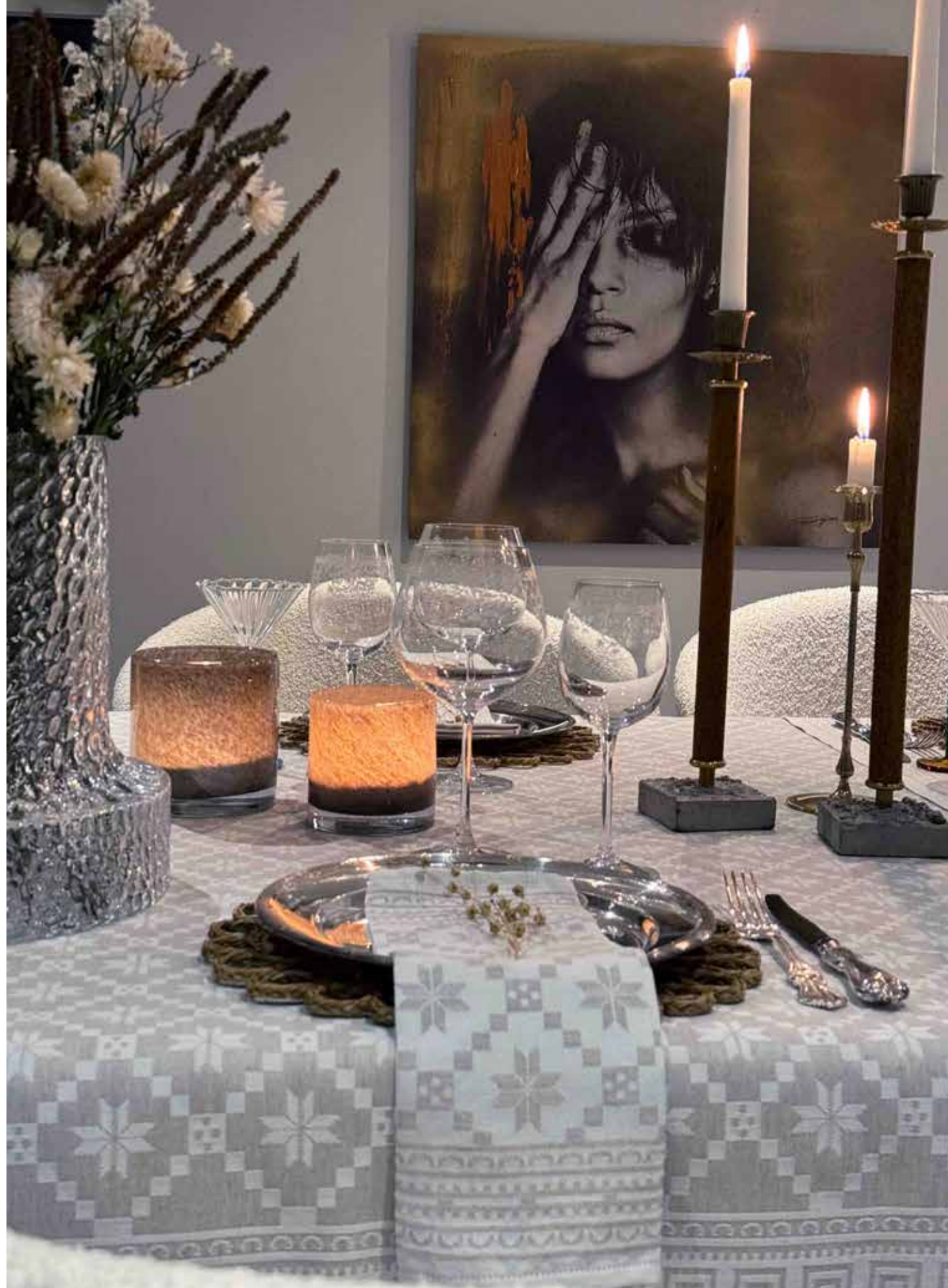


ÅTTEBLADROSE 330
Design: Gammalt norskt mönster
Tablecloths 150x150, 150x200, 150x260, 150x310 cm
55% cotton, 45% linen

P2



Christmas cookies are made of love and a little bit of sugar



THE WHITE CHRISTMAS

With our Tradition collection, you can set the table for a classic white Christmas. In the collection, you'll find patterns like Schack, Åttebladsrose, and Gåsöga. You'll find tablecloths, napkins, and table runners in this collection.





Table runner *Frostgren* but flipped to the other side



VINTERLIV
Design: Ekelund Designstudio
Brushed plaid 140x170 cm/ Brushed pillow case 40x40 cm
100% cotton

6C P1



FROSTGREN
Design: Betty Svensson
Runner 35x120 cm
100% cotton

P1



FROSTGREN
Design: Betty Svensson
Towels 35x50, 48x70 cm
100% cotton

P1



FROSTGREN
Design: Betty Svensson
Table topper 75x75 cm
100% cotton

P1



FROSTGREN
Design: Betty Svensson
Placemat 35x48 cm
100% cotton

P1

THE OTHER SIDE

Flip things around – quite literally with our products – and you will uncover a whole new world of shades, colors, and versatile ways to use them. Each piece has more to offer than meets the eye, inviting you to explore its many possibilities for use and style.



CHRISTMAS JOY WITH PATTERNS AND COLORS

In our interpretation of Christmas, there is something for everyone. Full of shapes and colors that help create your Christmas. Easy to complement with other collections, mix and max, play and have fun. Everything for a brilliant Christmas.



SVAMPSKOG 6C, P1
Design: Malin Gyllensvaan
Towel 35x50 cm
100% cotton



TOMTELIV P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



GRANAR P1
Design: Björk-Forth
Towels 35x50, 50x70 cm
55% cotton, 45% linen



SVAMPSKOG 6C, P1
Design: Malin Gyllensvaan
Runner 35x120 cm
100% cotton



TOMTELIV P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



GRANAR P1
Design: Björk-Forth
Runner 35x120 cm
55% cotton, 45% linen



HJÄRTBO 330 P2
Design: Betty Svensson
Table topper 80x80 cm
55% cotton, 45% linen



TOMTEBYN 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



HJÄRTBO 330 P1
Design: Betty Svensson
Napkin 35x35 cm
55% cotton, 45% linen



TOMTEBYN 6C, P1
Design: Betty Svensson
Napkin 35x35 cm
100% cotton



TOMTEBYN 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



HJÄRTBO 330 P1
Design: Betty Svensson
Runners 35x120, 50x150 cm
55% cotton, 45% linen



TOMTEDANS P1
Design: Veronica Seipel Vejsholt
Towel 35x50 cm
100% cotton



MIDVINTER 6C, P1
Design: Makroform, Maria Olsson
Towel 35x50 cm
100% cotton



TOMTENISSAR 6C, P1
Design: Veronica Seipel Vejsholt
Towel 40x60 cm
100% cotton



VINTERFÄGLAR 6C, P1
Design: Nancy Bladfält
Towel 40x60 cm
100% cotton



TOMTAR P1
Design: Veronica Seipel Vejsholt
Towel 35x50 cm
100% cotton



VINTERÄPPLE 6C, P1
Design: Makroform, Maria Olsson
Towel 35x50 cm
100% cotton



NISSE 6C, P1
Design: Veronica Seipel Vejsholt
Towel 40x60 cm
100% cotton



VINTERMAT 6C, P1
Design: Kristina Petruskiene
Towel 40x60 cm
100% cotton



BÄRKVIST P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



VINTERVÄNNER 6C, P1
Design: Makroform, Maria Olsson
Towel 35x50 cm
100% cotton



PURR-FECT CHRISTMAS 6C, P1
Design: Daiva Zubriene
Towel 35x50 cm
100% cotton



TOMTELINA 6C, P1
Design: Veronica Seipel Vejsholt
Towel 40x60 cm
100% cotton



TOMTEMYS 3C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



JULHÄLSNING 6C, P1
Design: Makroform, Maria Olsson
Towel 35x50 cm
100% cotton



TOMTENISSAR 6C, P1
Design: Veronica Seipel Vejsholt
Runner 35x120 cm
100% cotton



JULIGT 3C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



AMARYLLIS 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



AMARYLLIS 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



It's beginning to look a lot like Christmas. With tablecloth Bettys jul and towel Skymningsblomma the feeling is a modern take on a christmas table setting.



SKYMNINGSBLOMMA P1
Design: Betty Svensson
Towels 35x50, 48x70 cm
100% cotton



LÅNGTOMTAR P1
Design: Veronica Seipel Vejsholt
Towels 35x50, 48x70 cm
100% cotton



JULNATT 900 P1
Design: Betty Svensson
Placemat 35x48 cm
100% cotton



KAPAMARYLLIS P1
Design: Betty Svensson
Towels 35x50, 48x70 cm
100% cotton



HYACINT ORIENTALIS P1
Design: Betty Svensson
Towels 35x50, 48x70 cm
100% cotton



JULNATT 900 P1
Design: Betty Svensson
Towels 35x50, 48x70 cm
100% cotton



JULNATT 900 P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



SKYMNINGSBÅR P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



CHRISTMAS FLOWER 900 P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



SKYMNINGSBÅR P1
Design: Betty Svensson
Table topper 75x75 cm
100% cotton



SKYMNINGSBÅR P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



CHRISTMAS FLOWER 900 P1
Design: Betty Svensson
Table topper 75x75 cm
100% cotton



CHRISTMAS FLOWER 900 P1
Design: Betty Svensson
Runners 35x120, 48x150 cm
100% cotton



A playful setting with Bettys jul and Skymningsbär



JULFÅGLAR 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



JULFÅGLAR 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



JULSTAD 900 P1
Design: Veronica Seipel Vejsholt
Runner 35x120 cm
100% cotton



BETTYS JUL P1
Design: Betty Svensson
Tablecloths 145x145, 145x210, 145x250, 145x300 cm
100% cotton



BETTYS JUL P1
Design: Betty Svensson
Runners 35x120, 48x150 cm
100% cotton



BETTYS JUL P1
Design: Betty Svensson
Placemat 35x48 cm
100% cotton

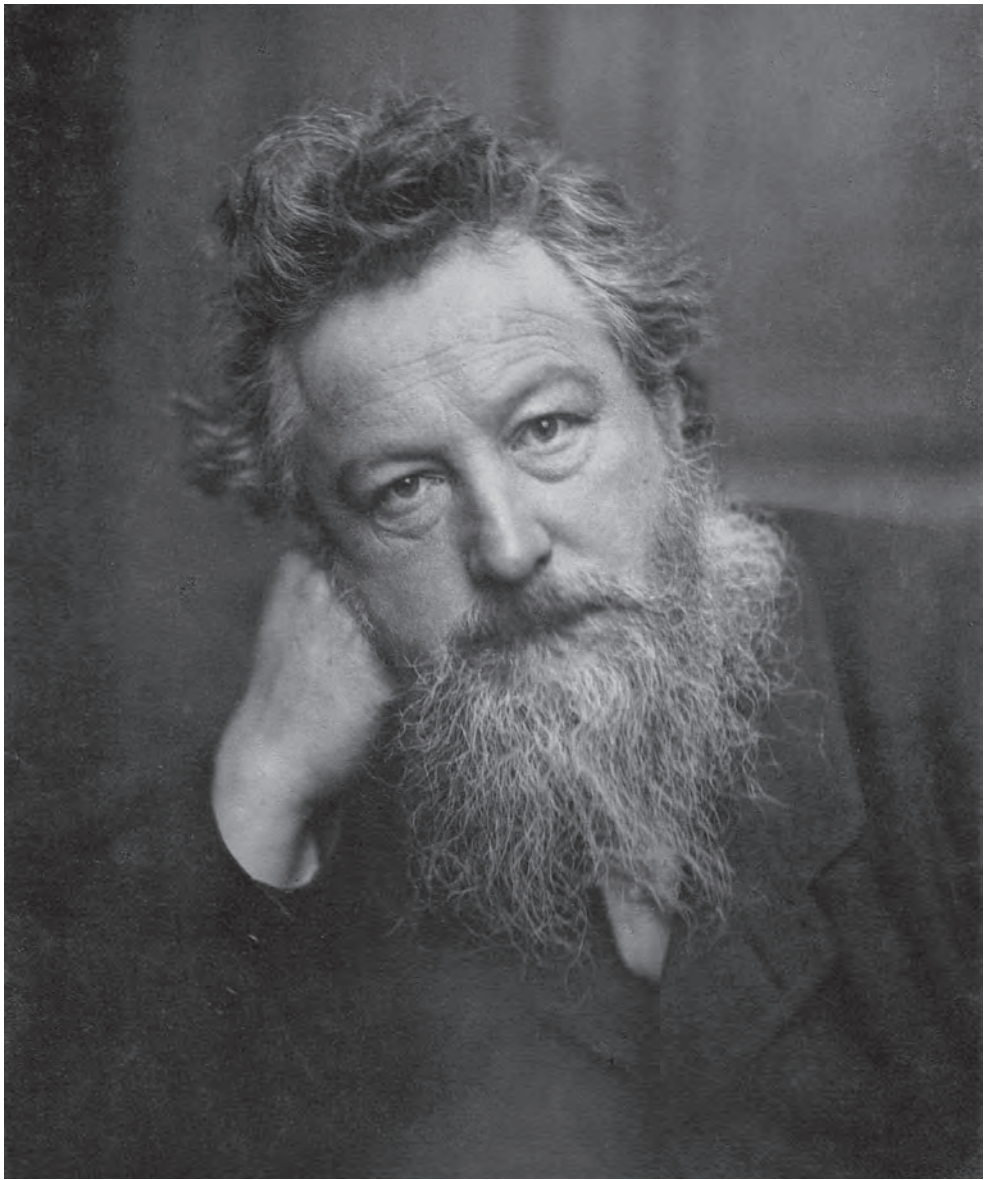


BETTYS JUL P1
Design: Betty Svensson
Table topper 75x75 cm
100% cotton



BETTYS JUL P1
Design: Betty Svensson
Napkin 35x35 cm
100% cotton





WILLIAM MORRIS

William Morris was an influential designer and poet from Victorian England. His patterns are known for their nature-inspired motifs, intricate detailing, and flowing forms. Morris drew inspiration from the English countryside, and each pattern is characterized by recurring themes from nature.

By weaving Morris’s patterns, we at Ekelund embrace a part of the English tradition and combine it with our Swedish heritage. We create a bridge between the past and the future, and between the English and Swedish landscapes.

Just like Morris, we share the vision of creating designs that not only reflect our time but endure through the centuries, ensuring that each product is as relevant today as it was when first created.

GOLDEN LILY

Golden Lily, 1899. One of the most admired patterns from William Morris. Golden Lily is richly populated with many flowers in a wide array of beautiful colors. The lily leaves, adorned with a speckled pattern, lie alongside swirling leaves and dotted stems that curl around this strongly diagonal arrangement.



GOLDEN LILY P2
Design: William Morris
Pillow case 40x40 cm
55% cotton, 45% linen



GOLDEN LILY
Design: William Morris
Brushed plaid 140x170 cm
100% cotton

6C  P2



GOLDEN LILY 6C, P2
Design: William Morris
Runner 35x120 cm
100% cotton



GOLDEN LILY 6C, P2
Design: William Morris
Towel 35x50 cm
100% cotton



GOLDEN LILY 6C, P2
Design: William Morris
Napkin 35x35 cm
100% cotton



GOLDEN LILY 6C, P2
Design: William Morris
Placemat 35x48 cm
100% cotton





FRUIT

Fruit was designed in 1864, also known as Pomegranate. It is one of Morris's first wallpaper designs based on an exact square grid. The design is built around repeating rectangular elements, with diagonal branches heavy with lemons, peaches, oranges, and pomegranates.



FRUIT
Design: William Morris
Brushed plaid 140x170 cm, 100% cotton
pillow case 40x40 cm, 55% cotton, 45% linen



FRUIT
Design: William Morris
Runner 35x120 cm
100% cotton



FRUIT
Design: William Morris
Placemat 35x48 cm
100% cotton



FRUIT
Design: William Morris
Towel 35x50 cm
100% cotton



FRUIT
Design: William Morris
Napkin 35x35 cm
100% cotton



PIMPERNEL

The Pimpernel pattern is from 1876. This elaborate symmetrical pattern is the first example of Morris using a "repeat pattern." Centered on large tulip flowers and loops of foliage, the title Pimpernel refers to the small flowers dotted throughout the design.

The pattern can be found in Morris' own dining room at Kelmscott House in Hammersmith.



PIMPERNEL
Design: William Morris
Pillow case 40x40 cm
55% cotton, 45% linen



PIMPERNEL
Design: William Morris
Towel 50x70 cm
55% cotton, 45% linen



PIMPERNEL
Design: William Morris
Runner 50x150 cm
55% cotton, 45% linen





STRAWBERRY THIEF
Design: William Morris
Tablecloths 150x150, 150x250, 150x300 cm
55% cotton, 45% linen

P2



STRAWBERRY THIEF
Design: William Morris
Runner 50x150 cm
55% cotton, 45% linen

P2



STRAWBERRY THIEF
Design: William Morris
Napkin 35x35 cm
55% cotton 45% linen

P2

STRAWBERRY THIEF

Strawberry Thief from 1883 is one of Morris’s most iconic and beloved patterns. Morris, who often grew strawberries in his gardens, frequently saw his crops disappear to hungry birds. These stolen berries inspired him to create this beautiful pattern with birds, strawberries, and leaves.



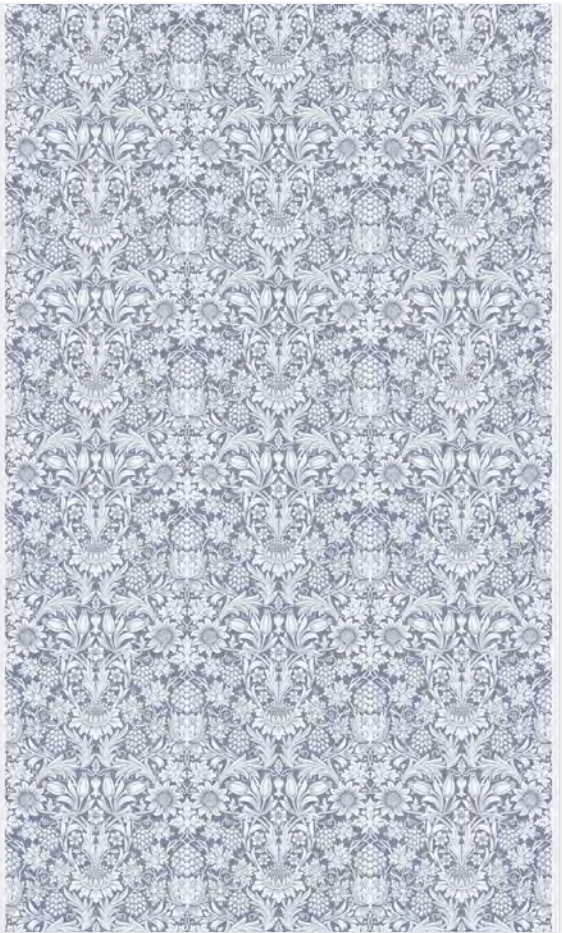
SUNFLOWER
Design: William Morris
Napkin 50x50 cm
55% cotton, 45% linen

P2



SUNFLOWER
Design: William Morris
Runner 35x140 cm
55% cotton, 45% linen

P2



SUNFLOWER
Design: William Morris
Tablecloths 150x150, 150x250, 150x300 cm
55% cotton, 45% linen

P2

SUNFLOWER

Sunflower was designed in 1879. A beautiful symmetrical pattern featuring central sunflowers along with abundant grapevines and lovely curly leaves. Sunflowers were one of Morris’ favorite plants and could be found in several of his gardens. Sunflowers also appeared in Morris’ designs, prose, and lectures.



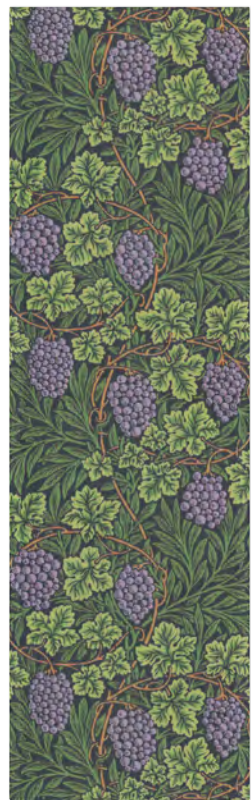


VINE

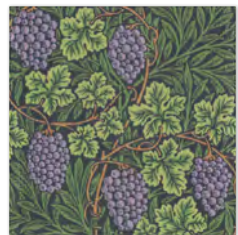
The Vine pattern from Morris & Co was designed in 1874. Morris' daughter, May, led an embroidery workshop and used Morris & Co's 'Oak' damask in dark green as the base for the embroidery, adding depth to the panel and making it look like a dense thicket. A beautiful pattern with small grape clusters, just as popular today as when it was first created.



VINE P2
Design: William Morris
Pillow case 40x40 cm
55% cotton, 45% linen



VINE 6C, P2
Design: William Morris
Runner 35x120 cm
100% cotton



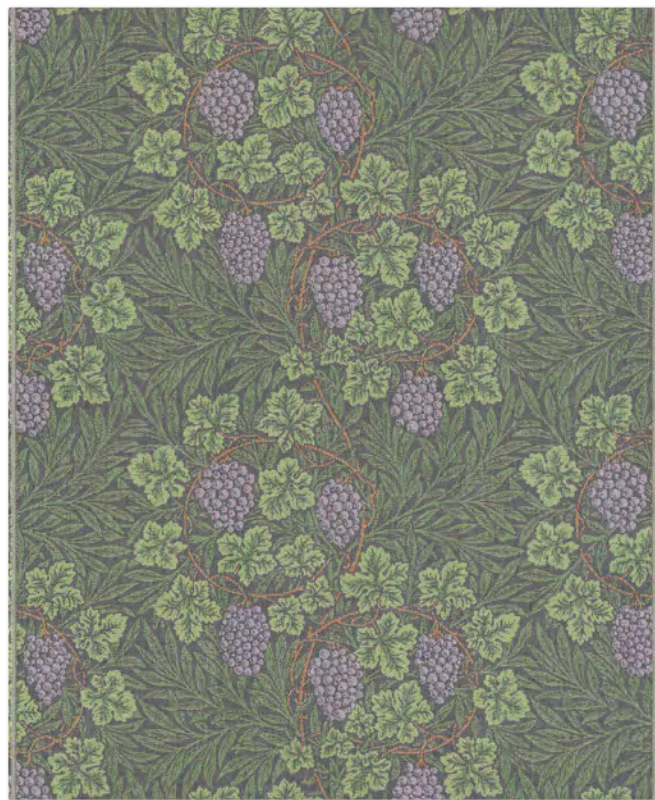
VINE 6C, P2
Design: William Morris
Napkin 35x35 cm
100% bomull



VINE 6C, P2
Design: William Morris
Towel 35x50 cm
100% cotton



VINE 6C, P2
Design: William Morris
Placemat 35x48 cm
100% cotton



VINE 6C P2
Design: William Morris
Brushed plaid 140x170 cm
100% cotton



I determined to do no less than to transform the world with beauty.

– William Morris, 1986



FRIDA KAHLO

Frida Kahlo was a Mexican artist who lived in the early 20th century. She is well known for her self-portraits in which her characteristic knitted eyebrows are always present. Born in 1907 in Mexico City, Kahlo began painting as a form of therapy after a serious accident that caused damage to her spine and uterus.

This collection is inspired by Frida Kahlo, she was a strong woman who dared to stand up for herself and go her own way, which is the inspiration for our design collection Ekelund x Frida Kahlo.



PRIMAVERA
Design: Frida Kahlo ©
Brushed plaid 140x170 cm
100% cotton

6C P2



PRIMAVERA
Design: Frida Kahlo ©
Runner 35x120 cm
100% cotton

6C, P2



PRIMAVERA
Design: Frida Kahlo ©
Brushed pillow case 40x40 cm
100% cotton

6C P2



PRIMAVERA
Design: Frida Kahlo ©
Towel 35x50 cm
100% cotton

6C, P2





*Nothing is absolute. Everything changes, everything moves,
everything revolves, everything flies and goes away*
— Frida Kahlo 1907-1954



FLORES 6C, P2
Design: Frida Kahlo ©
Runner 35x120 cm
100% cotton



FLORES 6C, P2
Design: Frida Kahlo ©
Towel 35x50 cm
100% cotton



FLORES 6C P2
Design: Frida Kahlo ©
Brushed pillow case 40x40 cm
100% cotton



FLORES 6C P2
Design: Frida Kahlo ©
Brushed plaid 140x170 cm
100% cotton



OUR LICENSES

We work with licenses like Frida Kahlo, Bamse and this year Stig Lindberg because they allow us to bring timeless, iconic designs into our collections, offering our customers access to classic patterns and artistic heritage. Collaborating with established and beloved design licenses vprovides a unique blend of tradition and modern craftsmanship.

Ultimately, licensed collections like these enable us to offer something truly unique and meaningful, appealing to customers who value art, history, and design.



VIDA
Design: Frida Kahlo ©
Brushed plaid 140x170 cm, brushed pillow case 40x40 cm
100% cotton

6C P2



Back



Front



VIDA
Design: Frida Kahlo ©
Towel 35x50 cm
100% cotton

6C, P2



VIDA
Design: Frida Kahlo ©
Runner 35x120 cm
100% cotton

6C, P2





BAMSE

Bamse – a textile collection that brings warmth and adventure to your home. Bamse, the strongest and kindest bear in the world, has been a central figure in Swedish children’s literature since he was first created by Rune Andréasson in 1966. With his unique ability to become stronger by eating Grandma’s magic honey, Bamse and his friends like Skalman and Lille Skutt have become symbols of courage, justice, and friendship for several generations of children and adults.

Welcome to Bamse’s world and his friends!



FLYGTUR
Design: Rune Andréasson
Placemat 35x48 cm
100% cotton



SAFARI
Design: Rune Andréasson
Placemat 35x48 cm
100% cotton



BAMSE
Design: Rune Andréasson
Brushed pillow case 40x40 cm
100% cotton



KATTEN JANSSON
Design: Rune Andréasson
Towel 35x50 cm
100% cotton



BAMSE
Design: Rune Andréasson
Towel 35x50 cm
100% cotton



LILLE SKUTT
Design: Rune Andréasson
Towel 35x50 cm
100% cotton



SKALMAN
Design: Rune Andréasson
Towel 35x50 cm
100% cotton



KLÄTTRAR
Design: Rune Andréasson
Towel 35x50 cm
100% cotton



FISKETUR
Design: Rune Andréasson
Towel 35x50 cm
100% cotton



FLYGANDE MATTAN
Design: Rune Andréasson
Towel 35x50 cm
100% cotton



3 VÄNNER
Design: Rune Andréasson
Towel 35x50 cm
100% cotton

THANK YOU! IT'S
GOOD TO HAVE
FRIENDS – EVEN
LITTLE FRIENDS!



KATTEN JANSSON 6C P2
Design: Rune Andréasson
Brushed baby blanket 70x75 cm
100% cotton



BRUMMA 6C P2
Design: Rune Andréasson
Brushed baby blanket 70x75 cm
100% cotton



HEM LJUV HEM 6C P2
Design: Rune Andréasson
Brushed plaid 140x170 cm
100% cotton



ÄVENTYR 6C P2
Design: Rune Andréasson
Brushed baby blanket 72x105 cm
100% cotton



DUNDERHONUNG 6C P2
Design: Rune Andréasson
Brushed baby blanket 72x105 cm
100% cotton



SKATTSÖKARFÅRDEN 6C P2
Design: Rune Andréasson
Brushed baby blanket 72x105 cm
100% cotton



VÄNNER 6C P2
Design: Rune Andréasson
Brushed baby blanket 72x105 cm
100% cotton



He who is strong must also be kind!
– Bamse



PETTSON & FINDUS

Pettson and Findus – the collection that enriches your home with imaginative textiles. Old man Pettson and his talking cat Findus are two beloved children’s book characters created by the Swedish author and illustrator Sven Nordqvist in 1984. They have been popular among children and adults for over 40 years and have become a part of Swedish culture. With their imaginative world and mischievous personalities, they have brought joy and laughter to generations.



FINDUS 6C, P2
Design: © Sven Nordqvist
Towel 40x60 cm
100% cotton



MATLAGNING 6C, P2
Design: © Sven Nordqvist
Towel 40x60 cm
100% cotton



PANNKAKOR 6C, P2
Design: © Sven Nordqvist
Towel 40x60 cm
100% cotton



SKATTJAKT 6C, P2
Design: © Sven Nordqvist
Towel 40x60 cm
100% cotton



HEJ PÅ DIG! 6C P2
Design: © Sven Nordqvist
Brushed baby blanket 72x105 cm
100% cotton



KAFFEREP 6C, P2
Design: © Sven Nordqvist
Towel 40x60 cm
100% cotton



PICKNICK 6C, P2
Design: © Sven Nordqvist
Towel 40x60 cm
100% cotton



FINDUS BADAR 6C, P2
Design: © Sven Nordqvist
Towel 40x60 cm
100% cotton



LANTLIV 6C, P2
Design: © Sven Nordqvist
Towel 40x60 cm
100% cotton



LÅDBIL 6C P2
Design: © Sven Nordqvist
Brushed baby blanket 72x105 cm
100% cotton



VATTENKANNA 6C, P2
Design: © Sven Nordqvist
Towel 40x60 cm
100% cotton



NYFIKEN 6C, P2
Design: © Sven Nordqvist
Towel 40x60 cm
100% cotton



JULFEST 6C, P2
Design: © Sven Nordqvist
Towel 40x60 cm
100% cotton



JULPYSSEL 6C, P2
Design: © Sven Nordqvist
Towel 40x60 cm
100% cotton



HOPPAR 6C P2
Design: © Sven Nordqvist
Brushed baby blanket 72x105 cm
100% cotton



Sven Nordqvist's book series about Petton and Findus comprises 14 books, and has been translated into almost 50 different languages.



BABY & KIDS

Woven in Horred, in pure organic cotton.

Design – Ekelunds designstudio,
Sari Ahokainen, Betty Svensson



ANKDALEN 6C P1
Design: Sari Ahokainen
Brushed baby blanket 72x105 cm
100% cotton



VILDA VÄNNER 6C P1
Design: Betty Svensson
Brushed baby blanket 72x105 cm
100% cotton



SKOGLSEK 6C P1
Design: Betty Svensson
Brushed baby blanket 72x105 cm
100% cotton



NEW ARRIVAL 6C P1
Design: Ekelund Designstudio
Brushed baby blanket 70x75 cm
100% cotton



BILAR 6C P1
Design: Ekelund Designstudio
Brushed baby blanket 70x75 cm
100% cotton



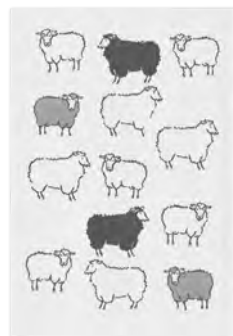
RAINBOW 6C P1
Design: Ekelund Designstudio
Brushed baby blanket 70x75 cm
100% cotton



SHEEP 6C P1
Design: Ekelund Designstudio
Brushed baby blanket 70x75 cm
100% cotton

ANIMAL

Woven in Horred, in pure organic cotton.
Design – Virtuelli Design, Caroline Einarsson,
Birgitta Nyhrén, Nancy Bladfält,
Makroform Maria Olsson, Björk-Forth,
Davia Zubriene, Kristina Petrauskiene,
Ekelund Designstudio



SHEEPFOLD P1
Design: Virtuelli Design
Towel 35x50 cm
100% cotton



LÖNNDANS P1
Design: Caroline Einarsson
Towel 35x50 cm
100% cotton



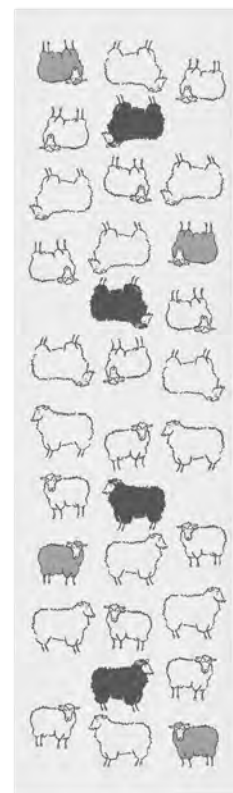
VÄRMLAND P1
Design: Birgitta Nyhrén
Towel 35x50 cm
100% cotton



NORRLAND P1
Design: Birgitta Nyhrén
Towel 35x50 cm
100% cotton



RENVANDRING P1
Design: Virtuelli Design
Towel 35x50 cm
100% cotton



SHEEPFOLD P1
Design: Virtuelli Design
Runner 35x120 cm
100% cotton



LÖNNDANS P1
Design: Caroline Einarsson
Runner 35x120 cm
100% cotton



VÄRMLAND P1
Design: Birgitta Nyhrén
Runner 35x120 cm
100% cotton



NORRLAND P1
Design: Birgitta Nyhrén
Runner 35x120 cm
100% cotton



RENVANDRING P1
Design: Virtuelli Design
Runner 35x120 cm
100% cotton



CLUMSY MOOSE 6C, P1
Design: Daiva Zubriene
Runner 35x120 cm
100% cotton



CLUMSY MOOSE 6C, P1
Design: Daiva Zubriene
Towel 35x50 cm
100% cotton



CLUMSY MOOSE 6C, P1
Design: Daiva Zubriene
Placemat 35x48 cm
100% cotton



HOT DOG 6C, P1
Design: Kristina Petrauskiene
Towel 35x50 cm
100% cotton



DOGS 6C, P1
Design: Björk-Forth
Towel 40x60 cm
100% cotton



FOREST 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



MOOSE 6C, P1
Design: Ekelund Designstudio
Towel 35x50 cm
100% cotton



HÖNSPROMENAD 6C, P1
Design: Makroform, Maria Olsson
Towel 35x50 cm
100% cotton

ABOUT CATS FUN

“If you have a cat, your phone is probably a furry photo gallery by now – I mean, how could it not be? I have a ginger cat with amber eyes, and I’m completely obsessed. Cats are just fascinating little creatures, which is why I had to capture their magic in this design. They’re like tiny, fluffy paradoxes, wild yet domestic, sweet yet sassy. One minute they’re snuggling in your lap, the next, they’re plotting world domination. Cats can be everything – loving, clingy, friendly, and chill – but also totally arrogant, greedy, and a little predatory. Honestly, we all see a bit of ourselves in them, don’t we? And loving them helps us love ourselves. And hey, it’s a fun and low-maintenance way to do some self-reflection!”

– Designer Daiva Zubriene



FÅRHAGEN P1
Design: Nancy Bladfält
Towel 35x50 cm
100% cotton



CATS FUN 6C, P1
Design: Daiva Zubriene
Towel 35x50 cm
100% cotton



SKYMNING P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



MATTE P1
Design: Nancy Bladfält
Towel 35x50 cm
100% cotton



HUSSE P1
Design: Nancy Bladfält
Towel 35x50 cm
100% cotton



KATTLEK 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



HATTFEST 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton

SWEDISH LANDSCAPES

If you want to see all 25 motives, log on to our portal.
There you find all details around minimum quantity, delivery time etc –
b2b.ekelunds.com

EXAMPLES



Towels 35x50 cm
100% cotton

6C, P1

CITY TOWELS

Since 1972, Halmstad artist Nils-Erik Nilsson devoted himself to classical oil and watercolor painting.
The motifs have often been taken from the Halland landscape and especially from the coast.

Available cities:

ALINGSÅS
BODEN
BORGHOLM
BORÅS
BÅSTAD
EKSJÖ
ESKILSTUNA
FALKENBERG
FALKÖPING
FALSTERBO
FALUN
GOTLANDSIDYLL
GRÄNNA
GÄVLE
GÖTEBORG
GÖTEBORG NATT
HAGFORS
HALLAND
HALMSTAD
HAPARANDA
HELSINGBORG
HJO
HUDIKSVALL
HUSKVARNA
JÖNKÖPING
KALMAR

KARLSKRONA
KARLSTAD
KIRUNA
KUNGSBACKA
KUNGÄLV
LAHOLM
LIDKÖPING
LINKÖPING
LUDVIKA
LULEÅ
LUND
LYCKSELE
MALMÖ
MARIESTAD
MARSTRAND
MORA
NORRKÖPING
NYKÖPING
NYNÄSHAMN
OSKARHAMN
PITEÅ
SKÖVDE
SMÖGEN
STOCKHOLM
STRÖMSTAD
SUNDSVALL

SÖDERHAMN
TIDAHOLM
TROLLHÄTTAN
UDDEVALLA
UMEÅ
UPPSALA
VARBERG
VIMMERBY
VISBY
VÄNERSBORG
VÄSTERVIK
YSTAD
ÄNGELHOLM
ÖLAND
ÖREBRO
ÖRNSKÖLDSVIK
ÖSTERSUND

NORGE
LOFOTEN
OSLO

TYSKLAND
BREMEN
HAMBURG
LÜBECK

EXAMPLES



Towels 35x50 cm
Design: Nils-Erik Nilsson
100% cotton

6C, P1





FROM THE BEGINNING

Ekelunds Linneväveri, founded in 1692, has a rich history shaped by global events and technological advancements. Originating from a time when textiles were handcrafted on farms, Ekelund's story traces back to Ingemar Larsson, an entrepreneurial figure in Swedish textile history. Faced with restrictions on trade, Ingemar innovated by providing local farmers with raw materials to produce textiles, setting the groundwork for modern manufacturing practices.

Ingemar Larsson, born in 1660, was a pivotal figure in the Swedish textile industry. His daughter, Marta Ingemarsdotter, born in 1692, continued his legacy by establishing a successful weaving business, becoming Ekelund's first CEO. Their combined efforts significantly influenced the development of Ekelunds Linneväveri.

During the industrialization period, Ekelund was quick to replace manual looms with more mechanical ones. In fact, we were among the first companies to make this transformation. This innovation enabled the production of more textiles in a shorter amount of time, allowing products to reach the market at a faster pace. As a result, Ekelund grew even further, eventually reaching the Swedish royal court. In 1878, Ekelund was appointed as a purveyor to the royal court, a distinction we still hold today and take great pride in.

Surviving two major wars and stepping into the 20th century with the onset of globalization, the world opened up to our products. Today, we are present in over 20 countries but continue to produce our textiles in Horred, Sweden, with one foot firmly rooted in history and the other stepping into the future.

INTO THE FUTURE

Preserving our heritage is something we have proven time and again that we are good at. We value the craftsmanship and knowledge that have been passed down through generations. Keeping our production in Horred is a natural choice, as it is where our roots are. This allows us to work together toward becoming a bigger player that also promotes Swedish design and leads the development of the textile industry in Sweden.

Looking ahead to 2025, we want to inspire our customers even more, together with you as our business partner, embracing the idea that "more is more." We experiment with our products, create new and sometimes unexpected settings, and perhaps challenge a perception or two about what can be done with a table runner, a towel, or a placemat. Let creativity flow and have fun!

OUR DESIGNERS

We are immensely proud to collaborate with some of the most esteemed designers who share our deep passion for preserving and celebrating Sweden's rich textile heritage. Their dedication and creativity drive our unique collections, with each piece telling its own captivating story. We invite you to explore these collections and discover the essence of Swedish textile culture. Learn more about our designers at ekelunds.com.



HANNE VEDEL

Hanne Vedel, in Denmark, has been a remarkable figure in textile design and weaving since 1954. Her classic, timeless designs are celebrated worldwide, showcasing her lasting influence on the industry.

Even now, Hanne continues to weave and design daily, driven by a lifelong passion. Her work beautifully blends aesthetics, function, and color, creating pieces meant to enrich everyday life.

VERONICA SEIPEL VEJSHOLT

Veronica Seipel Vejsholt is a dedicated freelance designer and illustrator with a special focus on textiles and interiors. Her goal is simple: to bring joy through her designs. Each piece holds a small detail meant to bring a smile, a touch that makes her work memorable.

Her love for nature and attention to detail shine through, creating designs that are not only beautiful but also filled with warmth and joy.



DAIVA ZUBRIENE

With a background in textile design from the Academy of Fine Arts, Lithuanian artist Daiva Zubriene is known for her intricate textile patterns. Her extensive work with Scandinavian companies, especially Ekelund Linneväveri, highlights her commitment to quality and innovation.

As a member of the Artists' Union, her work has been featured in international exhibitions, celebrating her unique ability to create designs that bring beauty and a sense of joy to everyday life.

LINA SCHNAUFER

For Lina, the pattern report is a form of magic, and she is drawn to playful and unexpected elements such as perspective, line, or color. Her work features familiar flora and organic shapes, but with a twist.

The inspiration for her patterns often comes from memories and people, intertwined with flowers and vegetation.

Each design tells a story, whether clearly defined or serving as a springboard for further exploration.



LINDA SVENSSON EDEVINT

Linda Svensson Edevint, from the south of Sweden, always loved sketching nature, a passion that led her to study at Konstfack in Stockholm. With over 15 years of experience, Linda has created designs for Swedish brands like IKEA, Ekelund Linneväveri, and Horredsmattan, and is part of the Scandinavian Pattern Collection, introducing Nordic design to Japan.

HEIDI LANGE

Heidi Lange, a Swedish artist from Stockholm, draws inspiration from her life in Kenya, Italy, and Sweden. In Kenya, she created vibrant textiles and murals, in Italy she focused on painting and exhibitions, and in Sweden, she designs souvenirs celebrating Viking, Sami, and ancient motifs. Her collaboration with Ekelund merges these cultural influences into unique designs.



MALIN GYLLENSVAAN

Malin Gyllensvaan, is known for her intricate nature-inspired patterns filled with flowers and animals. Her work, crafted with gouache and pencil, invites you into a world of calm, color, and texture. With a degree in printed textiles from Chelsea College of Arts and years of experience as an in-house designer, Malin draws inspiration from vintage botanical art and the Arts and Crafts Movement.

BETTY SVENSSON

Betty Svensson's love for art and design is at the heart of her work, with each piece crafted through her skillful use of watercolor and gouache. Nature serves as her greatest inspiration, and her designs reflect its beauty, with intricate patterns that tell unique stories about the natural world. Over the years, Betty has created more motifs for Ekelund Linneväveri than any other designer.



KRISTINA PETRAUSKIENE

Kristina Petrauskiene, a skilled Lithuanian textile designer with over 15 years of experience, brings a deep connection to nature into her work. Growing up in Lithuania, she developed a love for plant and floral motifs. Educated at Kaunas College and Vilnius Art Academy, Kristina finds endless inspiration during her nature walks, often capturing photos that later spark new ideas for her hand-drawn designs.



MARIA OLSSON

Maria Olsson is a Swedish textile designer, illustrator, and graphic artist with a natural creative drive. Her background as a scientific illustrator gave her a solid foundation in capturing the beauty and details of nature. When Maria designs patterns for Ekelund, she often highlights flowers and animals, bringing a touch of nature's charm to her work.

YLVA KONGBÄCK

Ylva Kongbäck (1949–2016) began her career in 1976 as a design instructor at the Textile Institute in Borås.

She went on to build a respected career in textile development, earning recognition for her work. Over the years, Ylva received several honors, including the prestigious Excellent Swedish Form award for her design contributions.



NANCY BLADFÄLT

Nancy Bladfält is an experienced industrial designer who began her career at Lego. After a successful time there, she launched her own business, specializing in designs for products ranging from textiles to stationery, wallpaper, and carpets.

In 2015, Nancy joined Sweco as an interior designer, yet she continues to explore her passion for pattern design in her spare time.

BJÖRK-FORTH

Magnus Fortmeier is a Swedish textile designer active since 1997 and the founder of Björk-Forth design studio in Borås.

Through Björk-Forth, he has crafted designs that have reached both Swedish and international markets. Magnus has collaborated with us at Ekelund for many years, eagerly embracing new challenges, collections, and opportunities in the textile world.opportunities in the textile world.



MARITA BERGMAN

Marita Bergman grew up on a small farm in the early 1950s and has always been fascinated by textiles, especially weaving, which became her preferred art form.

Trained at Väfskolan in Borås, Marita was able to fully explore her passion. A great example of her work is the Sverige towel, designed to capture the essence of a Swedish summer.



VIRTUELLI DESIGN

Virtuelli Design was founded in 1999 by the creative duo Ulla Gustavsson and Ilkka Timonen, combining their diverse skills into a dynamic design business.

Ulla, a textile designer trained at the renowned Konstfack, brings her expertise in textiles, while Ilkka, with a background in the graphic industry and experience from Edsvik Art Gallery, adds his knowledge of art science and media design.

NILS-ERIK NILSSON

Nils-Erik Nilsson, based in Halmstad, Sweden, is a versatile artist well-known in the Swedish art scene. At Ekelund, he's especially recognized for his beautiful city motifs featured on our towels.

Since 1972, Nils-Erik has focused on classical art, primarily working with oil and watercolor. In 2009, he began his project of painting scenes from Swedish cities.



SUSANNE ANDERSSON

Susanne Andersson has been a pattern designer since 2014, focusing mainly on home textiles but also taking on illustration projects for books, educational materials, and packaging.

Often inspired by the shapes and colors of nature, Susanne creates using a mix of techniques, including watercolor, pencil, ink, and digital editing tools.

LINDA FORSBERG

Linda Forsberg is a skilled pattern designer from the charming village of Fjärås, near Gothenburg. An artist at heart, Linda is passionate about expressing herself through her creative work.

She began her design journey in 2016, drawing inspiration from nature's beauty and complexity, which she strives to capture in her designs.



LEIIF HOLGERSSON

Leiif Holgersson is a versatile and talented Swedish artist known for his work in art, illustration, design, and decoration. In the 1960s, he founded his own advertising company, making a strong impact in the industry until 1980.

By the late 1970s, Leif transitioned to being a full-time artist and has since created an impressive body of work, showcased in over 50 exhibitions across Sweden, Europe, and North America.

ONE STEP AHEAD

At our core, we are dedicated to sustainable practices that go beyond simply meeting the requirements of GOTS (Global Organic Textile Standard). We are constantly striving to innovate, finding new ways to reduce our environmental impact and implement meaningful changes in our production processes.

For example, we utilize heat generated from biofuel and cooling from an efficient rock heat pump. Additionally, our green electricity is sourced from local hydropower, further minimizing our carbon footprint.

Additionally, we have fully enclosed our finishing line system to prevent any discharge into the sewer, completely eliminating chemical releases. We have also reduced the energy required at this stage of production by half, further conserving resources. All our raw materials are 100% organic and GOTS-certified, meeting the highest standards of environmental and social responsibility.

Each of these steps moves us closer to our goal: creating products that are as sustainable as they are beautiful, while paving the way for a cleaner future.



CARE FOR YOUR TEXTILE

	Follow specified temperature	Products tolerate up to 85° C.
	Use high water level	For fewer wrinkles.
	Detergent	We recommend detergent without bleach or optical brighteners for all our products. Important to know: unbleached natural yarns have their original natural colour, which gradually bleaches with each laundering.
	Hang to dry	Appropriate for all items, reduces mechanical wear.
	Spin dry	Normal setting; remove items immediately to avoid creasemarks.
	Do not dry clean	
	Do not tumble dry	Do not tumble dry linen. This may weaken the product. Cotton products can be tumble dried. However, we do not recommend this since tumble drying is energy-intensive and causes unnecessary wear to textiles.
	Ironing	Maximum heat. Dampen first and iron parallel to the warp (length) of the fabric.
	Usa a mangle	Our products are ideal for pressing with a mangle
	Tips	When laundering napkins or placemats, wash them all at the same time to retain uniform colour and size. Brushed products can be tumble-dried for a shorter time (max. 15 min) for best softness.

Stain removal:

Try to remove stains ´, or minimise damage by rinsing or sponging off the worst of the stain. Alleviate red wine stains by sponging with water. Then sprinkle salt on the stain and allow to rest for a while before washing the fabric.

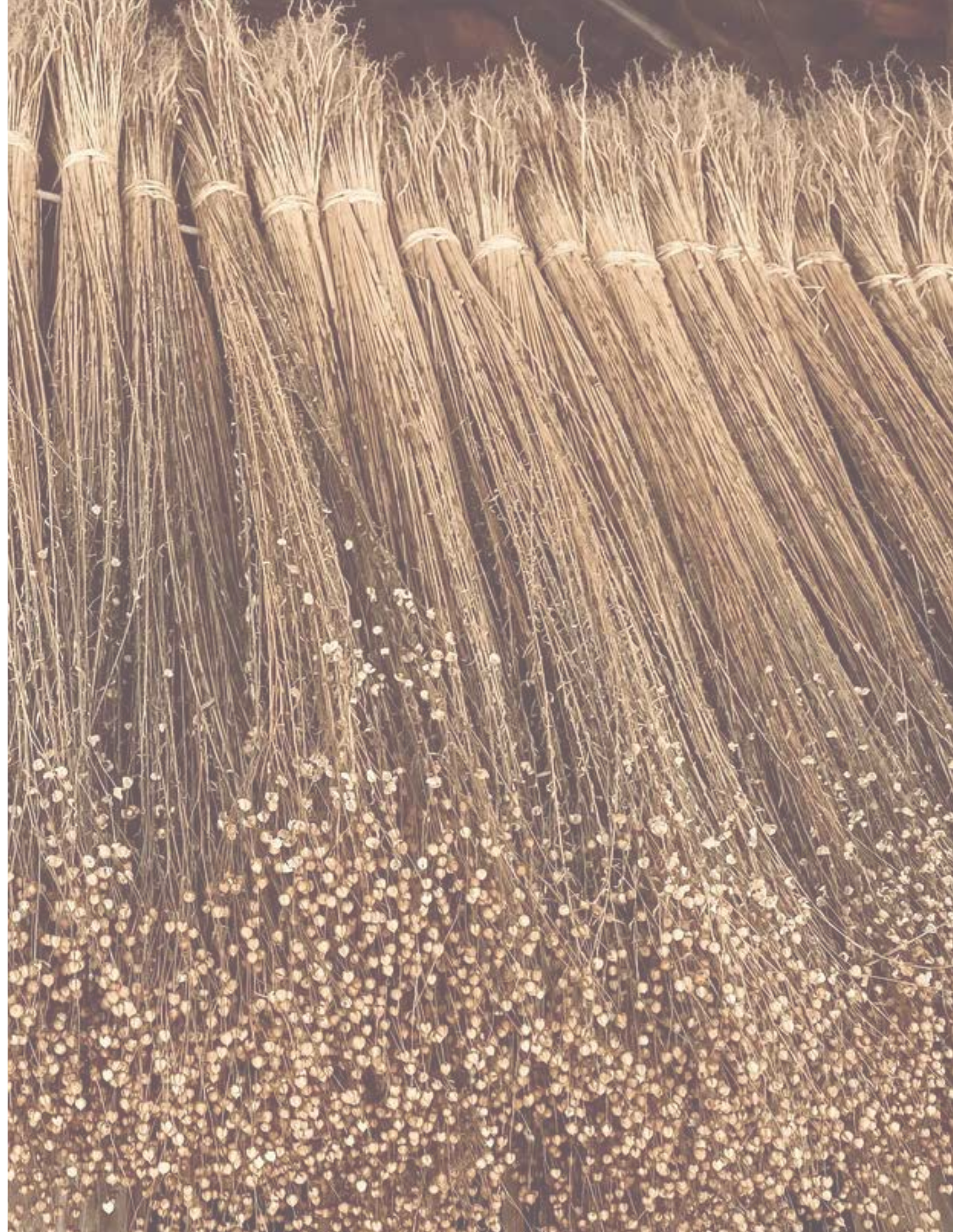
White tablecloths can be treated with stronger bleach. This should be done in the washing machine to avoid uneven results. Spot remover may be used, although there is a risk that colours around the stain may change. Make sure running water is available and rinse well as soon as the stain disappears.

DESIGN INDEX

3 VÄNNER.....	107	CHRISTMAS FLOWER 900.....	89	FRAGARIA.....	34	HOT DOG.....	115
ADVENTRUTA.....	79	CITRONER.....	34	FROSTGREN.....	84	HUDIKSVALL.....	116
AFTONBLOM.....	44	CLUMSY MOOSE.....	115	FRUIT.....	94	HUSKVARNA.....	116
AIRY 080.....	11	COD.....	56	FRUKTRIK.....	68	HUSSE.....	115
AIRY 090.....	11	COLOURFUL.....	43	FÅGLABO.....	67	HYACINT ORIENTALIS.....	89
AKVARELL.....	47	CORA 940.....	65	FÅGLABÄCK.....	62	HYDRANGEA.....	40
ALINGSÅS.....	116	DAFFODIL.....	21	FÅRHAGEN.....	115	HÖNSHUS.....	27
ALLIUM.....	20	DAHLIA DEKORATIV.....	40	FÅRGCIKREL.....	27	HÖNSPROMENAD.....	115
AMARYLLIS.....	87	DALAHANDDUKEN.....	47	FÅRGGLÄDJE.....	36	HÖSTBLOMSTER.....	65
ANGELICA.....	26	DALASOMMAR.....	47	GOLDEN LILY.....	93	HÖSTFRÖJD.....	61
ANKDALEN.....	113	DELIGHT.....	31	GOTLANDSIDYLL.....	116	HÖSTNATUR.....	67
APELSINER.....	34	DOMHERRE.....	75	GRANAR.....	86	HÖSTSKÖRD.....	61
ARIELLE.....	54	DREAM.....	22	GREENERY.....	34	JORDGUBBAR.....	34
ARTICHOKE.....	64	DUNDERHONUNG.....	108	GRÄNNA.....	116	JULBLOMMOR.....	78
AUTUMN.....	62	EASTER CHICKEN.....	27	GRÖNKVIST.....	36	JULEFRÖJD.....	75
AVOKADO.....	34	EASTER GIFT.....	27	GRÖNMIX.....	61	JULFEST.....	111
BAMSE.....	107	EGG COLLECTION.....	27	GRÖNSKA.....	18	JULFÅGLAR.....	90
BETTYS JUL.....	90	EKELID.....	69	GÅSÖGA 080.....	13	JULHJÄRTAN.....	78
BETTYS TULPANER.....	20	EKSJÖ.....	116	GÄVLE.....	116	JULHÄLSNING.....	87
BILAR.....	113	ELEGANS.....	10	GÖTEBORG NATT.....	116	JULIA.....	75
BLADMOSAIK.....	42	ESKILSTUNA.....	116	GÖTEBORG.....	116	JULIGT.....	87
BLOMGLÄNTA.....	45	FALKENBERG.....	116	HAGFORS.....	116	JULNATT 900.....	89
BLOMKRANS.....	31	FALKÖPING.....	116	HALLAND.....	116	JULPYSSEL.....	111
BLOMKVITTER.....	19	FALSTERBO.....	116	HALMSTAD.....	116	JULSTAD 900.....	90
BLOMSTERFEST.....	32	FALUN.....	116	HAMBURG.....	116	JÖNKÖPING.....	116
BLOMSTERFÅNG.....	37	FINDUS BADAR.....	111	HAPARANDA.....	116	KAFFEREP.....	111
BLOMSTERFÄLT.....	44	FINDUS.....	111	HAPPY EASTER.....	27	KALMAR.....	116
BLOMSTERHÅST.....	51	FIRRAR.....	56	HATTFEST.....	115	KAPAMARYLLIS.....	89
BLOMSTERLÖK.....	24	FISKEÅGE.....	56	HAVET.....	55	KARLSKRONA.....	116
BLOMSTERSLINGA.....	51	FISKETUR.....	107	HAVSBLOM.....	22	KARLSTAD.....	116
BLÅVINGE.....	23	FJÄDERBLOM.....	27	HAVSBRIS.....	54	KATTEN JANSSSON.....	108
BODEN.....	116	FJÄRIL.....	22	HEARTS.....	23	KATTLEK.....	115
BORGHOLM.....	116	FLORA.....	37	HEJ PÅ DIG!.....	111	KIRUNA.....	116
BORÅS.....	116	FLORES.....	103	HELIA.....	40	KLÄTTRAR.....	107
BREMEN.....	116	FLOWER.....	36	HELSINGBORG.....	116	KOLTRAST.....	69
BRONSLÖV.....	66	FLOWERING.....	11	HEM LJUVA HEM.....	108	KORALL.....	55
BRUMMA.....	108	FLYGANDE MATTAN.....	107	HERRGÅRDSROS.....	11	KRÄFTBAND.....	54
BUKETT.....	43	FLYGTUR.....	107	HJO.....	116	KUNGSBACKA.....	116
BÅSTAD.....	116	FLYTANDE BLÅ.....	41	HJORTNÅS.....	68	KUNGÄLV.....	116
BÄRKVIST.....	87	FOLKFEST.....	47	HJÄRTBO 330.....	86	KURBITSBLOM.....	49, 51
CATS FUN.....	115	FOREST.....	115	HOPPAR.....	111	KURBITSHÅST.....	47

KVÄLLSBLOM.....	63	PICKNICK.....	111	STRAND.....	55	VÄNNER.....	108
KÄRLEKEN.....	43	PIMPERNEL.....	95	STRANDKVANNE.....	55	VÄRME.....	78
LAHOLM.....	116	PION.....	33	STRAWBERRY THIEF.....	96	VÄRMLAND.....	114
LANTLIV.....	111	PIONDRÖM.....	36	STRÅ 080.....	11	VÄSTERVIK.....	116
LIDKÖPING.....	116	PITEÅ.....	116	STRÖMSTAD.....	116	WHALE.....	55
LILLE SKUTT.....	107	PLENTY OF PUMPKINS.....	69	SUNDSVALL.....	116	WIND OF LOVE.....	23
LINDAS BLÅKLOCKA.....	47	PRIMAVERA.....	101	SUNFLOWER.....	97	YSTAD.....	116
LINDAS TULPAN.....	47	PURR-FECT CHRISTMAS.....	87	SVAMPRIK.....	64	ÅKERVINDA.....	23
LINDAS VALLMO.....	47	RAINBOW.....	113	SVAMPSKOG.....	86	ÅTTEBLADROSE 080.....	12
LINDAS VIOL.....	47	RENVANDRING.....	114	SVENSK SOMMAR.....	51	ÅTTEBLADROSE 330.....	80
LINKÖPING.....	116	ROOSTER.....	27	SVERIGE.....	47	ÄNGELHOLM.....	116
LOFOTEN.....	116	ROSLAD.....	36	SÖDERHAMN.....	116	ÄNGSBLÅ.....	36
LUCIAMORGON.....	76	ROSENDIMMA.....	23	TIDAHOLM.....	116	ÄNGSDRÖM.....	45
LUDVIKA.....	116	ROTFRUKT.....	61	TOMATER.....	34	ÄPPELBÄR.....	61
LULEÅ.....	116	RÄVAR.....	67	TOMTAR.....	87	ÄVENTYR.....	108
LUND.....	116	RÄVDANS.....	61	TOMTEBYN.....	86	ÖLAND.....	116
LÜBECK.....	116	RÖDBETA.....	40	TOMTEDANS.....	87	ÖREBRO.....	116
LYCKSELE.....	116	RÖNNBÄRSBLAD.....	66	TOMTELINA.....	87	ÖRNSKÖLDSVIK.....	116
LÅDBIL.....	111	SAFARI.....	107	TOMTELIV.....	86	ÖSTERLED 910.....	50
LÅNGTOMTAR.....	89	SANDSTJÄRNA.....	62	TOMTEMYS.....	87	ÖSTERLED 930.....	50
LÖK.....	40	SCHACK 080.....	15	TOMTEMÖTE.....	76	ÖSTERLED 980.....	50
LÖNNDANS.....	114	SCHACK 330.....	80	TOMTENISSAR.....	87	ÖSTERSUND.....	116
LÖVSTA.....	65	SEAFOOD.....	55	TORPLYCKAN 360.....	79		
MALMÖ.....	116	SELMA.....	33	TORPLYCKAN.....	49		
MARIESTAD.....	116	SHEEP.....	113	TROLLHÄTTAN.....	116		
MARSTRAND.....	116	SHEEPFOLD.....	114	TRÄDGÅRDSBÄR.....	34		
MATLAGNING.....	111	SJÖBOD.....	56	TULPANLUND.....	24		
MATTE.....	115	SKALDJURSFEST.....	54	TVÄRS 080 / 030 / 090.....	15		
MEADOW.....	44	SKALMAN.....	107	TYSKLAND.....	116		
MEDALJONG.....	14	SKATTJAKT.....	111	UDDEVALLA.....	116		
MIDVINTER.....	87	SKATTSÖKARFÄRDEN.....	108	UMEÅ.....	116		
MISTELKVIST.....	75	SKOGSBLOM.....	45	UPPSALA.....	116		
MITT SVERIGE.....	51	SKOGSBLÅ.....	41	VARBERG.....	116		
MOOSE.....	115	SKOGSBRÅKEN.....	41	VATTENKANNA.....	111		
MORA.....	116	SKOGSFJÄDER.....	66	VIDA.....	104		
MOROT.....	40	SKOGSFLAMMA.....	36	VILDA VÄNNER.....	113		
MÅSAR.....	55	SKOGSKVITTER.....	36	VILDBLOMMOR.....	41		
NEW ARRIVAL.....	113	SKOGSLEK.....	113	VILDBLOMSTER.....	38		
NILS HOLGERSSON.....	51	SKOGSLIND.....	24	VIMMERBY.....	116		
NISSE.....	87	SKYMNING.....	115	VINDVALLMO.....	44		
NORGE.....	116	SKYMNINGSBLOMMA.....	89	VINE.....	98		
NORRKÖPING.....	116	SKYMNINGSBÄR.....	89	VINTERFÅGLAR.....	87		
NORRLAND.....	114	SKÖVDE.....	116	VINTERLIV.....	84		
NORRLED.....	50	SMÖGEN.....	116	VINTERMAT.....	87		
NYFIKEN.....	111	SNÖRÖD.....	79	VINTERVITA.....	76		
NYKÖPING.....	116	SOFT GREEN.....	19	VINTERVÄNNER.....	87		
NYNÅSHAMN.....	116	SOFT.....	62	VINTERÄPPLE.....	87		
NYPONROS.....	42	SOLBLOMMA.....	19	VISBY.....	116		
OLIVFEST.....	44	SOLBLÅ.....	24	VÅRBLOMMOR.....	21		
ORMBUNKAR.....	40	SOLKRONA.....	44	VÅRFRÖJD.....	21		
OSKARHAMN.....	116	SOMMAR.....	31	VÅRFÅGLAR.....	24		
OSLO.....	116	SOMMARPRIMÖRER.....	34	VÅRKÄNSLA.....	23		
OSTRONBAND.....	54	SOMMARTID.....	32	VÅRMYS.....	22		
PANNKAKOR.....	111	SOMMARVÄRME.....	44	VÅRTULPANER.....	24		
PARADIS.....	19	SPRING.....	22	VÅRVINDA.....	19		
PARHÄSTAR.....	47	SPRINGTIME.....	20	VÄGRELEN.....	38		
PELARGONIA.....	36	STOCKHOLM.....	116	VÄNERSBORG.....	116		

E



THROUGH
INNOVATION AND
A STRONG FOCUS
ON QUALITY – WE SEE
POTENTIAL FOR
FURTHER GLOBAL
GROWTH

Ekelund, Linneväveriet i Horred AB | SE - 519 30 Horred, Sweden
+46 (0)320 20 90 00 | info@ekelunds.se | ekelunds.com