



AJ Products 2022

About us

47 years

in the business

14 500

products in our range

20 countries

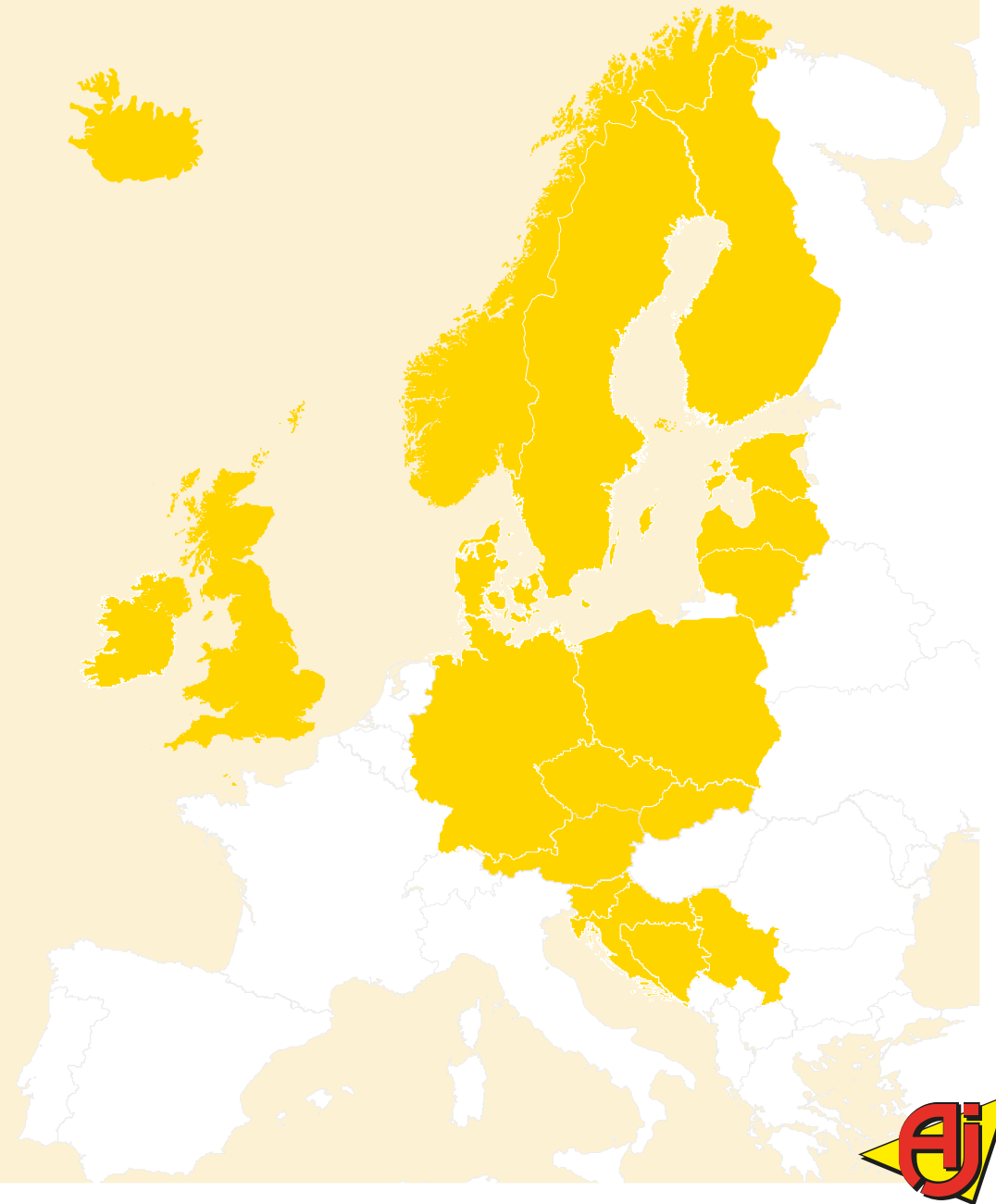
3 factories

540 000

customers in Europe

13

subsidiaries





About us

1100

employees

40%

women

60%

men

1/3

have been working with
us for more than 8 years.

Better
workplaces

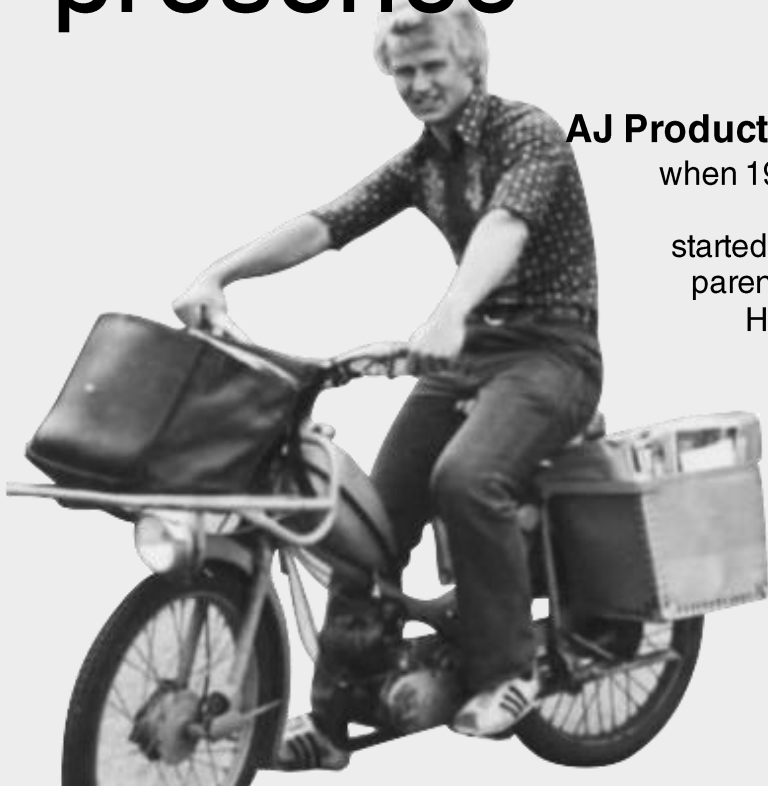
Integrated solutions



THE STORY OF AJ

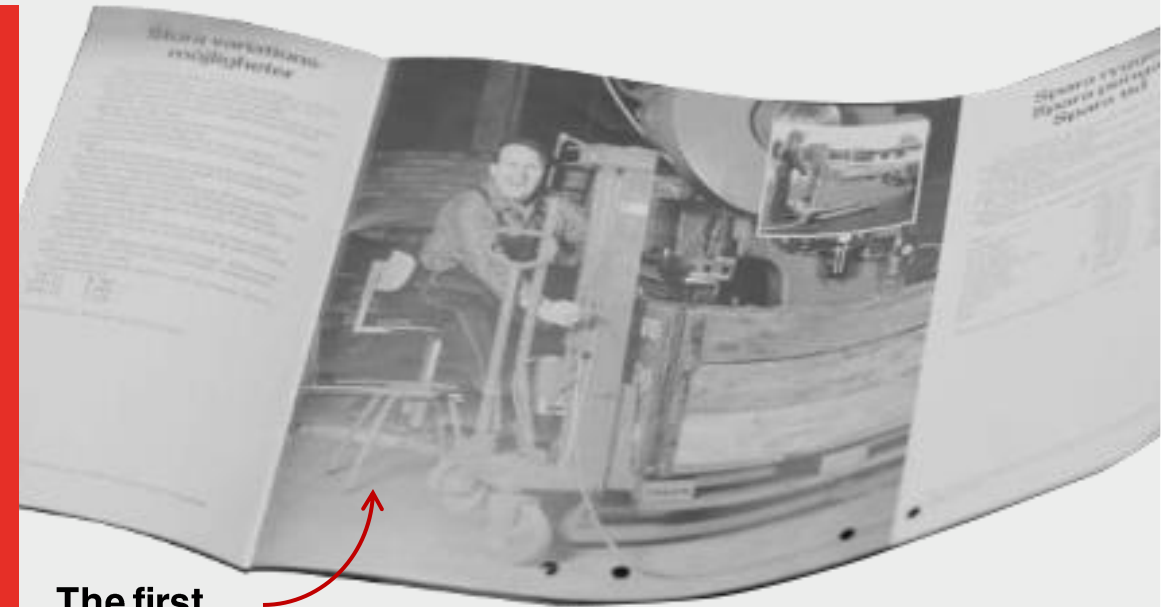
From hobby room to international presence

The story of AJ Products really began when 19-year-old Anders Johansson started a business in his parents' hobby room in Hyltebruk, Sweden



19
75

19
76



The first the catalogue was published 12 pages in Swedish compared to today's almost 500-pages



First self-built office
Built in Hyltebruk with around 20
employees

19
81

19
82

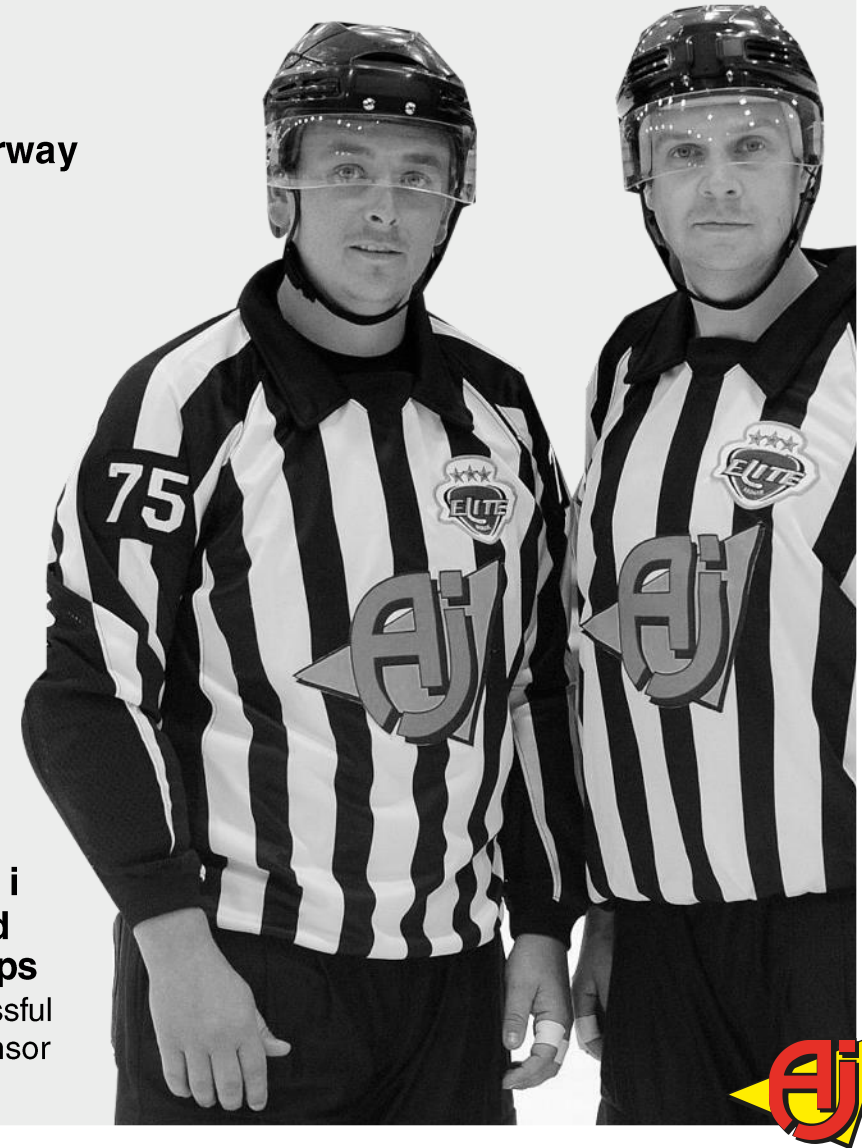
**First
subsidiary
opened in Norway**

Own production in Slovakia
AJ production facilities in Slovakia begin
manufacturing for AJ Group

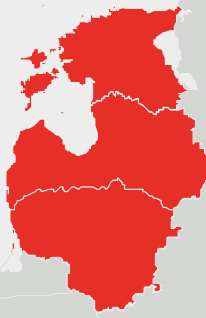
19
92

19
96

**AJ logo on
referee shirts i
Hockey World
Championships**
Long and successful
history as a sponsor



**Subsidiaries established
in the Baltics**



Celebrating 40 years

with a wide range of furniture and
furnishings for offices, schools,
warehouses and industry

**19
99**

Sales SEK 500 million

**20
06**

**Sales SEK 1000
million**

**20
10**

Launch of e-commerce site

**20
12**

**Parent company and central
warehouse relocated to Halmstad**

Our 33,000 sq m premises now
incorporate head office, warehouse and
showroom.

**20
15**



3000

million SEK in sales

20
22

Expansion

of headquarters with offices and
warehouses covering 54,000 m²

20
20

850
employees



Our core values

Engaged

Responsive

Knowledgeable

Genuine



OUR WAY FORWARD

Our vision

We make it easy for everyone to get a better working environment.

Our mission

We are entrepreneurs that create smart sustainable working environments and solutions for offices, warehouses, industries, workshops, schools and public areas. Our offer is based on sustainability, awareness and personal service at the right quality and price. Delivered with customer focus in a friendly way.



Our business areas



Office



Industry



Warehouse



Education



Changing
facilities



A photograph of two young children, a girl and a boy, sitting at a light-colored wooden table in a classroom. The girl, on the left, has blonde hair in a ponytail and is wearing a dark patterned shirt, smiling as she paints. The boy, on the right, has curly brown hair and is wearing a grey long-sleeved shirt, looking down at his work. On the table are various art supplies: a yellow cup with colored pencils, a red bottle of paint, and several sheets of paper with colorful paint splatters. In the background, a chalkboard displays the alphabet in both uppercase and lowercase letters. A teal rounded rectangle with the word 'Education' and a left-pointing arrow is overlaid on the top right of the image.

Education

We help optimise ergonomics,
indoor environment and noise
levels

We furnish learning
environments with specific
requirements





E-commerce

40%



Customer service

40%



Project

20%



Our project model from start to finish



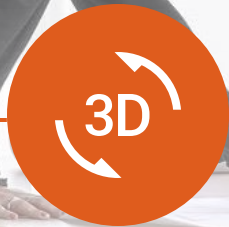
1.

Start-up meeting



2.

Needs analysis



3.

Interior design
proposal
in 3D



4.

Project
management



5.

Delivery and
installation



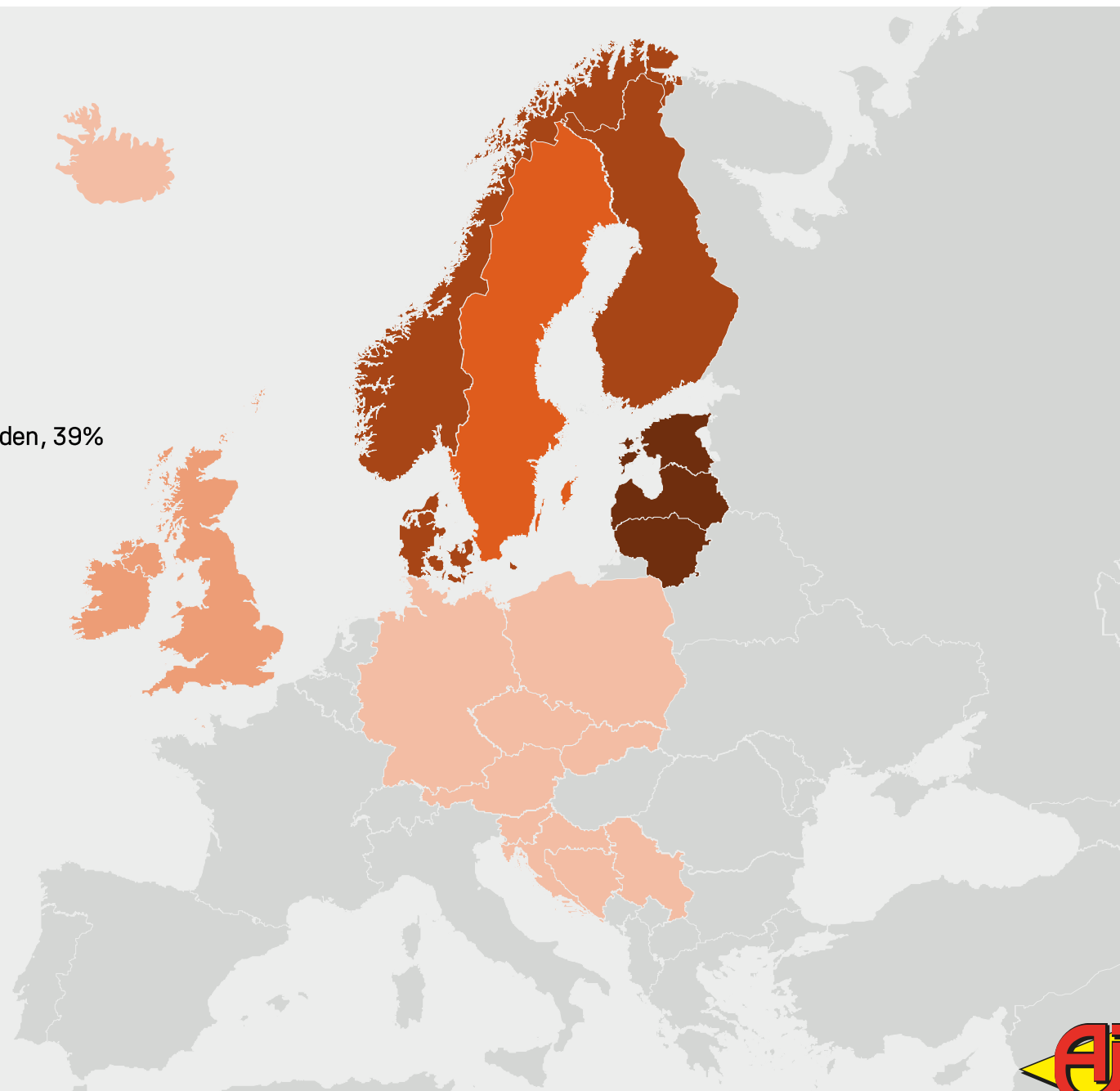
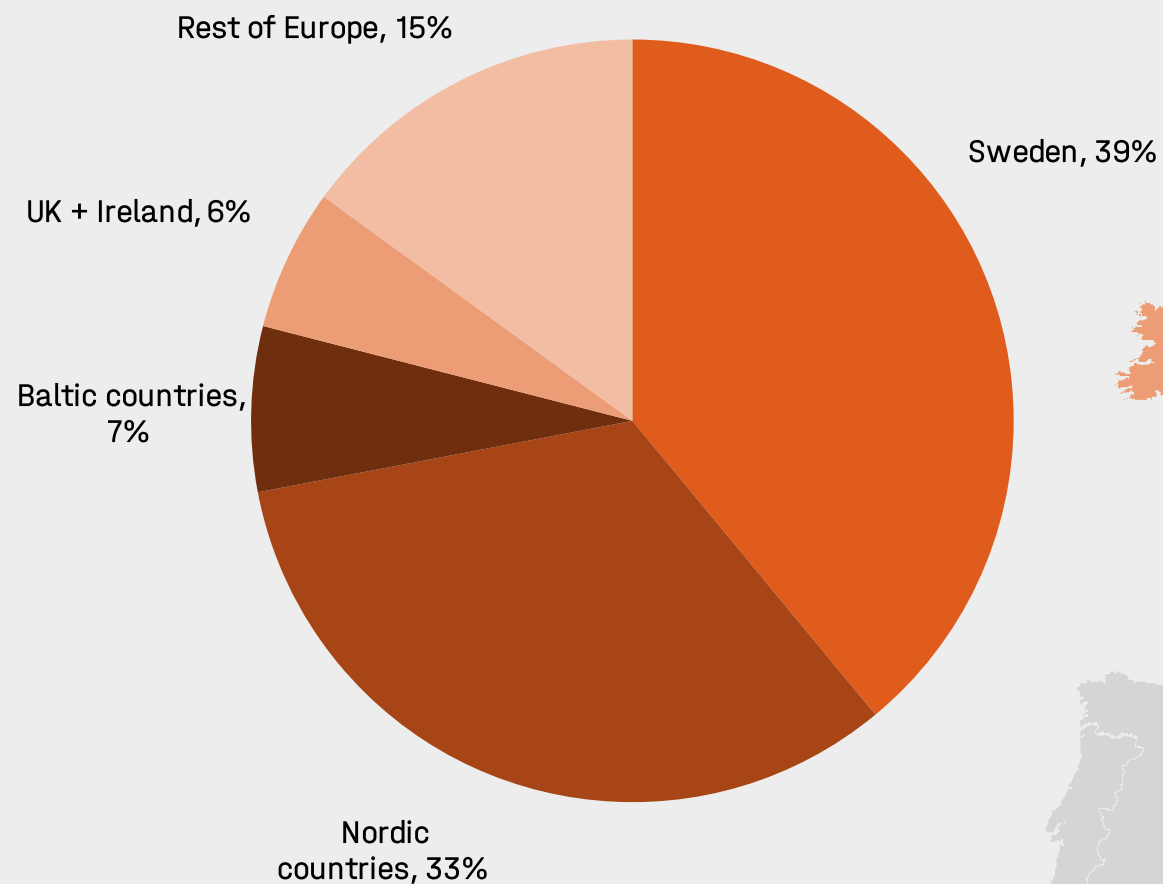
6.

Moving in - follow-
up



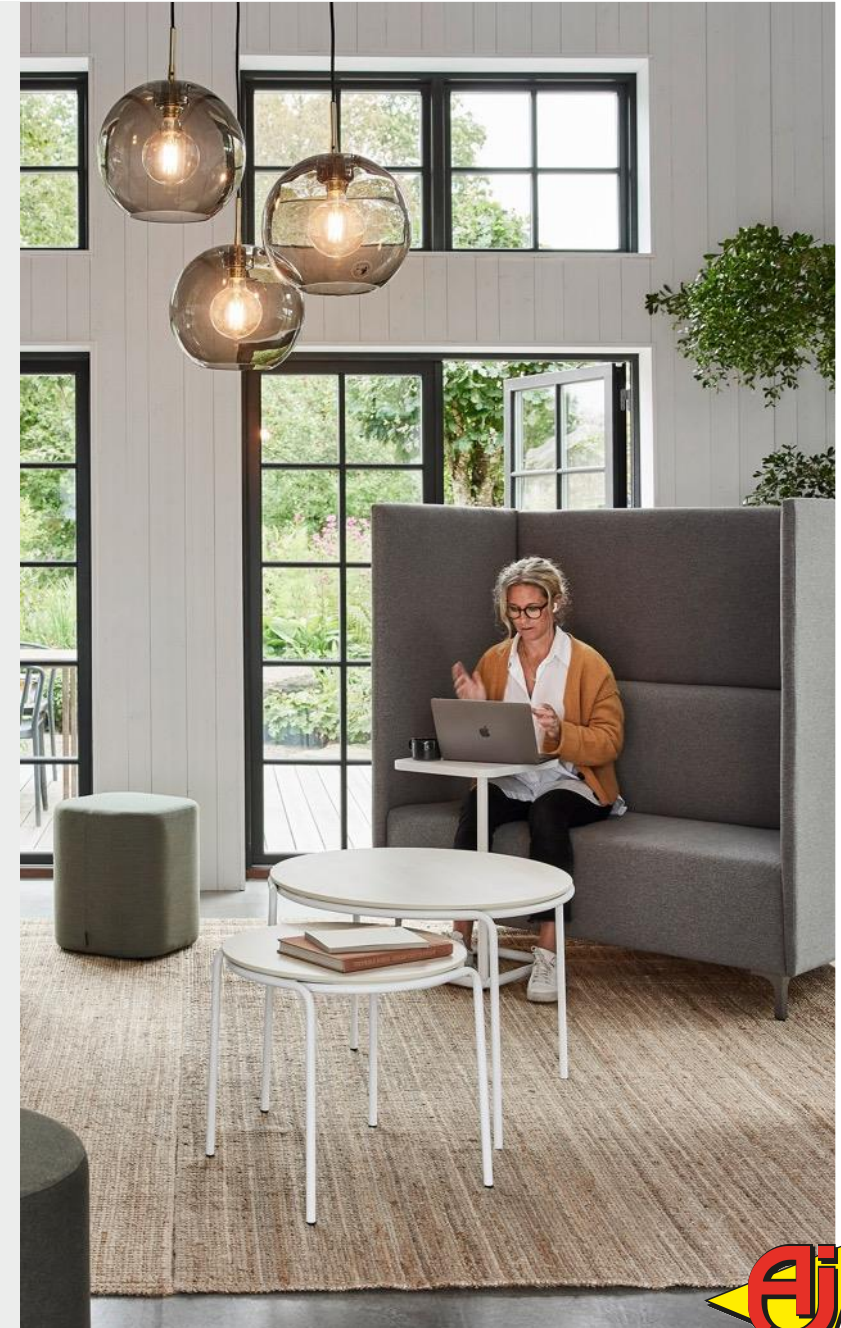
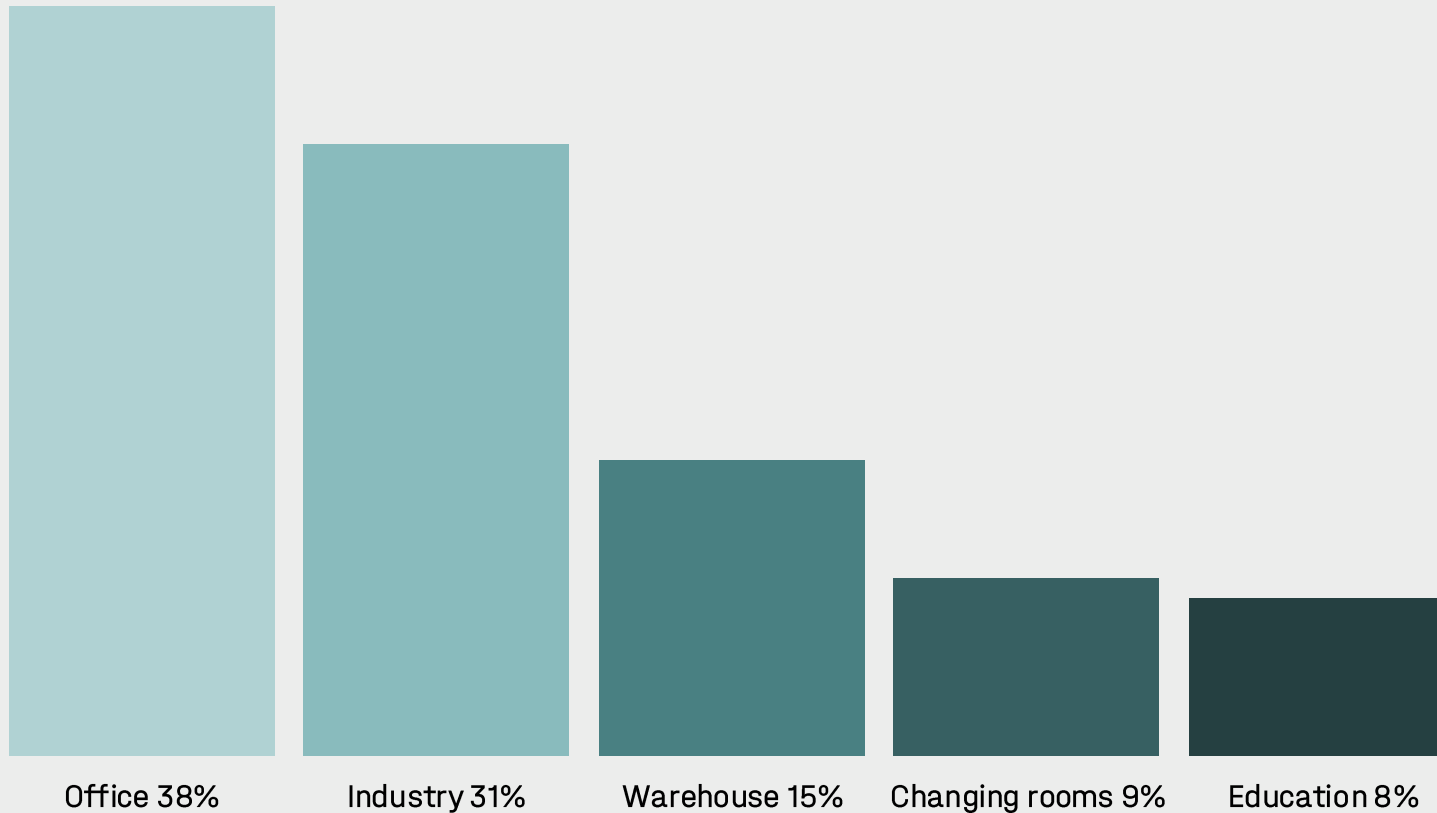
SHARE PER MARKET

Where do we sell?



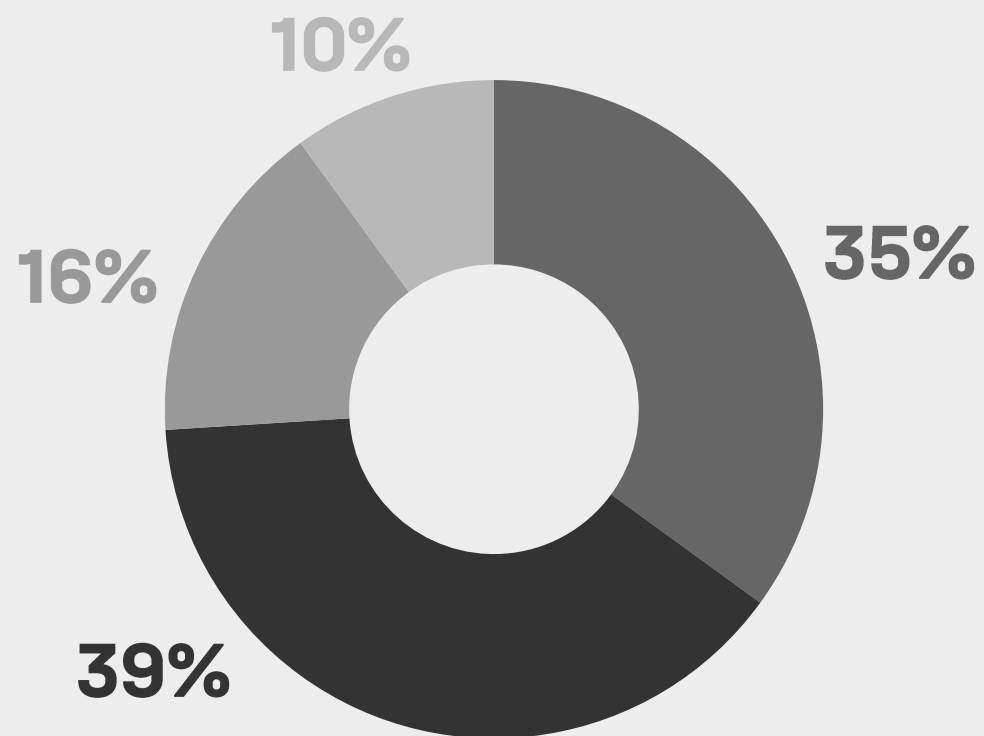
SALES PER BUSINESS AREA

Furnishings and equipment for all workplaces



CAREFULLY SELECTED RANGE

Where do we source our products?

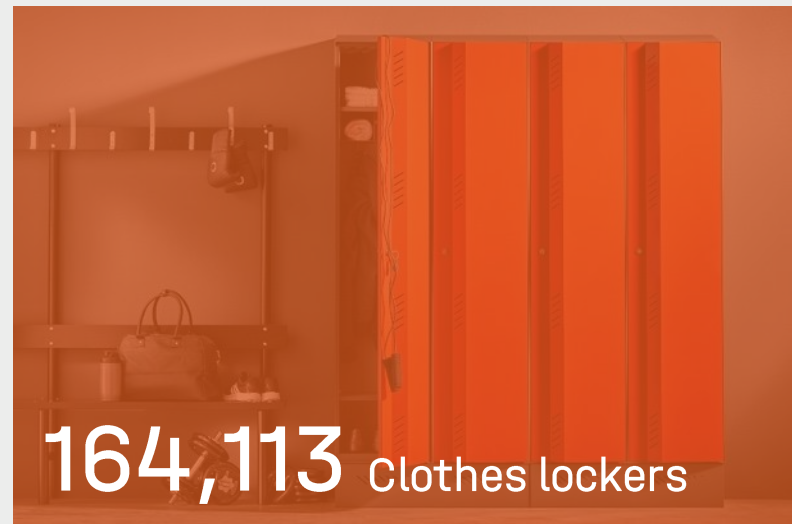


■ Own manufacturing in Europe ■ Sweden ■ Europe ■ America & Asia



BASED ON PRODUCT GROUP

Number of products sold in 2022



GROUP WAREHOUSE AND LOGISTICS CENTRE

Capacity for fast deliveries

54,000 m² central warehouse in Halmstad

4 500
picked order lines/day

100
employees

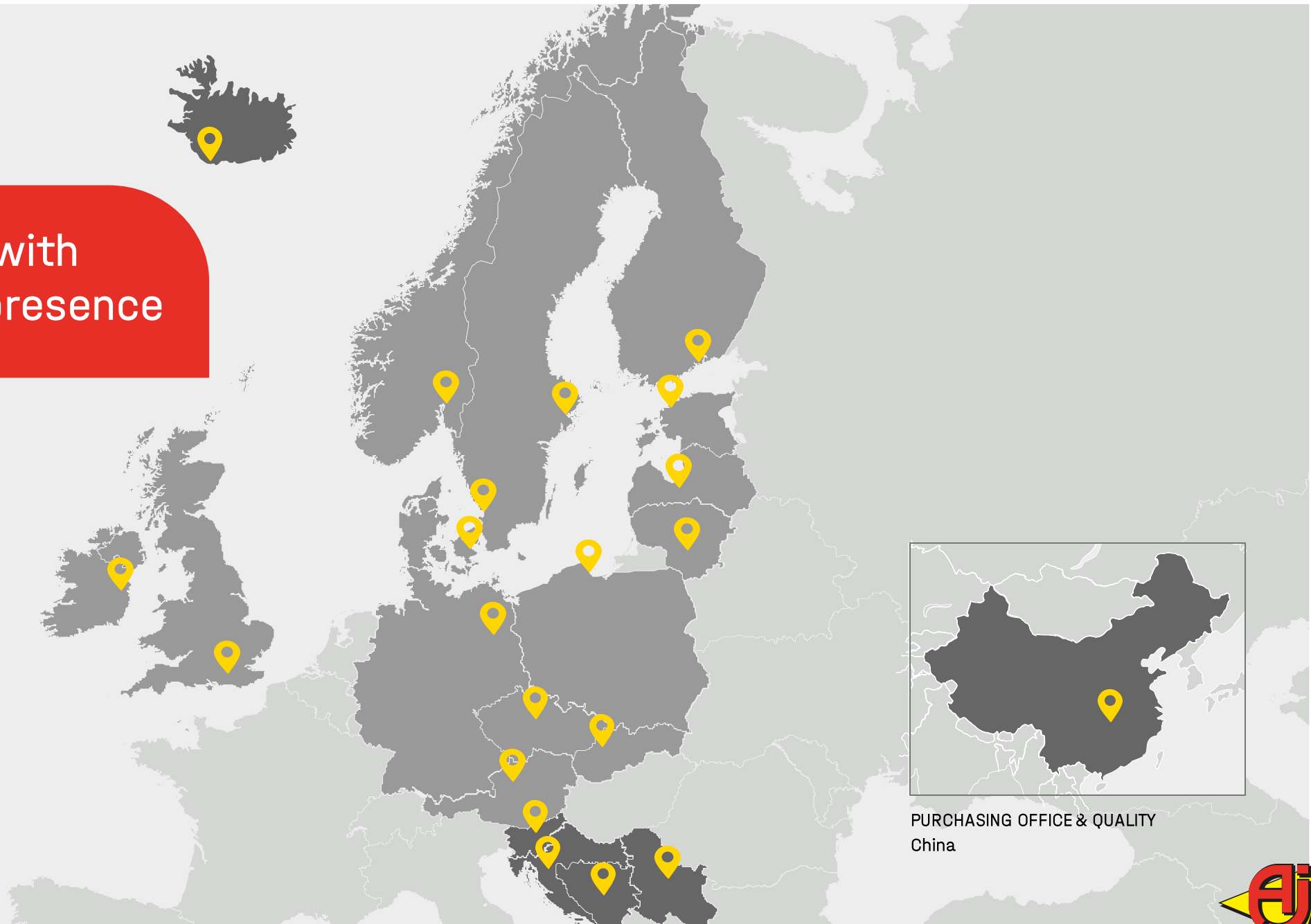
40
trucks/day

700
containers are received per year

7 times/year
we sell our stock



Organisation with
strong local presence



PURCHASING OFFICE & QUALITY
China



From idea to finished product



Needs



Design



Production



Quality



Product

THE PRODUCT DEVELOPMENT PROCESS



1. Needs



2. Pilot study



3. Concept phase



4. Prototype



5. Packaging



6. Documentation



7. Trial order



8. Approved product



Climate - and environmental impact



Climate - and environmental impact

Climate changes affect all of us and it is critical that we resolve the challenges in reducing global warming.

It is our responsibility to act within our value chain to reduce emissions where this is most effective and where we can have the largest impact.

Our forest holdings in Sweden and Latvia – a total of 4,500 hectares – bind almost 33,000 tons of CO₂ annually.



Key partnerships

Company-specific



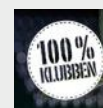
Trygg e-handel is a certification for e-commerce companies. This symbol shows the consumer that the company is professional and that all purchases can be made safely and securely.



Triple-A (AAA) is the highest credit rating a limited company can have and is awarded to companies that demonstrate stability over time, both in periods of economic growth and decline.



Certification of management systems for quality and certification of management systems for the environment.



AJ Products is a member of 100 %-klubben, a network for knowledge and exchange between organisations and businesses that promotes the reuse of all IT equipment.



AJ Products is affiliated with FTI and thus fulfils its producer responsibility when it comes to collecting and recycling packaging materials.



AJ Products is affiliated with El-Kretsen and thus fulfills its producer responsibility with respect to collecting and recycling electric waste and batteries.

Product-related



Nordic Swan is the official ecolabel for the Nordic countries. It examines the environmental impact of goods and services throughout their lifecycle and places requirements for function and quality.



The building product assessment assesses products related to building products based on their chemical content, environmental impact during their lifespan and by extension, as well as social impact in the supplier phase.



The GS symbol (tested safety) is a quality and safety symbol. The product has been inspected and meets the latest safety requirements stipulated in the German Device Safety Act.

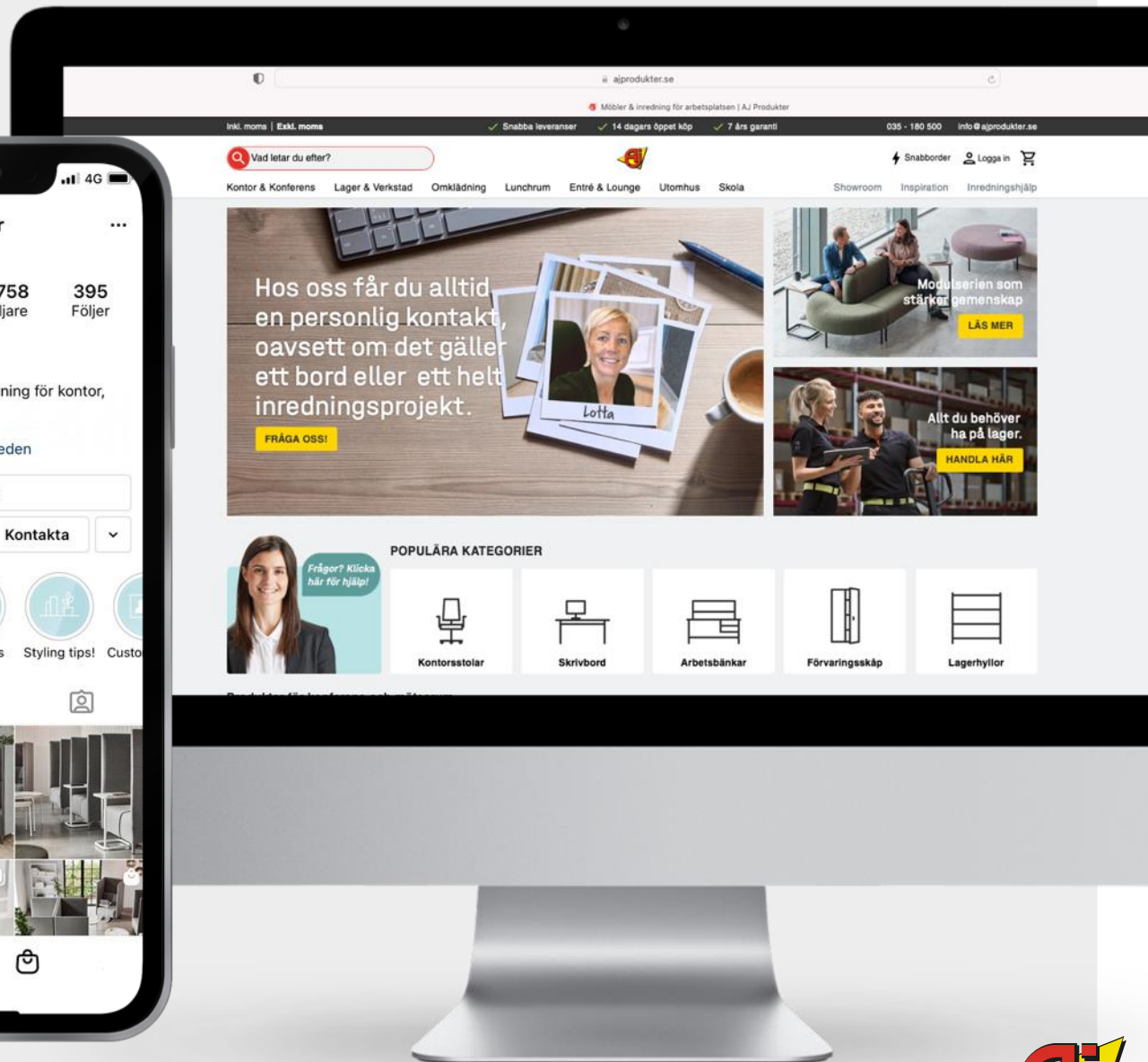
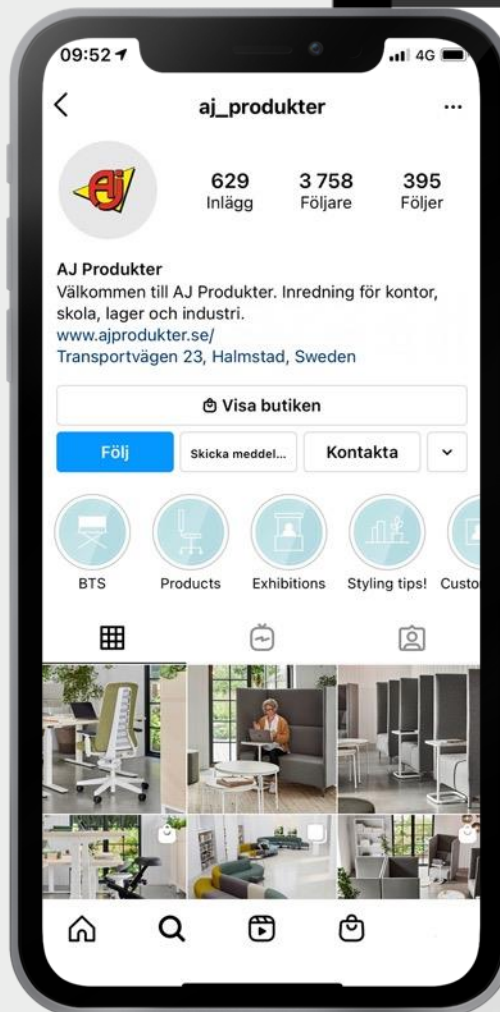


A complete reference and labelling system for furniture. Includes technical, environmental and production ethical requirements. Furniture labelled with this certification meets the demands of quality, environment, and manufacturing as per ethical guidelines.



Thanks!

Name
Tel
Email





ajproducts.com