

# HÄSTENS WINS AWARD FOR ITS STRONG BRAND

**Thursday January 24, 2013, Jan Ryde, owner of Hästens Sängar AB, received the Signum prize®. Since 1995 this prestigious award is given to the Nordic company which in long-term best manage and care for its brand.**

The Signum prize® is awarded this year for the nineteenth time, in connection with the arrangement Varumärkesdagen®. A respectful award marking the quality of long-term branding. The Signum prize was established in 1995 by Groth & Co. a consulting firm specializing in intellectual property. "Hästens is a fine old company with a brand which have been cared for like a treasure through the years. A worthy winner," says Lars Göransson at Groth & Co.

Since 1852, when the family business was founded, Hästens stands strong in its belief that there is only one way to create the best bed. Every Hästens bed is therefore built by hand, in Sweden, in natural materials to give consumers the best sleep. It's the way Hästens has done it for 161 years, a philosophy that has been handed down for five generations in the same family.

Jan Ryde, owner of Hästens Sängar AB is proud to receive the Signum prize® and see it as a result of doing what is right: "We want to be of benefit and continues consistently to hold on to what is important to the consumer. Our focus strategy to provide the best bed makes the branding work very easy, all values are in the product. The brand is a natural consequence of the best bed and ensures that our consumers receive the quality they need."

The fact that this philosophy is important to Hästens is something that the jury for the Signum prize® has taken hold of in their statement: "We all know that a good night's sleep is as good as a health cure, and Hästens have utilised this over the years, emphasising sleeping - and above all, what we sleep in. From having been a bed manufacturer in Köping, solid and persistent work on the brand over many years has elevated it into something more, HÄSTENS and the blue squares that are today strongly associated with quality products and good sleep."

The complete statement for appointing Hästens as the winner of the Signum prize® is on the following page.

Some of the previous years' winners are Svenska Dagbladet, Volvo, Statoil, Fjällräven, Findus, Absolut, Bang & Olufsen och Marimekko.



## **FOR MORE INFORMATION, PLEASE CONTACT:**

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Hästens Beds was founded in 1852 and has for 160 years aimed to offer people the best sleep possible. Its characteristic blue checked beds are all handmade, only using the finest of natural materials, by skilled craftsmen. The passion put in to every handmade bed makes Hästens one of Sweden's strongest brands today. Hästens Beds has been appointed with various awards and distinctions such as the Swan eco-label, the Swedish Trade Council's major export prize in 2006 and carries a Royal warrant, from the Swedish Court. Hästens Beds are represented by more than 200 distributors in 34 countries around the world.

**SIGNUM PRIZE® 2013, STATEMENT:**

“Swedishness is important to us, both in Sweden and abroad”, observes the 160 year old company that still bases its manufacturing model on handicraft.

Connections are forged with both Swedishness and history through the design, which doesn't simply adorn the products – but is also a trademark per se: the blue-white Gripsholm pattern which, precisely, adorns Hästens' beds.

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The vision is “To give the world the best sleep”.

There is impressive all-round thinking in how the brand is exploited, both in terms of the HÄSTENS trademark and the squares. Without being obtrusive the blue squares are constantly present - more as a solid marker and signifier. The website is a powerful illustration of this, and those who visit it come away with a memory of blue squares.

The SIGNUM PRIZE® is normally awarded for management of a brand, however, Hästens has succeeded in making the trade name, HÄSTENS, and the blue squares, two sides of the same brand – despite them both simultaneously having individual strength.

Nothing is allowed to affect the brands, and the fact that this is not left to chance is revealed by the most thoroughly prepared campaign books that the SIGNUM jury has encountered in its reviews over the years. These digital books act as an annual update of what the brand represents.

Hästens has not been seduced into chasing after the cut-price market, rather it has stuck to its position and instead emphasised knowledge of its craft and selection of materials to interact with and have an influence on its trademarks.

As always when it comes to success stories, the work that Hästens did on its brand to take it to the front of the bed market, primarily during the 1990s, had the effect of attracting hangers-on, particularly in relation to the check pattern. However, Hästens successfully rode this out and has put in place a well-thought-out and carefully guarded defence of its trademarks.

**Accordingly, the winner of this year's SIGNUM PRIZE® is: Hästens**

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