



**NorviGroup Denmark –  
Scandinavian lifestyle is part  
of our heritage**



At NorviGroup Denmark A/S, most of the duvets and pillows are designed, developed and produced at their factory in Denmark - doing this for more than 20 years. Formerly best known as Quilts of Denmark®, today this is their largest brand with the most wide-spread range of down products. The company was the first to develop an active temperature regulating duvet by leveraging NASA research into their Temprakon® products. Today there are many similar products - but the "original" that is continuously being upgraded to be the best, is still Temprakon®.

Following the merger with their Norwegian sister company in 2019, the product range has been further expanded with e.g., bedding and accessories for the sleeping and bathing environment under the brands TuriForm®, representing trends of the time and modern colors, as well as Borås Cotton®, standing for more classic style and exclusive patterns.



DOWNPASS talked to Morten Tychsen Rasmussen, Head of Products and Development at NorviGroup Denmark.

**NorviGroup Denmark A/S has been designing, developing and producing most of its quilts and pillows in Denmark for more than 20 years. The best-known brand is Quilts of Denmark®. What filling materials do**

**you work with and what criteria do you use to select your suppliers?**

For us, a good relationship with our partners is essential, and we have been working together with many of our suppliers since we established our company in 2000. The criteria's have remained the same ever since; price/quality as well as just in time supplies.



In Scandinavia, the customers are often more familiar with the Fill Power rating rather than the down percentage. We are using both Goose and Duck fillings, mainly 60-100% down qualities. One of the most used fillings is a Muscovy Duck Down, with a 750 cuin fill power.

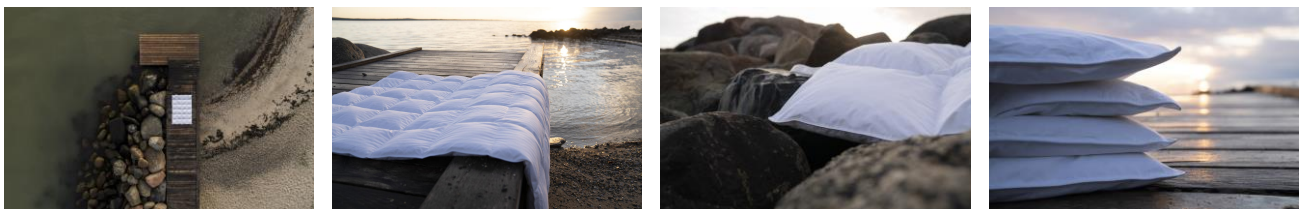
**Last year you launched a new collection: ISLANDS. What is special about this collection and to what extent does the Scandinavian lifestyle of the North flow into your products?**



This collection was created for two reasons; To make a clear difference between the various qualities. E.g. the TUNØ range always has a Tencel/cotton shell, and 100% Goose Down, and the RØMØ always has a sateen woven shell and 90% Goose Down.

The other reason is to pay tribute to some of the many wonderful islands in Denmark. To each product, there is attached a little story with fun facts about the respective island. We are encouraging both Danish and foreign customers to send pictures or stories about a Danish Island they have visited, and sometimes our customer service seems to be more a tourist office rather than a duvet factory.

The Scandinavian lifestyle is a part of our heritage, and it is a natural to incorporate both HYGGE and Danish Design into everything we make.



**You are monitored by various certification organisations, including the Nordic Swan Eco Label. How important is the careful treatment of the environment for you, what influence does the idea of sustainability have on the production of your bedding and how do you live climate protection in the company?**

Sustainability has always been a natural part of our company. Even before it became trendy to be sustainable. It goes both for the factory and the products, where especially the Nordic Eco label (the Swan), which is a well-recognized Scandinavian sustainability certification, plays an important role.



We use a lot of efforts to maintain our status as a business leader within sustainability. Thus, we get all our power at the factory from renewable wind energy and all waste is carefully recycled.



Morten Tyksen Rasmussen,  
Head of Products and Development

**How important are independent certifications for your success and why do you rely on the DOWNPASS seal as a label of animal welfare & quality?**

Independent certifications are very important for our business. Our company has played an active role in the development of the traceability part of the DOWNPASS certification, and we were one of the very first companies to use this certificate. It gives both the retailers as well as the end-users an assurance that no animals have been harmed for the sake of the good night's sleep.

*Source: Downpass e.V.*