LAPUAN KANKURIT

### way of living

FROM THE WEAVERS OF GOOD LIFE





YOUR PERSONAL COPY TO TAKE HOME AND ENJOY FOR LONG



Front cover:

### TERVA bathrobe

col. white-linen washed linen-tencel-cotton design Anu Leinonen

### SARA blanket

140x180cm + fringes, col. lingonberry 100% wool design Team Lapuan Kankurit

### SARA hot water bottle

2 liter, col. lingonberry 100% wool cover design Team Lapuan Kankurit

### LAPUAN KANKURIT WAY OF LIVING

**WEAVING MILL** info@lapuankankurit.fi tel. +358 6 4338 300 Tervaspuuntie 1 62100 LAPUA, FINLAND

No 12. Autumn-Winter 21-22 Printed by Copy-Set Oy, Helsinki







#lapuankankurit

www.lapuankankurit.fi





## Being a professional

Professional skills and continuous development are important values at Lapuan Kankurit. Our craftsmanship has won the Taito-Finlandia Award and other recognitions. This points to the professionalism and versatile knowhow of our weaving mill, the backbone of our production.

The professional skill of Esko Hjelt is to develop our products to become more functional, modern, and versatile. The knowhow of the members of our design team, including Elina Helenius, is visible in our product design. Also the users of our products are professionals in their own way. In this issue, we present wilderness guide Anton Kalland, who helped us test our products under demanding outdoor conditions.

Professionalism also entails the desire to move forward and develop new solutions. Sustainable raw materials and new material innovations improve our products and make them even more functional. Apart from developing and producing washed linen, felted wool, and our linen-tencel blend, we are currently building a new wool production line based on wool from Finnish sheep.

At Lapuan Kankurit, professionalism also means humility and curiosity. Keeping an open mind and being curious always brings out something new. Decades of working in the weaving mill has taught us the textile business. Continuous product development and investments make sure that we will continue to learn and develop our knowhow in the future.

To us, every day is a new opportunity to hone our skills and weave better, more sustainable products.

Jaana and Esko Hjelt

Fourth generation weavers





### Innovations for the future

Text & Photo Katja Lösönen

Lapuan Kankurit weaving mill is going through times of constant change.

Over the past ten years, the weaving facilities have expanded thrice and the equipment has been modernised. Currently, a new wool production line is underway. According to fourth generation weaver **Esko Hjelt**, investments and sustainable product development are the success factors of their business.

Apart from his practical weaving skills, Esko Hjelt has also studied the theory of textile technique at the Tampere University of Applied Sciences.

"I finished school and took over the business during the worst recession in the 1990s. We mastered the jacquard technique, but to survive we needed new concepts and perspectives on the weaving industry. We have been developing the business ever since," says Hjelt.

"In the beginning of 2000 we also developed designer cooperations, taking the brand of Lapuan Kankurit to the next level."

Esko Hjelt specialises in material bound product development, where new product innovations come from the raw materials. The felted wool blanket quality, created by Esko and also used in the Corona blanket, won innovation and design awards in the 2010s. Also our absorbant linen-tencel blend is globally wellknown.

"The reweaving of the Dora Jung collection and the use of washed linen demanded new technical equipment and knowhow. The last few decades we have focused on developing our industrial processes and building new production lines." Hjelt thinks that continuous product development based on sustainability is the only way to create a profitable business.

"Strong product development and the investments have helped us even through troubled times. The challenges have taught us that continuous development and lifelong learning are crucial for business vitality." Development keeps Lapuan Kankurit busy also over the next few years with the new wool production line.

"This investment ensures that the whole production process from collecting the wool fibres from Finnish sheep to the finished products remains in our hands. Only by keeping production in our own factories can we make sure that it's genuinely sustainable."

Esko Hjelt often thinks about what sustainability means to Lapuan Kankurit.

"Our operations go beyond a polished surface and certificates, making the production and selection of raw materials transparent. This is where the most significant sustainability choices are made."



The Lapuan Kankurit design team is having a meeting. It's a lively event; the table of the conference room is covered in colour, material, and fabric samples. There are notes spread all over. The designers are presenting the latest changes to new models, and some of the classic products are remade in autumnal hues. Textile artist Elina Helenius selects the final product nuances together with owners Jaana and Esko Hjelt.

Textile artist Elina Helenius is an experienced professional in the textile trade. She has been a member of the Lapuan Kankurit product development team since 2018. According to Helenius, the collaboration with Lapuan Kankurit has run smoothly since the very beginning.

"My world of thought and values was a perfect match with theirs. We are guided by common sense and intuition in a similar way."

The product development of Lapuan Kankurit is driven by a strong will to move forward and create even more beautiful, functional, and durable products.

"The customer is central to product development. The products are woven into their homes and lives. My own strengths as a designer are in particular texture and colour design, which I have put to good use here at Lapuan Kankurit," Helenius says.

"I'm glad that I can say what I really think to our design team. I think this is the best way to develop the operations. It's important to listen to each other, and to bravely bring forward differences of opinion."

Apart from design competence, to Helenius design management also litterally means managing and controlling the overall concept.

"Above all else, design management means managing the entire design process systematically. Creativity is important, but in practice you also need flexibility and good problem-solving skills."

Esko Hjelt confirms that in industrial production, design management is so much more than artistic work or actual product design.

## Designing the good life

Text & Photo Katja Lösönen

"Elina's strength is her understanding of industrial production," Hjelt says. "In industrial-scale product development, it's important to also understand the importance of processes. Creativity is not just being artistic, but also the ability to be flexible, to negotiate, and see the product from the production point of view."

In her work, Elina also guides and instructs young designers on the laws of industrial production.

"It's important to me that the knowhow is passed on to future designer generations. I imagine the product development from the perspective of Lapuan Kankurit, and aim at solutions that are useful to them. I channel my own ambition into their victories," Helenius says with a smile.

The design concept of Lapuan Kankurit is guided by overall sustainability as well as the longevity of the collections.

"Our collections are designed to maximize the lifespan of the products. All new models are designed to match the materials used and to harmonize with the rest of the collection," Helenius says.

"This way we ensure that the product is sustainable down to every last detail."











### PAUSSI towel

48x70 cm, col. linen-bordeaux 100% washed linen design Elina Helenius



### 2/ SIENIMETSÄ towel

46x70 cm, col. white-brown white-dark grey, white-bordeaux & white-cloudberry linen-cotton design Elina Helenius

### 3/ VILLIYRTIT tablecloth/blanket

150x200 cm, col. bordeaux-linen 100% washed linen design Matti Pikkujämsä





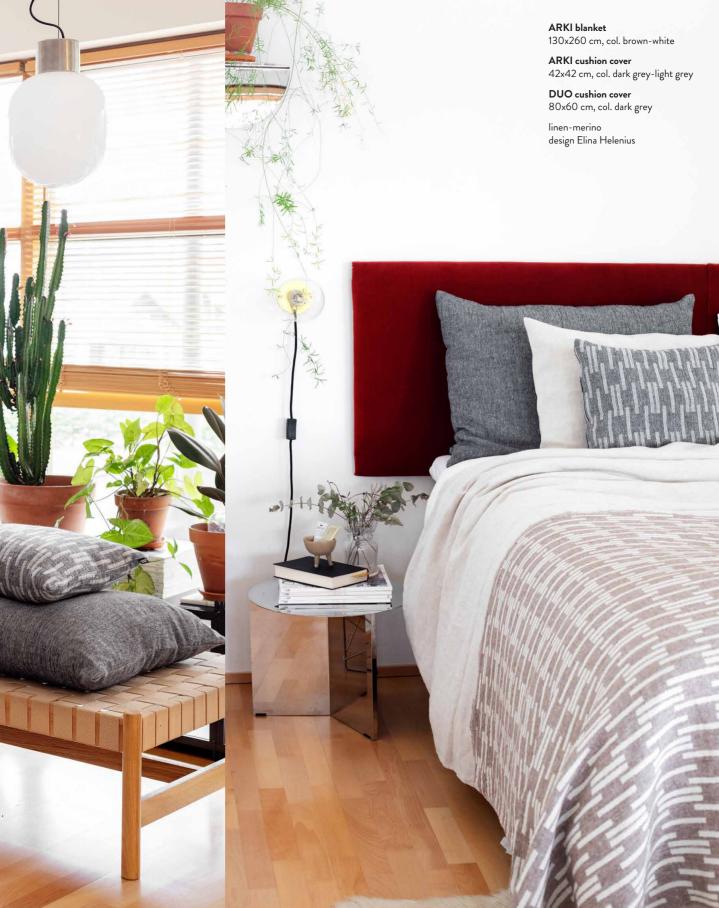
### LINNEA placemat

46x32 cm, col. linen-bordeaux 100% linen, design Kaksikko

### AAMU tablecloth

150x260 cm, col. bordeaux 100% linen design Team Lapuan Kankurit













### OTSO

sauna pillow 20x46 cm, col. white-linen sauna cover 46x150cm, col. white-linen linen-bio-organic cotton, design Ulla Vahteri

**PAUSSI towel** 95x180cm, col. linen-olive 100% washed linen, design Elina Helenius

ONNI slippers col. linen, linen terry, design Anu Leinonen







**LAUANTAI sauna cover** 46x150 cm, col. linen-dark green 100% linen, design Elina Helenius

### **TERVA towel**65x130 cm, col. black-multi-aspen green washed linen-tencel-cotton, design Lapuan Kankurit





MERI towel 47x63 cm, col. white-brown-black 75x150 cm, col. white-green-black linen terry, design Team Lapuan Kankurit

1/ KASTE bathrobe col. linen, 100% washed linen, design Anu Leinonen MERI sauna hat col. white-linen, linen terry, design Team Lapuan Kankurit 2/ OTSO sauna pillow 20x46 cm, col. linen-black & sauna seat cover 46x150 cm, col. linen-black, linen-bio-organic cotton, design Ulla Vahteri 3/ KASTE bathrobe col. linen, 100% washed linen, design Anu Leinonen TERVA towel 85x180 cm, col. black-linen, washed linen-tencel-cotton, design Team Lapuan Kankurit

















The cold, wind, and damp are the biggest challenges outdoors. If we don't shield ourselves from these elements, we feel uncomfortable and will cut our visit to the wild short. This has not changed over the thousands of years during which the sparsely haired human mammals have walked the earth. It's interesting that the solution to this problem has long been textiles made from animal fibres, often lambswool, from one civilisation to the other. A lambswool blanket woven six thousand years ago does not differ greatly from one made in 2021. The sheep have been bred and the weaving process made more efficient, but the use of the product has stayed the same. Even though the chemical industry has created new, synthetic textile materials, not one synthetic fibre comes even close to the properties of wool, which has not been replaced as the first-choice versatile outdoor clothing and textile material, and probably never will.

Humidity goes through skin and bone, literally. Even thick layers of clothing under a waterproof set won't keep you warm if the relative humidity is close to the dewpoint. As humans consist mainly of water, and water is an efficient thermal conduit, our body heat is conducted away by damp clothing, no matter if it's waterproof or not. The only exception to this rule is wool.

In contrast to synthetic textiles or plant-based fibres, such as cotton, wool is a heterogenic protein fibre with a physically complex structure. Wool fibres are active on a molecular level. Wool fibres are hairs that grow out of the sheep's hair follicles. The hair that grows out of the skin is processed into textile raw material. Wool fibres have a thin surface and, depending on how it is processed, can contain protective fats from the sheep's sebaceous gland, called lanolin. Under the thin surface layer is a cellular layer that is reminiscent of scales. The

scales function like the ones on a pine cone, they open and close according to temperature and humidity, causing the felty feel of wool. Humidity and warmth make the wool fibres curl, which increases their ability to bind air when damp. The lint of the wool surface layer makes it bind even more air. The stem fibres of wool, the corneal cells, lie beneath the scales, affecting what the product feels like when used, its softness and the durability of the fibre.

The structure of wool fibres can be compared to modern membrane materials, such as Gore-Tex. Wool fibres are porous through and through, full of micropores through which air and vapourised water molecules can pass. Thus, wool fibres breath, but do not allow waterdrops to pass. Humans have made use of this property long before waterproof synthetic materials were developed. In Iceland, for instance, fishermen used thick, tightly knit mittens dipped into ice-cold water, making the knit curl and swell. The swollen woollen knit tightened, and the water trapped inside the mitten warmed up, just like in a neoprene wetsuit. When damp, the wool proteins react with the water molecules, producing heat, which is why the wet mittens protected the fishermen's hands in the harsh conditions of the Arctic sea. Whereas with any other material used in outdoor equipment humidity absorption is to be avoided, it is the strength of wool. Wool is one of the most hygroscopic textile fibres with an impressive ability to bind water. In 100% air humidity, wool can have a humidity of 35% without feeling wet.

# The versatile wool blanket

At its most simple and yet versatile, the wool blanket brings out the best properties of wool outdoors. Ever since humans domesticated sheep 8000 years ago, the wool blanket has retained its shape up to this day. The super-functional properties of wool woven into a square shape makes it the ultimate piece of equipment for adventure.

Text & Photo Anton Kalland

KOLI blanket 135x170 cm + fringes col. black-beige, 100% merino wool design Team Lapuan Kankurit

OTSO blanket 130x200 cm, col. black-blue, 100% wool design Ulla Vahteri

- 1. The wool blanket can be worn while resting. During a lunch break or sitting by the campfire you can wrap the blanket around your shoulders, and if you pull your knees up towards your belly underneath the blanket you can also make use of the heat released from the big arteries in your thigh muscles. You can sit on the edge of the blanket to protect yourself from the cold seeping up from the ground.
- 2. When sleeping in a tent in below zero temperatures, you can spread a wool blanket on top of your sleeping bag to prevent moisture from getting caught in its insulation. Some of the moisture that leaves your body when you sleep will be caught by the blanket so that you can shake of the crystals the next morning. There is no way to remove frozen moisture from the insulation of a sleeping bag in outdoor conditions. After a night in the tent, you can easily remove the frost inside the tent with the wool blanket.
- 3. By placing a wool blanket on top of your sleeping pad, you will be better insulated from the cold in the ground. Contrary to the down of the sleeping bag, wool does not lose its insulating properties when compressed. Sleeping pads filled with air often make a squeaky noise against the synthetic fabrics of the sleeping bag, whereas wool reduces noise.
- 4. Wool protects you from sparks. When sitting by the campfire you are often wearing hiking clothes made from synthetic materials and sparks will burn holes in them. You can avoid sparks by selecting the right type of firewood, for instance by avoiding spruce branches and logs. By wrapping yourself in a wool blanket, you are protected from sparks as wool is less sensitive to them.
- 5. You can use the wool blanket as a makeshift for carrying things. At the campsite you often have to move things around. You can place the equipment on the blanket and wrap them into a bundle to carry over your shoulder.
- **6.** Keep a wool blanket in the boot of your car, along with other first aid and repairing tools, as a safety measure in winter. Wrapping yourself in a wool blanket reduces the risk of hypothermia if you are in an accident. Or you can wait more comfortably for the tow truck to arrive.













The atmosphere in the sheep barn of **Reino** and **Raija Louko** is peaceful. Only a stray bleat blends in with the even buzzing of the shears. The brown, black, and white Finnsheep curiously peak at the shearing line where the shearer handles the sheep with a steady grip. The wool shorn here will end up at the weaving mill of Lapuan Kankurit a few miles away, where it will be transformed into high-quality Finnish design.

At the Louko sheep farm, the biannual shearing of the Finnsheep is in full gear. The shearer flips the sheep into a seating position, and the shearing process only takes the experienced professional a couple of minutes. The peaceful sheep are keeping still, apparently enjoying the shearing.

"We use the best shearers in Finland to ensure we get the highest quality wool, while also making sure the sheep are not harmed in any way," says Reino Louko.

The Finnsheep is an original Finnish breed, typically white, black, or brown in colour.

"By its nature, the Finnsheep is friendly and very curious," says Raija Louko. "They want to take part in everything, and each one has its own personality."

From the wool produced in Finland, only around half is used, which means that a large part of the wool goes to waste. The main reason for the poor utilisation rate is the low price of raw wool, which has not encouraged sheep farmers to undertake the laborious tasks of sorting and selling the wool.

"Once demand increases, the price of wool fibre will go up. Our starting point is making it profitable for the sheep farmers to collect and sort their wool," says Esko Hjelt.

Lapuan Kankurit has accepted the challenge by making large investments in the utilisation of Finnish wool. Esko Hjelt has visited many sheep farms to collect wool and create a supplier network of wool producers. In the production facility in Lapua, new Jacquard weaving looms have been installed, and

# Investing in high-quality Finnsheep wool

Text & Photo Katja Lösönen

building a unique wooltextile finishing facility in Finland has started. In total, this is a two million-euro investment.

"Using domestic wool is another tangible step towards even more sustainable production," says Esko Hjelt. "It also means that we get to weave top-quality wool. Especially the wool from Finnsheep is exceptionally soft, easy to felt, and has a beautiful sheen."

The first batches of wool have been washed in England because as of now, industrial-scale washing is not possible in Finland. Once washed and back in Finland, the wool is spun into yarn. Methods are also being developed to utilise natural dyes. Finally, the yarn is woven and finished into wool blanket.

"We are rebuilding a production line that had previously disappeared from Finland," says Esko Hjelt.

He adds that consumer demand plays a great part in the use of domestic raw materials.

"The consumers' interest in the origin of raw materials and sustainable production has grown, so we are relying on that our highquality products made from Finnish wool will find their way into homes near and far."













### **REVONTULI blanket**

130x170 cm + fringes, col. powder-maroon 70% mohair-30% wool , design Elina Helenius

### METSIKKÖ blanket

130x180 cm, col. cinnamon-white, 100% wool, design Matti Pikkujämsä

### TANHU pocket shawl

43x180 cm + fringes, col. brown-white, 60% merino 40% wool design Team Lapuan Kankurit

### MARIA pocket shawl

60x180 cm + fringes, col. grey-green, 100% wool design Team Lapuan Kankurit

1/ KOLI scarf 60x220 cm + fringes, col. black-cinnamon, 100% merino wool, design Team Lapuan Kankurit
2/ TANHU blanket 140x180 cm + fringes, col. dark grey-white, 60% merino 40% wool, design Team Lapuan Kankurit



### ONLINE MOST WANTED:

### **VERSO**

hot water bottle 2 liter & blanket 130x180 cm col. grey-white, 100% wool, design Masaru Suzuki



### TOKYO MOST WANTED:

### UNI pocket shawl

60x170 cm + fringes, col. mocca 100% wool, design Team Lapuan Kankurit

### **ONLINE STORE**

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 mill and the production of our lines at www.lapuankankurit.fi

Get inspired and share your own thoughts, photos and ideas about our products using our hashtag #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.

### To consumers we ship to the following countries:

Austria, Belgium, Denmark, Finland, France, Germany, Great Britain, Italy, Luxembourg, the Netherlands, Norway, Poland, Sweden and Switzerland.

Register as BtoB customer to order your business gifts online: https://www.lapuankankurit.fi/en/business-gifts

### **TOKYO OMOTESANDO STORE**

Lapuan Kankurit and their long-term distributor opened their first flagship store in Omotesando, Tokyo in the beginning of October 2019.

The fresh Scandinavian decoration in the Tokyo store displays Finnish materials and colours. The light wood and concrete are accompanied by Finnish furniture.

In the concept store, monthly events are arranged at which the products, history, production and designers of Lapuan Kankurit are presented, along with Finnish lifestyle and culture. In the flagship store you will also find other Finnish lifestyle products.

### Omotesando Store

5-13-12 1F, Jingumae 150-0001 Shibuya-ku Tokyo, Japan Tel +81 3 6803 8210 info@lapuankankurit.jp www.lapuankankurit.jp



### **OUTLET MOST WANTED:**

### Teemu Järvi x PAJU tea towel 46x70 cm, col. white-black linen-bio-organic cotton, design Teemu Järvi



### HELSINKI MOST WANTED:

MERI cosmetic sponge & wash mitten col. white-linen-black, white-black, white-linen linen terry, design Team Lapuan Kankurit

### LAPUA OUTLET STORE

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

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

In summer it is possible to hop on a river cruise with the local ferry, which takes you through the area's history.

www.vanhapaukku.fi

### Lapua Outlet Store

Kulttuurikeskus Vanha Paukku Vanhan Paukun tie 1 62100 LAPUA, FINLAND Tel. +358 50 527 57 28 myymala@lapuankankurit.fi Mon-Fri 11 am-6 pm, Sat 10 am-3 pm Check website for Christmas opening hours www.lapuankankurit.fi

### **HELSINKI STORE**

In the heart of Helsinki, between the Helsinki Cathedral and the Market Square lies our Lapuan Kankurit flagship store. 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.

We have combined traditional Finnish elements with Japanese minimalism to create a light infused and peaceful environment in our completely renewed Helsinki Flagship store.

Locals and Tourists of Helsinki are now able to enjoy their new "living room". In the space, you can enjoy Finnish textiles, flip through design, food and lifestyle books or just come in from the hustle and bustle of our busy capital and relax.

### Helsinki Store

Katariinankatu 2
00170 HELSINKI, FINLAND
Tel. +358 50 538 82 44
helsinki@lapuankankurit.fi
Mon-Fri 11 am-6 pm, Sat 10 am-4 pm
Check website for Christmas opening hours
www.lapuankankurit.fi









## Great gift ideas!

More ideas for personal and business gifts online (Register as BtoB customer to order your business gifts or request quotation.) www.lapuankankurit.fi

<

### 1/ TANHU pocket shawl

43x180 cm + fringes col. light grey-white 60% merino 40% wool design Team Lapuan Kankuritn

### 2/ Teemu Järvi X HAVU tea towel

46x70 cm, col. white-black, linen-bio-organic cotton design Teemu Järvi

### 3/ TERVA towel

85x180 cm, col. black-linen 65x130cm, col. black-graphite washed linen-tencel-cotton design Team Lapuan Kankurit

### 4/ KOLI scarf

60x220 cm + fringes col. black-beige 100% merino wool design Team Lapuan Kankurit

> METSÄ sauna cover 46x150 cm, col. linen-black sauna pillow 20x46 cm, col. linen-black linen-bio-organic cotton design Tong Ren



