



Market

The Joutsen brand is well-known around the world by consumers who demand the absolute highest quality from down filled products. The manufacturer, Joutsen Finland Oy, is a unique combination of a Finnish family business and a global player with expertise in feather processing and down products since 1930s. Over 50% of its products are mainly exported to Japan, Germany and Russia.

As the only Finnish brand specialised in the down industry, Joutsen has a strong foothold in its domestic market. Joutsen's biggest rivals come from abroad. Challenged by imported down products and hard international competition, Joutsen has found its niche by concentrating in the finest quality products at the high-end of the market.

Achievements

Joutsen is at the top of the world – literally. Joutsen outdoor products have been tested in extreme conditions by expeditions that have successfully returned from their trips. One of the trips took Joutsen to the world's highest peak, Mount Everest. The most recent merit was in 2005, as the Finnish professional mountaineer, Veikka Gustafsson, trusted Joutsen down jackets and sleeping bags when

climbing to the peak of Annapurna in the Himalayas.

In addition to gaining a reputable name internationally, Joutsen's continuous product development has earned national recognition. Joutsen was the first producer of down beddings to be approved by the Finnish Allergy and Asthma Federation, thus enabling the use of the Federation's renowned label on its products. This endorsement was achieved through the unique cleaning process, the Joutsen Down System, that ensures the absolute purity of its products. By using state-of-the-art technology and Finland's naturally soft water in processing feathers, the method removes all impurities and animal protein thus making the materials also suitable for people with dust allergies.

Besides national allergy requirements, the Joutsen Down System also meets the Nomite and Downafresh standards commonly used in the international down and feather industry.

History

Joutsen Finland Oy was established in 1936 under the name Oy Suomen Höyhen Ab (Finnish Feather Ltd). The company name was changed in 2004 to strengthen the Joutsen (swan) brand and to make it more easily pro-

nounceable for its international business partners and consumers.

The Joutsen story started when the founder of the company, Marius Pedersen, originally a Dane, was inspired by watching his wife Saima washing feathers. As a result, the manager of a margarine factory soon became the manager of the first feather and down products manufacturing company in Finland. The production began with the washing of feathers and the manufacturing of bedding products.

In 1954, the company moved to its present location in Riihimäki from its original premises in Helsinki, and soon the manufacturing of sleeping bags began. During the following decade, down wear was taken into production.

The first real test for Joutsen down wear was carried out in the harsh arctic conditions in 1966, when the first Finnish expedition successfully skied across Greenland. Since then many adventurous trips have been safely backed up by Joutsen, which has earned the trust of both outdoor professionals and consumers.

The feather business that began as a hobby, employed Marius Pedersen and his family for the rest of their lives and left a heritage to cherish for the future generations. Celebrating its 70th anniversary in 2006, the family-owned company continues its founder's principles of good customer service and superior quality products.

Product

Joutsen down filled products comprises jackets, beddings (quilts and pillows), and sleeping bags.

The range of Joutsen down jackets is versatile. One can find classic jackets made for the harshest winter conditions as well as fash-





ionable winter coats by well-known Finnish designers.

Joutsen sleeping bags come in a range of sizes and technical features to suit outdoor use from comfy to intense conditions. With product development of 50 years, Joutsen is constantly highly rated by outdoor professionals and magazines.

Joutsen uses goose and duck down acquired from arctic areas, where the harshness of nature adds to its excellent properties. Down is the most valuable part of the feather cover of birds and as a raw material unique: light, breathing and airy. It is the best of all known insulation materials with regard to weight and thermal ratio. The tufts of down bind air into and around them, which functions as an unbeatable breathing insulation layer. Down also tolerates wear and tear well as well as washing, which guarantees the long age and warmth of Joutsen products. To complement the fine qualities of genuine down, natural materials i.e. cotton and silk, are used in quilts and pillows.

The down used in Joutsen products is completely a byproduct of the food manufacturing industry i.e. feathers and down are not obtained by plucking live birds.

Eiderdown is a specialty that is picked from abandoned nests from small islands in the Finnish archipelago. It is used in the most luxurious quilts that are sold for example in exclusive department stores in Tokyo.



All Joutsen down products are made with the aim to make them the best in the world. Consequently quality control is a priority; each Joutsen product leaves the factory with the signature of the person responsible for the flawlessness of the item.

Recent Developments

One of Joutsen's key areas in keeping up with the competition is product development. Although there are classics that have been in production for years, new designs, features and techniques are sought constantly.

In 2005, Joutsen launched the 'Veikka Gustafsson' signature collection including the down jacket and sleeping bag. The VG 8000 series was developed together with the mountaineer who has given his name for the collection. The VG products are filled with down and covered with the world's lightest micro-filament weighing less than 30 g/m². The first-class materials combined with pro design guarantee satisfaction for even the most devoted outdoor enthusiasts.

In the bedding range, Joutsen introduced Triplus pillow that combines the firmness of small feathers and softness of down. The new double structure makes Joutsen Triplus pillows comfortably supple yet giving the necessary support for the head and neck area.

As for Joutsen Down Wear, a new look for the ladies will be introduced for the winter season 2005/06. Jukka Rintala, one of Finland's most respected fashion designer's has created glimmering ladies coats for the ultramodern fashion scene. The new line is aimed to enhance the more traditional outdoor range and to attract fashion-oriented female consumers.

Promotion

Joutsen has a well-established network of retailers in Finland. To hold up the image of a quality brand, Joutsen uses high-end distributors such as leading department stores and speciality shops related to hiking, bed wear and clothing.

The marketing functions are focused on domestic consumers with the message of comfort, luxury, purity and matchless quality. In addition to advertising through various media, Joutsen invests in visibility at fairs and presentations in stores. It also organises product training for sales personnel.

Outside Finland the main target is to develop distribution channels by making and maintaining strategic partnerships with



respected distributors. In the competitive global market, product displays are increasingly important for a niche brand such as Joutsen. This is why Joutsen puts great effort to present its quality products at the best places available.

Brand Values

Joutsen signifies superior quality, purity and reliability. Joutsen Finland is the northernmost down products manufacturer in the world and knows the cold weather by heart. Its 70 years of experience in the down business and investments in its own high-tech production facilities guarantee the continuity of manufacturing quality products. For Joutsen, it is a matter of honour to use only the best down and feather qualities available, with respect and care for nature.

THINGS YOU DIDN'T KNOW ABOUT...

Joutsen

- The volume of one kilogram of quality down is about 400 litres.
- Symbolising purity, the swan symbol has been used as a logo since the early years of Joutsen.
- Joutsen is the world's third biggest supplier of Eiderdown that is hand picked in the Finnish archipelago and processed in the company's own refinery.
- The Joutsen Down System uses 150 litres of water to wash one kilo of feathers in order to remove all allergens and impurities.

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