

A woman with long, wavy hair, wearing a bright yellow shirt, is seen from the side, hanging laundry on a wooden clothesline. The clothesline is made of light-colored wood and has several items of clothing hanging from it, including a striped towel and a grey garment. The background is a bright, sunny outdoor setting with trees and a clear sky. The overall mood is warm and peaceful.

*Lapuan Kankurit*

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no 2 **WAY OF LIVING** 2017

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**LINEN & WOOL**

YOUR PERSONAL COPY TO TAKE HOME AND ENJOY FOR LONG



Front cover:

**MERU tablecloth / blanket**

150x260 cm, col. white-multi

100% washed linen

design Mifuko

**MERU towel**

95x180 cm, col. blueberry-mint

100% washed linen

design Mifuko

<<

**LASTU tea towel**

48x70 cm, col. white-rose

100% washed linen

design Masaru Suzuki

**CORONA UNI blanket**

130x170 cm + fringes, col. rose

100% wool

design Marja Rautiainen

**LAPUAN KANKURIT  
WAY OF LIVING**

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//lapuankankurit

www.lapuankankurit.fi

 **MASTERS  
OF  
LINEN®**  
100% MADE IN EUROPE



# issue no 2 · 2017

## TOGETHER WE CAN

Working together is at the heart of Lapuan Kankurit. We've learned that cooperation leads to great results, both with our staff and our partners. Together we can make a change.

We're a fourth-generation family business that designs and weaves textiles from natural, authentic materials. When the experience of our staff at the weaving mill in Lapua, Finland is combined with the talent of our designers, our textiles get the high quality they're known for. We make products that last through generations.

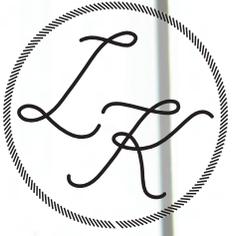
Responsibility and sustainable development are important to our work, and leaving a clean environment for future generations concerns everyone. This year, we've teamed up with the John Nurminen Foundation to save the Baltic Sea. Together, we can make a difference and save this unique part of Nordic nature.

Making a change also stretches from nature to people. We're thrilled to work together with design company Mifuko, whose products combine Scandinavian design with African colours. Their work in Kenya has actually revived traditional craftsmanship and helped women in rural areas to earn a living.

Together, let's make a change.

*Jaana and Esko Hjelt*

**Fourth generation weavers**





**TERVA bathrobe** col. white-linen, washed linen-tencel-cotton, design Lapuan Kankurit  
**MERI back rub** 14x65 cm, col. black-white, linen terry, design Lapuan Kankurit  
**ONNI cosmetic sponge** 15 cm, col. black-graphite, linen terry, design Anu Leinonen

**Come and visit us in Lapua, Helsinki or online!**  
**We have a great selection of products of our own and a selection of interesting, delightful lifestyle items that breathe our values from like-minded designers. Clean, natural and environmentally responsible. Perfect for gifts or to keep as a reminder of your wonderful time here in Finland.**

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[www.lapuankankurit.fi](http://www.lapuankankurit.fi)

#### **ONLINE STORE**

Shop from where and when you like. Shopping at our online store is convenient and hassle free.



Our online store has all of our great products, but it also gives you a peek into the real workings and the people behind Lapuan Kankurit. Take a look at some detailed information on the designers, materials, our weaving mills and the production of our lines at [www.lapuankankurit.fi](http://www.lapuankankurit.fi)



Get inspired and share your own thoughts, photos and ideas about our products using our hashtag [#lapuankankurit](https://www.instagram.com/lapuankankurit) on instagram. Browse through our lifestyle image gallery and our brochures to help you become inspired.



Subscribe to our newsletter to stay abreast with our latest news, special offers, events and new products.



**NOTE: We now ship to the following EU countries:** Austria, Belgium, Denmark, Finland, France, Germany, Great Britain, Holland, Italy, Luxembourg and Sweden.



#### LAPUA OUTLET STORE

Our outlet store at the cultural centre, Vanha Paukku in Lapua opened in October 2015. It is an open spacious store full of charm with an interesting history as the Lapua Ammunition factory (Lapuan Patruunatehdas) whom resided in the building until a dramatic accident closed their doors in 1976.

The former factory today houses a number of shops, museums, a 200 seat Alajoki auditorium, meeting rooms, a restaurant, a movie theatre, the Lapua Art Museum and the municipality's library.

Inside the old factory is the home of the Music Institute and the Adult Education Centre of Lapua.

[www.vanhapaukku.fi](http://www.vanhapaukku.fi)

#### Lapua Outlet Store

Kulttuurikeskus Vanha Paukku

Kauppakatu 23

62100 LAPUA, FINLAND

Tel. +358 50 527 57 28

[myymala@lapuankankurit.fi](mailto:myymala@lapuankankurit.fi)

Mon-Fri 11 am-6 pm, Sat 10 am-3 pm

**In July we're open Monday to Friday 10 am to 6 pm, Saturdays 10 am to 3 pm, Sundays noon to 3 pm.**

#### HELSINKI STORE & STUDIO

In the heart of Helsinki, between the Helsinki Cathedral and the Market Square lies our Lapuan Kankurit Store & Studio. It is nestled in the Tori Quarter, a unique Empire style area downtown just a few minutes from the Central Railway Station and other notable landmarks.

You will find many design shops, restaurants, cafés, services, museums and beautiful terraces to enjoy. It is a hint of the fascinating urban life for either locals or visitors of our great little city. Shopping, dining and culture packed between a few quaint streets. You can walk through the whole area which has been transformed into a relaxing novel experience from it's past, which was that of an area housing mostly administrative workers.

[www.torikorttelit.fi](http://www.torikorttelit.fi)

#### Helsinki Store&Studio

Katariinankatu 2

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Mon-Fri 11 am-6 pm, Sat 10 am-4 pm

**In June-August we're open Monday to Friday 10 am to 6 pm, Saturdays 10 am to 4 pm, Sundays noon to 4 pm.**

*Suomi*  
*Finland*  
**100**



**MADE  
BY  
FINLAND**



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**KETO blanket** 130x170 cm + fringes, col. rainy blue-white, 100% wool, design Lapuan Kankurit  
**MONO tea towel** 48x70 cm, col. mint, 100% washed linen design Lapuan Kankurit  
**MAIJA blanket** 130x200 cm + fringes, col. mint, washed linen-tencel-cotton, design Lapuan Kankurit



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**SOMMARSTUGA tea towel** 46x70 cm, col. white-blue, linen-bio-organic cotton, design Anna Savolainen  
<< **CORONA UNI blanket** 130x170 cm + fringes, cushion cover 50x40 cm col. forest green, 100% wool, design Marja Rautiainen  
**MAIJA blanket** 130x200 cm + fringes, col. mint, washed linen-tencel-cotton, design Lapuan Kankurit

## MADE BY FINLAND

Lapuan Kankurit is part of the Association for Finnish Work's Made by Finland campaign. Part of Finland 100 festivities, the campaign shows how the Finnish welfare is built and encourages us to be proud of Finnish work. In Lapuan Kankurit products the campaign is shown in "Woven in Finland 2017" labels.

*Made by Finland campaign is a part of the Association for Finnish Work's member companies' and cooperative organisations' Finland 100 festivities, celebrating the centenary of Finland's independence in 2017. More than 80 member companies of the Association for Finnish Work are involved in the campaign. Made by Finland is an official part of the 100 years centenary program for Finland.*





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**KÄPY x Teemu Järvi runner** 46x150 cm, col. white-black,  
linen-bio-organic cotton, design Teemu Järvi



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**LASTU tea towel** 48x70 cm, col. white-rose,  
100% washed linen, design Masaru Suzuki  
**MAIJA tea towel** 48x70 cm, col. white-grey,  
washed linen-tencel-cotton, design Lapuan Kankurit



**CORONA UNI blanket** 130x170 cm + fringes, col. rose, 100% wool, design Marja Rautiainen  
**SAAGA UNI mohair blanket** 130x170 cm + fringes, col. smoke, mohair-wool, design Marja Rautiainen





# Finding the Light

IN FINLAND AND KENYA

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**Design company Mifuko merges  
Finnish and Kenyan elements  
to keep tradition alive.**

Text Aino Hyyryläinen Photo Katja Lösönen





*This & Previous spread:* **TSAVO pillow case** 50x60 cm, col. grey-white, blueberry-mint, pink-cloudberry, 100% washed linen, design Mifuko **TSAVO towel** 95x180cm, col. blueberry-mint, 100% washed linen, design Mifuko  
**MERU towel** 48x70cm, col. white-multi, 100% washed linen, design Mifuko  
**MERU tablecloth/blanket** 150x260 cm, col. white-multi, 100% washed linen, design Mifuko

“Kenya is an important part of our life and business”, says textile artist and designer **Minna Impiö**. “It’s also where we draw our inspiration.” Minna and colleague **Mari Martikainen** founded Mifuko in 2009. The company’s products are known for being environmentally and ethically sustainable. Their Kiondo baskets are handmade in Kenya. Mifuko also follows the principles of Fair Trade and strives to create work opportunities – they currently employ five hundred artisans in Kenya.

For Lapuan Kankurit, Minna and Mari have designed the linen collection TSAVO and MERU. The scarves, towels, blankets, and cushion covers combine Scandinavian design with African colours and are woven in Lapua, Finland.

“Lapuan Kankurit shares our appreciation of authenticity”, Mari says. “It’s important for both companies that the artisans are visible in their work.” All Mifuko artisans sign their work, making each product unique.

TSAVO and MERU showcase distinctly Kenyan colours, which is a new addition to the Lapuan Kankurit products. It’s an opportunity for both companies to learn and grow their own point of view.

“I think we’ve inspired each other”, Mari says. All in all, the two find working together with Lapuan Kankurit a pleasure.

“It’s great to cooperate with a company that shares our values”, Mari says.

As cooperation started, Minna and Mari visited the weaving mill in Lapua. Minna describes the techniques as a wonderful starting point for designing textiles.

“As a textile designer, it’s good to see a Finnish company that’s also international”, Mari adds.

Nature inspires Minna and Mari’s work, whether in Finland or Kenya.

“The warm afternoon light in Kenya is incredible”, Minna describes. Mari adds that light in Kenya is different from anywhere else. The contrast between bright light and absolute darkness fascinates the designers, and the varying landscapes and colours are a constant source of inspiration.

Kenyan landscape consists of coasts, highland, mountains, and savannas, which all sound very different from Finnish nature. However, Minna and Mari find surprising parallels between the two countries.

“The savanna almost resembles a field. It reminds us of Ostrobothnia”, Minna says. In Finland, the two especially appreciate the purity of nature and the freedom to roam.

“Finnish light is also exceptional, especially in the summer”, she continues.

Mifuko’s appreciation for artisans has had a profound impact in Kenya.

“Traditional techniques have been revived because of our work”, Mari says. Minna adds that before Mifuko started working in the area, traditional artisanal crafts were disappearing. “Now these people get steady income for their work”, she says. “It’s also had a huge social impact. Mothers-in-law are passing the knowledge and techniques on to the women in the family.” Local artisans meet every week in workshops and discuss matters outside of work as well, reviving a sense of community in the area.

“We appreciate traditional craftsmanship”, Minna says. Mari continues: “It’s one of the most important values we share with Lapuan Kankurit.”



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**MAIJA dishcloth** 25x32 cm, col. white-cloudberry,  
washed linen-tencel-cotton, design Lapuan Kankurit  
**SAAGA UNI mohair blanket** 130x170 cm + fringes, col. mint,  
mohair-wool, design Marja Rautiainen

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**TSAVO scarf** 70x200 cm, col. blueberry-mint,  
100% washed linen, design Mifuko  
**TSAVO towel** 95x180 cm, col. pink-cloudberry,  
100% washed linen, design Mifuko

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- 1/ **TSAVO pillow case** 50x60 cm, col. grey-white, blueberry-mint, pink-cloudberry, 100% washed linen, design Mifuko  
**TSAVO towel** 95x180cm, col. blueberry-mint, 100% washed linen, design Mifuko  
**MERU tablecloth/blanket** 150x260 cm, col. white-multi, 100% washed linen, design Mifuko  
2/ **TSAVO scarf** 70x200 cm, col. blueberry-mint, 100% washed linen, design Mifuko  
3/ **MERU towel** 48x70cm, col. white-multi, 100% washed linen, design Mifuko  
**MERU tablecloth/blanket** 150x260 cm, col. white-multi, 100% washed linen, design Mifuko  
4/ **MAIJA blanket** 130x200 cm + fringes, col. mint, washed linen-tencel-cotton, design Lapuan Kankurit



## CLEANING

# the Baltic Sea

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**Ecological awareness has always been one of the cornerstones for Lapuan Kankurit. This year we have started cooperating with the John Nurminen Foundation's Clean Baltic Sea projects. Together we advance the protection of the joint, unique marine environment. Already, the annual phosphorus load of the Gulf of Finland has been reduced by over 75%.**

Text **Maria Mäkelä** Photo **Katja Lösönen**

### CLEAN BALTIC SEA

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- Lapuan Kankurit wants to ensure that also future generations will get to enjoy the natural clean waters.
- We donate a fixed sum to Clean Baltic Sea projects for each delivered AALLONMURTAJA product.
- Clean Baltic Sea projects improve the status of our common sea.
- Already, the annual phosphorus load has reduced by over 2000 tons.
- Read more: [www.johnnurmisen-saatio.fi/en/clean-baltic-sea-projects/](http://www.johnnurmisen-saatio.fi/en/clean-baltic-sea-projects/)

Sources: [www.johnnurmisen-saatio.fi](http://www.johnnurmisen-saatio.fi), [wwf.panda.org](http://wwf.panda.org)

The support of Lapuan Kankurit in the projects aiming to reduce the nutrient load of the Sea helps lessen the amount of blue-green algae that comes about every summer. Bathing and sauna products also act as a great messenger: you want to take a dip in the water when the water is clean, and this is a joint goal.

Our customers value clean nature, and they identify Lapuan Kankurit as a responsible, ecological operator. Now, we want to invite everyone to do small good deeds for the good of the nature. By buying AALLONMURTAJA bath products, it is easy to support the wellbeing of the Baltic Sea. Hopefully future generations will get to enjoy the natural clean waters as well, says **Esko Hjelt**, Managing Director of Lapuan Kankurit.

The cooperation is a natural part of the activities of a responsible, design weaving mill using natural materials. Our AALLONMURTAJA (breakwater) collection is designed by **Reeta Ek**. The nautical series



designed in shades of blue includes a linen towel, a hand towel, a bag, as well as a sauna seat cover and pillow. The products include the Clean Baltic Sea Woven in Finland 2017 logo, and Lapuan Kankurit donates a fixed sum to **John Nurminen Foundation's** Clean Baltic Sea projects for each delivered product. The donated amounts are marked in the Lapuan Kankurit online shop, and on the product cards in the shops.

The John Nurminen Foundation's Clean Baltic Sea projects improve the status of the Baltic Sea with concrete measures that reduce the nutrient load and environmental risks faced by the Sea. 25 projects have been launched between 2005-2016 in Northwest Russia, Poland, the Baltics, Belarus and Finland. 17 of the projects have been completed, and as their result, the Sea's annual phosphorus load has reduced by over 2,000 tons. The Local Fishing Project, launched in 2015 and piloted in the NutriTrade project, continues to cut down the Sea's nutrient load at the same time

progressing usage of underused, sustainable fish. The Foundation is also looking forward to start a new EU-financed program, BEST (Better Efficiency for Sewage Treatment) to improve the efficiency of industrial and municipal wastewater treatment. The Clean Baltic Sea projects are financed by private donations and public funding.

The Baltic Sea is a mixture of salt water from the North East Atlantic and fresh water from surrounding rivers. It is a highly sensitive marine ecosystem. The Baltic Sea is surrounded by nine coastal countries, with the catchment area of the Sea extending to 14 countries that are home to more than 85 million people. Over the past 100 years, the Baltic Sea has degraded quite dramatically. In the last few decades, a significant effort to improve the condition of the Sea has been introduced, involving businesses, NGOs, foundations, and the public sector.



CLEAN BALTIC SEA  
*Lapuan Kankurit*  
WOVEN IN FINLAND 2017



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**AALLONMURTAJA bag**

37x54 cm, linen-bio-organic cotton, design Reeta Ek

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**AALLONMURTAJA towel**

48x70 cm and 95x180 cm, 100% washed linen, design Reeta Ek

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1 / **AALLONMURTAJA towel** 48x70 cm, 100% washed linen, design Reeta Ek  
2 / **AALLONMURTAJA seat cover** 46x150cm, linen-bio-organic cotton  
**sauna pillow** 20x46 cm, linen-bio-organic cotton with polyester fiber filling,  
**bag** 37x54 cm, linen-bio-organic cotton, design Reeta Ek



1



2







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**KASTE ladies garment** one size, col. grey,  
100% washed linen, design Anu Leinonen



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**ONNI cosmetic sponge & wash mitten** col. white-blue,  
linen terry, design Anu Leinonen  
**TERVA towel** 85x180 cm, col. white-multi-blueberry,  
washed linen-tencel-cotton, design Lapuan Kankurit



**ESKIMO bag** 40x60 cm, col. white-blueberry, 100% washed bio-organic cotton, design Reeta Ek  
**TERVA towel** 65x130 cm, col. white-multi-blueberry, washed linen-tencel-cotton, design Lapuan Kankurit

*Back cover:* **KASTE bathrobe** one size, col. white, 100% washed linen, design Anu Leinonen



*Lapuan Kankurit*

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SOUL WELLNESS — SUSTAINABLE DESIGN — NATURAL MATERIALS