



MAGAZINE

RÖRETS®

Inspiration magazine from Rörets Industrier • 2023

ambiente 2023

Finally, we'll meet again!



Meet our
Purchaser

**Magdalena
Kawa**



New Design 2023
Chateau

DESIGN FOR EASY LIVING



Jonas Gustafsson

CEO

It has been – and still is – a very different existence for us. The pandemic has prevented us from meeting up with our business partners, and now there is a war in Europe which in so many ways affects all of us and challenges our view of the world. This means that we must all try to adapt and relate to a new business environment. Thanks to our flexible employees and suppliers, our production facilities have been up and running during this time. Let's hope that peace and stability will soon be restored in Europe.

Our new magazine, which you are now holding in your hand, means that we have not experienced any major setbacks and have, in fact, been able to develop our business as well as our product range.

On the news page we present our Bolt ironing board which has a large ironing surface but can still be quickly and easily folded up and stored away. Our new Rise drying rack, which is just as easy to handle, takes up minimal space but still holds a lot of laundry. Thanks to further development of our Triple drying rack we can now present the Triple+ which is more flexible and much easier to fold and put away.

We also continue to invest in producing our own patterns together with well-known designers representing the Scandinavian textile tradition, something we are always proud of.

Working sustainably has always been important to us, such as our investment in using recycled fabrics, which is also an exciting new feature in our production processes.

You also get to meet Magdalena, our purchaser, and learn more about her working day. During the past couple of years, she has been very busy dealing with material shortages and price increases on an almost daily basis.

We are now – at last – returning to the Ambiente Trade Fair in Frankfurt in early February. As the fair has been on hold for two years, we are very much looking forward to meeting our customers again. In 2023, we will be sharing a stand with our parent company Sini, which is exhibiting at the Ambiente for the first time. This is a really exciting opportunity!

To sum up: we have a very interesting new year ahead of us even if there almost certainly will be many and difficult challenges. Let's work closely together, supporting each other in making our joint business even better.

Looking forward to seeing you in Frankfurt!

Jonas



ambiente 2023

3-7
February



messe frankfurt

RÖRETS

Hall: 9.2
Booth: E71

Finally, we'll meet again!

After two years of not traveling or visiting fairs, we are super excited to show our new products, smart innovations and talk about the future with you.

It's two for one when visiting us at the fair! We will be sharing the booth with the Sini brand from our Finnish parent company, displaying both an innovative clothing care range as well as high-quality cleaning products. Can it get any better?

We expect wonderful trade fair days with many rewarding meetings!

We'll see you in Frankfurt, right?



NEWS!

INNOVATIONS & FEATURES!

We work actively on product development to constantly find new innovative solutions on our products. Our aim is to make housework easier to free up more of your time to other activities. This time we proudly present....

TRIPLE⁺BLACK

Stable and flexible drying stand with three individually foldable shelves that can be folded both to the front and the back to maximize your drying options. The new function with foldable legs make for easy and compact storage when not in use. In addition the legs can be fully or partially unfolded when in use depending on your how and where you use the drying stand. Both sides of the dryer have extendable tubes with room for clothes hangers.



Foldable legs for flexible use!

1 100% Cotton

2 500 g Felt

3 6 mm Foam

4 2 mm Foam

5 Alu foil

Easy replaceable!

DROP STOP M/L

Heat reflective ironing board cover that reuses steam which helps you achieve a quicker and better result. 5 different functional layers specially adapted for steam irons. Aluminium layer that prevents any excess water to drip onto the floor. Fastened with Velcro for best possible fit.



Smart solution for hangers!

RISE

Practical drying stand with "pop-up" construction for easy handling. Equipped with a locking mechanism that locks the legs when expanded for extra safety. Takes up minimum of space both folded and unfolded. Can be placed in bathtub.



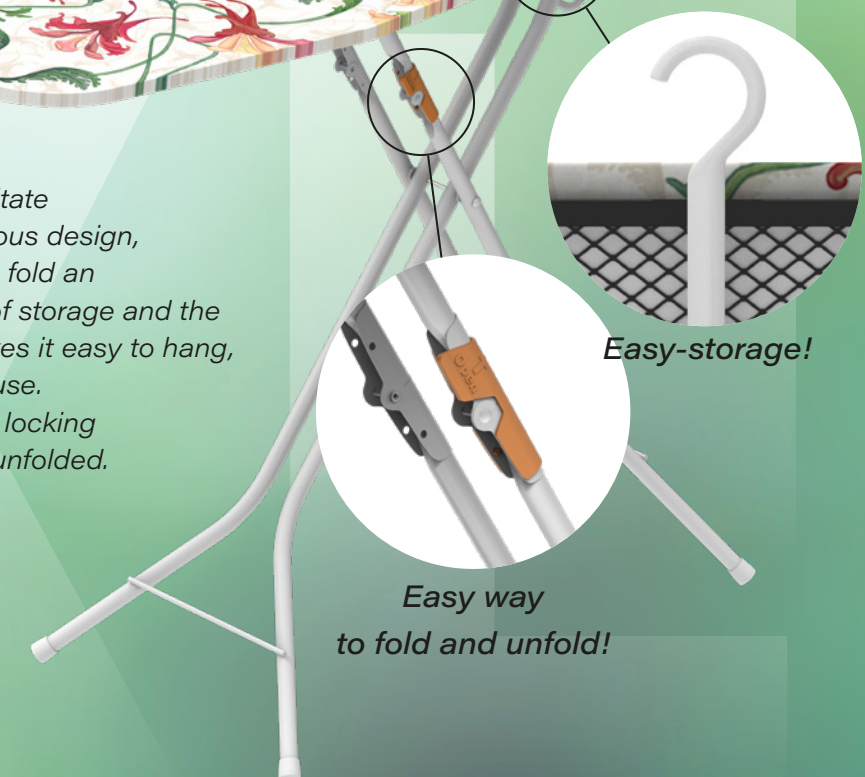
Also available in black!

NOW WITH LARGER IRONING SURFACE!

Compact Living!

BOLT

Bolt ironing board is designed to facilitate everyday ironing. Thanks to its ingenious design, it has never been easier to unfold and fold an ironing board. We have also thought of storage and the ironing board include a hook that makes it easy to hang, for example a wardrobe, when not in use. For your safety, Bolt features a sturdy locking mechanism that locks the legs when unfolded.



Easy-storage!

Easy way to fold and unfold!



Meet our purchaser Magdalena Kawa

Purchaser - an important role that requires structure, foresight and a lot of strategy. The right material, at the right price and not least at the right time are the components of a successful working day for Magdalena. We took some time out of her busy schedule to ask some questions about what motivates her to challenges of purchasing.

6 questions to Magdalena!

1. For how long have you been working at Rörets?

I started working at Rörets 12 years ago as part of the sales department. But for the past 9 years I'm in purchasing.

2. What are your primary responsibilities?

Primarily I deal with the purchase of raw materials for production. I control stock levels, order materials, and supervise deliveries. I work a lot with our ERP-system, preparing different reports and statements.

3. What is the most rewarding part of your job?

Working with suppliers and the way our relationship develops and maintains gives me great satisfaction. I work with suppliers from different countries which is a very interesting aspect of this work. I am the happiest when everything goes as planned. Deliveries are made on time and there are no production downtimes, and finished goods are delivered to customers as scheduled.

4. What do you find most challenging about your job?

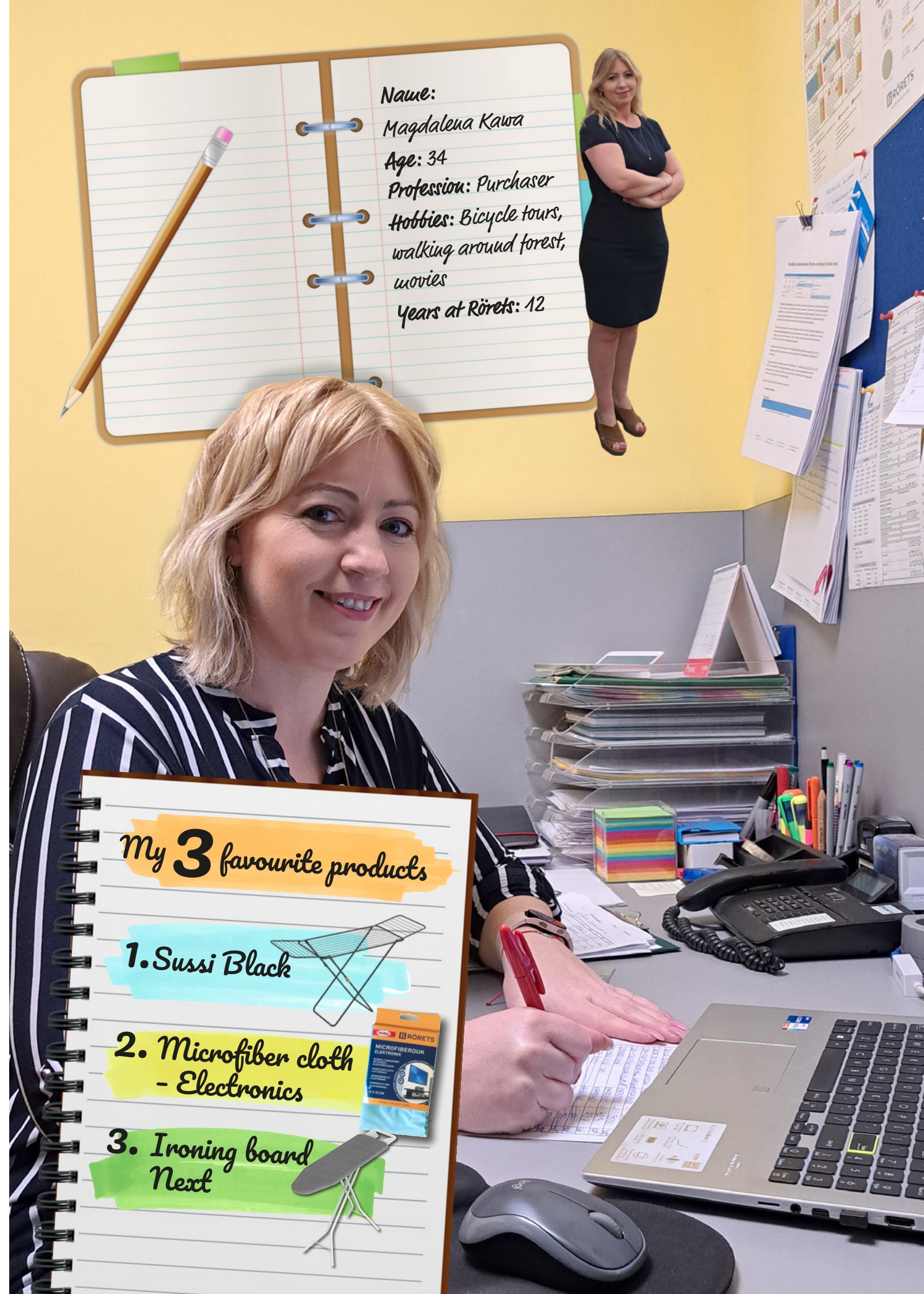
Due to the Covid pandemic and the war in Ukraine, there are a lot of challenges. Shortages of raw materials, extended lead times. Additionally there is a constant increase of prices. The biggest challenge is to obtain raw materials on time at a sensible price.

5. What motivates you?

The challenges which forces me to cope with the new situations. I always try to work according to the principle: nothing is impossible. Thanks to this, I am constantly learning something new.

6. What has been the biggest change in your profession during your career?

The transition from the sales department to the purchasing department. I studied International Relations so I am familiar with both sides, but I feel it's a better fit in my current position. In purchasing I saw our products from a different aspect, how many parts they consist of and how much work was put into their creation.



Recycled cotton

– a smart choice of material based on consideration and love of the environment

As part of our environmental initiatives, we are proud to confirm that our ironing board covers are now produced from 100% recycled cotton. Naturally, we offer the same high quality as before - but with less environmental impact!

Did you know that the production of **1 kilogram** of cotton requires...

- 1 kg of oil
- 10,000 l of water

...and produces emissions equivalent to 15 kg of greenhouse gases

***By using recycled cotton
we save natural resources!***



What is Global Recycled Standard?

Our cotton fabric holds Scope Certificate according to Global Recycled Standard (GRS)



The Global Recycled Standard is an international, voluntary, full product standard that sets requirements for third-party certification of Recycled Content, chain of custody, social and environmental practices, and chemical restrictions. The goal of the GRS is to increase use of Recycled materials in products and reduce/eliminate the harm caused by its production.

The Global Recycled Standard is intended for use with any product that contains at least 20% Recycled Material. Each stage of production is required to be certified, beginning at the recycling stage and ending at the last seller in the final business-to-business transaction. Material Collection and Material Concentration sites are subject to self-declaration, document collection, and on-site visits.

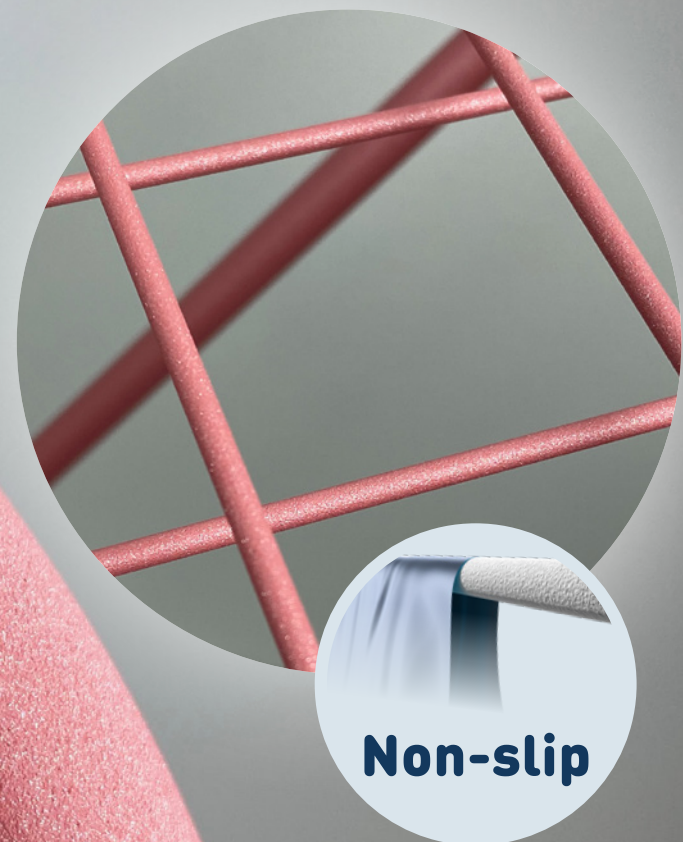


New Design 2023 Chateau

A design with a sense of castle and manor. Stylish and cocky with lovely color combinations that fit in most homes



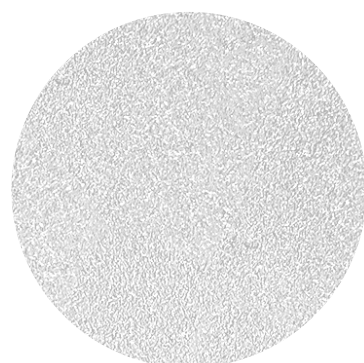
Anna Handley



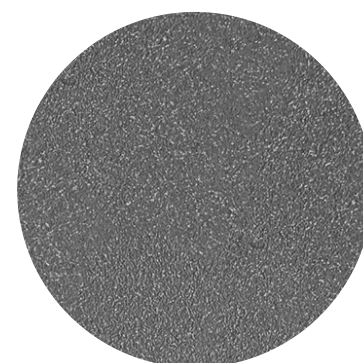
Non-slip

Surface with Structure!

*All our drying stands are coated with a non-slip function.
The structure of the surface prohibits the garment from falling off.*



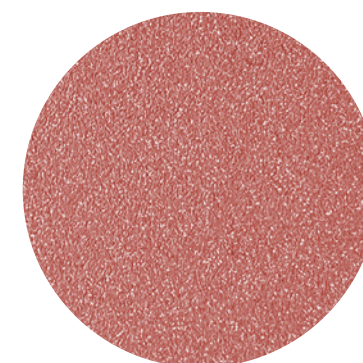
White



Space Grey



Black



Rosé



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