

# Press release

Fredrikstad, March 26th. 2015

Nominated for the Honours Award for Design Excellence 2015:

## **Hot innovation from Jøtul**

**The Kråkerøy manufacturer Jøtul has created a timeless and clean burning cast iron stove with panoramic view of the flames. Now they are nominated for the Honours Award for Design Excellence.**

Jøtul will compete against Oslo University, NRK (Norwegian Broadcasting) and Epleslang for the prestigious design award. The award will be handed out on the Design Day, April 15<sup>th</sup> at the center for Norwegian Design and Architecture (DOGA).

- Jøtul is an outstanding example of a Norwegian company with long traditions, which is not afraid to go in new directions. Using superior design expertise Jøtul stay relevant in a Norwegian and international market where changes are happening fast, says trade minister Monica Mæland.

The Honours Award for Design Excellence is Norway's leading award given to both companies and designers for innovative design projects.

### **Challenged established truths fireplace**

Jøtul is one of the world's oldest existing manufacturers of stoves and fireplaces. They wanted to break with established truths about how a wood stove should look. The result is a timeless cast iron stove adapted to the modern home. Demand has been so high that the Kråkerøy based manufacturer, at times have not managed to supply enough.

- In our line of business, most products are vertical with high, narrow glass and relatively small combustion chambers. We asked ourselves the question "How does a fireplace burn the best?". Therefore, we would put function at the centre of innovation, says Marius Torjusen, Vice President Brands at Jøtul.

### **Timeless and effective**

In 2012 Jøtul built a new brand platform. This was central in the development process the company now entered. Anderssen & Voll, formerly a part of Norway Says, were contacted. Throughout the project, they worked closely with Jøtul's own engineers.

- The goal was to construct a modern wood stove with the functionality of a classic model. It had to have plenty of space for wood logs, be easy to use and efficient without compromising the design, says Brand Manager Mette Olafsen.

### **Traditional AND modern**

The jury is thrilled about the new range of wood stoves from Jøtul. In its verdict, it stated, "The Jøtul F 305 is both traditional and modern at the same time. It is characterized by traditional cast iron craftsman ship and retro oriented design, but is stripped of ornaments and dated elements."

Jøtul F 305 series was launched Autumn 2014 and clearly stands out from competing brands. The combustion chamber is horizontal, giving plenty of space for wood logs. The large glass door, which makes up 70 percent of the front, gives a panoramic view of the fire.

### **Exceeds all environmental requirements**

On the environmental side, this stove delivers sensationally well. Particulate emissions from burning wood is almost three times as low as the requirements of the Swan label/Nordic Eco Label - and more than seven times lower than Norwegian standard requirements for emissions. Jøtul also puts many resources into educating the user on how to light the fire as environmentally friendly as possible.

- Jøtul is a living piece of Norwegian industrial history in no way ready for the history books. They are a good proof of how Norwegian industry can remain relevant by collaborating with designers, says Thea Mehl, Project Manager at the centre for Norwegian Design and Architecture.

The Centre for Norwegian Design and Architecture announces the winner on the Design Day April 15, this year's celebration of design and innovation.

\* For more information about Design Day 2015: [www.doga.no/designdagen](http://www.doga.no/designdagen)

### **Contacts:**

\* Norwegian Design and Architecture, Project Manager Thea Mehl, mobile +47 413 09 819

\* Norwegian Design and Architecture, Communications adviser Line Aandal Røijen, mobile +47 911 74 639

\* Jøtul AS, Vice President Brands Marius Torjusen, mobile +47 901 46 759

\* Anderssen & Voll, Designer Torbjørn Anderssen, mobile +47 452 42365

### **FACT BOX:**

#### **Nominees for the Honours Award for Design Excellence 2015**

Honours Award for Design Excellence is the leading Norwegian award given to both companies and designers for innovative design projects. The purpose is to inspire businesses to invest in design expertise to increase competitiveness and added value. The jury nominates candidates who stands out among this year's recipients of the Award for Design Excellence. Jøtul is one of four candidates who have been nominated this year.

*This article is written by Pressenytt, for the center of Norwegian Design and Architecture. Pressenytt has the editorial responsibility for the content of the article.*

## Pressrelease

Product: Jøtul F305-serie  
Company: Jøtul  
Design: Anderssen & Voll  
Category: Industrial design

Download the verdict of the jury and watch the video here (currently only available in Norwegian):  
<http://doga.no/nyhet/innovasjon-i-fyr-og-flamme>



### Image text:

Jøtul and Anderssen & Voll have with the Jøtul F 305-serie, won the Award for design Excellence and are nominated for the Honours Award for Design excellence.

Foto: Cadesign

### About Jøtul Group

Jøtul Group is the world's leading manufacturer of wood stoves and fireplaces for customers who value quality. We develop, manufacture, market and sell our products under brand names Jøtul, Scan, Atra, Warm and Ild. Our products are based on Nordic heritage and expertise focusing on environmentally conscious processes during production and daily use. We share our expertise with partners and consumers in 43 countries on 5 continents. Jøtul Group has approx. 627 employees and an annual turnover of approx. NOK 845 million. The production takes place in Fredrikstad, Odense, Portland and other places. The principal shareholder of the company is Ratos, a publicly listed, Swedish private equity company.