

Office furniture crafted in Tibro since 1896.







Our series has been created by skilled craftsmen in our own factory in Tibro for more than 100 years.

SA MÖBLER WAS FOUNDED IN TIBRO IN 1896. The name is taken from the initials of Samuel Andersson, a son in a long line of craftsmen. A hundred years ago, the factory produced five drawer desks in oakwood. Manufacturing grew into a series of shelves, tables and sideboards, all made in multiple combinations to fit the need of businessmen in Stockholm at the time. In the 1980s, Kjell Hammar took over the factory and with his entrepreneurial ability to foresee market needs, he began to develop a series of desks for individuals working with computers and screens. With new technology, as a first in Sweden, Kjell programmed electrical, adjustable desks to fit ergonomic requirements and the business scaled. The electrical desks was the beginning of a whole family of system components that would change the way we think about workspaces forever. Today, SA Möbler installs modular series for the worlds most famous brands. A story of a Swedish family company which succeeded in transforming itself, drawing upon Tibro's rich furniture culture as well as the human needs of tomorrow.







We prefer to talk about great solutions,  
total control of our own production  
line and making reliable deliveries.

IDYLLIC SWEDISH COUNTRYSIDE. The factory in Tibro smells of oakwood, leather and filter coffee. All the workstations are tidy and the air is clean. There is a sense of friendliness. The knowledge and capacity of the factory is what enables us to make functional, ergonomic and well-design product systems. Generations of men and women have stood here before us, making what we make. Today, it is with pride and humbleness we think of Samuel Andersson's sense of materiality and sustainability. Because he taught us how to keep an efficient flow, from planning a product to packaging it, creating the least amount of waste possible. Wood and metal work, sawing, pattern and assembly - all stages of the manufacturing process are being made in the same place which means we know how to fix something when it goes wrong. That is why we never get any returns or faulty goods coming back to us. We don't choose the easy way out, but take our time to listen and observe. We know that if a great idea comes along we can develop it as a team, just as Samuel Andersson and his team did. The only difference is that we now know how to scale it.



## Kjell Hammar

KJELL HAMMAR has been the owner of SA Möbler since 1982. He was born on a farm in Tibro and studied economics and computer engineering. When Kjell bought SA Möbler in the 1980s he had a clear picture of what he wanted to achieve. Driven by computer technology and human values, he wanted to develop work systems with individual strength. Together with his wife and his three sons, he designed a product series that would change the way people worked for decades to come. Kjell proved that the more digital our workstations become, the more we needed the right physical adaptations. Immobility for long periods of time is bad for circulation, muscles and joints. That is why we think that a workspace should provide the option to sit or to stand, to move around and to be flexible, regardless of the little details that makes us all different from each other. With entrepreneurial spirit, Kjell spoke on behalf of the every worker, because he understood the consequences of what was to come. Today, he continues on his quest for a more human centered workplace, where we all feel healthy and safe. If we are happy at work, we will keep up a good performance, which means longevity for any company, the same goal of good performance we keep in Tibro.









Our cultural heritage is based  
on our inherited natural resources.

OUR SENSE FOR MATERIALITY comes from our heritage in Tibro. Samuel Andersson was a wood carpenter and his unique knowledge of wood and its qualities is something we inherited. We love wood. You rest your arms and hands on it all day and you can still feel it, the soft touch, the warm colors and the subtle smell. For us, it is tactility in the material that prove that it is still living. Different materials have functional but also symbolic values. We get a regular supply of raw material which is gradually sliced to get the finest veneers. Just like Samuel Andersson, we make sure to use any waste materials, especially to keep us warm, heating our factory in the winter. Characterized by a craft philosophy we produce contemporary industrial systems, this means that some elements are still done by traditional carpentry techniques, allowing for the units to withstand the pressure of moves and transport. Our metal legs are attached to a metal frame instead of directly on the wood top, allowing flexibility as well as an immense durability. Our products are not complicated to construct, just engineered well. All products within our series are available in a range of different sizes and you can combine leg, door, screen or frames with any materials for total flexibility.



“We have invested a lot in the Klarna House, therefore our choice of suppliers is largely dependent on the ability to offer the same products, at the same high quality, year after year.”

Anna Rotbring,  
Office manager Klarna



FOUNDED IN 2005, turning the vast complexity of online payments into safe and fun solutions, Klarna began their success story. Today, the company has taken a lead, as one of Europe's fastest growing businesses with more than 1100 employees, serving 25 million customers in 16 markets. Since 2011, SA Möbler has installed product series at Klarna offices. Today, we are proud suppliers of their new headquarters, the Klarna House in Stockholm. We spoke to Anna Rotbring, office manager at Klarna, about the importance of creating a sense of unity in a large workspace.

**SA: You recently moved in to your new headquarters, The Klarna House, at a staggering 10 000 m2 in central Stockholm. How did you feel when you entered the new house?**

AR: It was truly amazing. The planning of the Klarna House has been a full time project for the past two and a half years. To finally step into a space that is reflecting our every need, perfectly adjusted to fit our organisation, was quite a remarkable experience. In the past, our workspace has been a mix of random bits and pieces, new and old furniture that took us through the day. What we have now is something completely different, a real sense of unity. Today, you will immediately grasp the peaceful and safe feeling that occurs when you know that different individual needs are met in the comfort of a set of frames and a well-balanced structure.

**SA: In a comment you said that “one of the key factors for requiring the new office was the flexibility the large areas provided.” Is Klarna hoping to lead the way with better flexibility like this?**

AR: Flexibility for us means listening carefully to our employees and understanding what they are asking for. We strongly believe that the organisation performs better if everyone gets the opportunity to work in an environment that reflects their individual need. Since there are 850 workstations at the new Klarna House, used by employees with 40 different nationalities, flexibility is of great importance. Some people will ask for a traditional desk, whereas others work best leaning back in a soft cushioned sofa. The idea was therefore never to create a fully activity-based office, quite the opposite. Our engineers, for example, used to sit in team rooms and to take away their individual seats would be out of the question. However, together with them, we managed to design open team spaces, yet in the safety of their own home-base stations.

**SA: Throughout the two floors, we have supplied you with both the Snitsa and the A-series, tell me about your choices and how you have adjusted the series to best fit the needs at the new Klarna House?**

AR: For the past three years we have gone from using a number of different suppliers to solely using SA Möbler for our desks, cabinets







“As our company matured, the opportunity for us to unify our workspaces took a central role.”



and tables. In the beginning, we had a range of different sized desks, some large and some smaller ones. As our company matured, the opportunity for us to unify our workspaces took a central role. We therefore decided to sell off the old tables and invest in a series, where all the desks shared the same size and abilities. In doing so, SA felt like the obvious choice.

**SA: The material used, solid concrete and warm ash wood matched with technical plastic materials, seems both practical and welcoming. Tell me about the physical shape of Klarna?**

AR: Together, the playful wood, the durable concrete and exquisite plastic details create a warm and welcoming industrial atmosphere. We especially wanted to let the wood be visible on the desk and surfaces, since we think it provides a sense of liveliness. By using rich but basic materials, we are looking to express the values of safe, industrial progress – the kind we provide our customers with. Because even though we are a fast moving company, being trustworthy and reliable is important to us and this should be reflected in our work environment as well as in the products we develop.

**SA: You have also said, “We move people not furniture,” tell me how you work with individual requirements at this scale?**

AR: For the past few years, different sizes and measures of furniture have been tested. From gaining this experience, we decided to go for standard 120cm Snitsa desks which allow us to individually change heights instead of table depths. As ergonomic specifications are of great importance to us, we use a specific height extension for

our tallest employees. The A-series installed in the meeting and dining rooms, are all individually fitted. Most of our employees starts everyday from their private storage cabinets that has been developed for us by SA, taking out what they need for the day. Therefore, screens and sound protecting wall units share the same measurements, creating a neutral frame to any individual need. SA has also helped us finding a chair series that matches our needs, all to maintain longevity, striving to create a space with a clear sense of unity.

**SA: The Klarna House is a significant investment, what do you consider most important when creating a workspace made to last?**

AR: We have chosen to work with sustainable, long term committed suppliers. For us the selection of suppliers becomes the corner stones of maintaining good reliable quality standards. We have invested so much in the new Klarna House that the choice of suppliers will depend largely on the ability to offer the same products, at the same high quality, year after year. We believe SA is at the forefront of providing good quality over time. Sadly, many suppliers will never stand that test, as they would change and alter their product ranges too frequently. The materials would change or the standard measurements will drop a couple of cm here and there. The result becomes a mismatch and an environment that lacks unity. SA on the contrary has managed to maintain the same high quality and fine materials throughout the years – a range of products that I have great trust in. I consider myself a person with a qualitative taste, which means that I find great satisfaction in working with a supplier that I know I can rely on going forward.



Our product series offer a vast  
range of flexible solutions for  
office environments.

## Snitsa®

Clean and beautiful design spiced  
with a touch of playfulness.

## artur

A discreet solution, yet with  
great presence.

## A-series

A great interpretation of the  
workspace of tomorrow.

## AQ

A shelving system that offers room  
for individual creativity.

## Actiwall

A new generation of activity-driven  
furniture for public spaces.

## Snitsa XL

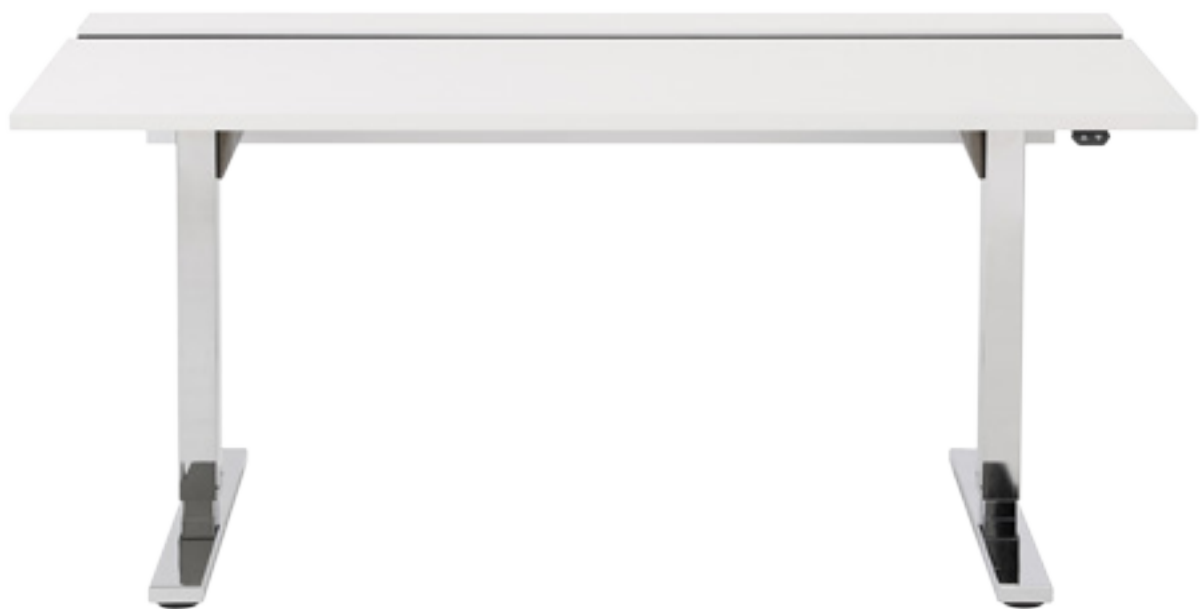
The essence of stringent design  
and great quality solutions.

## Qubox

An adaptive storage system for  
the individual needs.







The Snitsa table.

# Snitsa<sup>®</sup>

Instead of enclosing its objects, the Snitsa series offers an endless number of open configurations. The effect is of great freedom as well as of an effective structural holism. The Snitsa series translates the physical as well as practical needs of a workstation, allowing for a variety of functional, esthetic as well as ergonomic needs. Designed by Kjell Hammar, Snitsa presents a system developed as an answer to growing need for individual adjustments such as different heights, sizes, extensions, accessories and material divergence.

Snitsa is built on a specially engineered multifunction metal frame which gives you ultimate stability as well as the option to move the desk legs in an unlimited number of ways. The Snitsa series comes in Beech, Birch, Oak, Ash and different kinds of high pressure laminates. All storage and cabinets are available in a wide range of individual options, reflecting your personal space with functional as well as aesthetic choices, from open or closed doors, to handles, materials and mobility options. Over the years, we have expanded this series and every year new materials and elements are developed.

Series includes



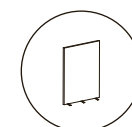
Tables



Conference



Storage



Screens





The A-series conference table.

# A-series

The A-series fosters your imagination and creativity as well as providing a practical solution. Your workspace can be a home, a factory or a palace. Designed by Daniel Lavonius Jarefeldt, Johanna Munck af Rosenschöld and Josef Zetterman from Tengbom, one of the oldest and leading architectural firms in Sweden and the Nordic region. The A-series is made up of a number of tables, desk components, as well as a range of stools, all made from known honest and natural materials - a combination of reflecting on our own heritage whilst looking towards the future.

The A-series is a contemporary line which allows for the workspace to transform and adapt itself. The series encourages you to act, think and be creative, in a range of individual options as well as set solutions. The A-series articulates the elegance of wood craftsmanship and adds a soft atmospheric dimension, visually stimulating in any workspace. All wood used in the A-series is sustainable harvested and as products of great quality we know that the A-series is built to last, a great guarantee for longevity.

Series includes



Chairs



Tables



Conference  
tables





The Actiwall workplace.

# Actiwall

The Actiwall series is a tactile combination of high quality wall surfaces. We believe that workspaces should be systems putting human values at core. Today our workspaces are changing, blurring the lines between working together and undisturbed. We believe that modular walls have the ability to satisfy your acoustical as well as your visual sense for both social situations and for times quietness. Most of our clients are looking for a sense of wholeness and within that frame we believe most open-planed spaces need boundaries, a place for the individual to feel safe and relaxed in. Designed by Kjell Hammar, Actiwall is made to adapt to any space whilst communicating something warm, personal and functional. Whether in a public or private office, Actiwall provides a sense of completeness, embracing you and all your diverse parts of your working day.

Series includes



Receptions



Meeting  
rooms



Screens



Seats



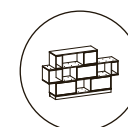


The AQ shelf system.

# AQ

The storage system AQ-shelf basically consists of three components. Two visible - the box, the shelf and one invisible - the pin. These three components creates a nice interplay of objects with place, space and design. Moreover, the three components gives the user possibility to create their own storage system which can be varied and rebuilt again and again. The different colors and materials give another chance to create a vast array of expressions - from the small storage unit to the great room divider. This transparent shelving provides a great opportunity for flexible storage and display. AQ-shelf, by Danish architect Anne Qvist, offers room in the room and create social zones that enables privacy and pause. This creates the decoration of human life and expression.

Series includes



Shelf systems





The Qubox storage modular system.

# Qubox

Qubox, designed by Kjell Hammar, is an exciting modular storage system which offers space efficient storage for sales offices, open offices and as a personal storage section. Regardless of the conditions of usage, the system provides the possibility to shape ones storage based on own personal needs. The core of Qubox is to meet the high competition of low-cost cabinets, backed up by a secure and solid foundation of the expertise and material sensitivity that is significant for SA Möbler. A Qubox office is not only made of high design and great quality but is also cost-aware, work flow efficient and shows consideration to each and every co-workers unique need. The Qubox modular storage system is just as adaptable as the unique conditions allow for.

Series includes



Storage





The artur table.

# artur

The artur series is a graceful line which does impose its own aesthetic, but allows for its individual users and their surrounding space to adapt, a sense of compositional freedom. The desks and storage units can easily solve a variety of needs all because of their sharp and functional versatility. Designed by Swedish architect Love Arbén, the artur series is calm and soothing as well as significant. The desk is a perfect pairing of an advanced technical leg solution and a durable 12 mm white or black compact laminate top.

Series includes



Tables



Storage





The Snitsa XL table.

# Snitsa XL

The Snitsa XL leaves you with a sense of formal elegance, found in the large comfortable and sophisticated desks and storage solutions.

The series provides a great flexibility in the use of its distinctive features. Rich wooden choices and endless size options gives Snitsa XL an distinguished sense of grandeur. Designed by Kjell Hammar for a number of international brands, Snitsa XL has proven to be popular with a diverse set of global clients. The individual material choices and accessory options are great ways to shape this unified system. Made of wood and powder coated steels frames our Snitsa XL module is easy to assemble and re-assemble despite its size. The basic durable structure supports its design and still allows for any adjustments.

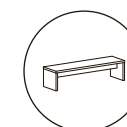
Series includes



Tables



Storage



Benches



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