LAPUAN KANKURIT

way of living

FROM THE WEAVERS OF GOOD LIFE



YOUR PERSONAL COPY TO TAKE HOME AND ENJOY FOR LONG



Front cover: SAARI towel 95x180cm, col. rose-blue, 100% washed linen design Aoi Yoshizawa

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SAARI towel 95x180cm, col. rose-blue 100% washed linen design Aoi Yoshizawa

SADE towel

95x180cm, col. white-rainy blue 100% washed linen design Aoi Yoshizawa

LAPUAN KANKURIT WAY OF LIVING

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Wedying a sustainable f..tmre

With our summer collection 2022, we weave a good life around our customers. We hope you will enjoy the summer with your family and friends, and that you will share many happy memories while using our textiles.

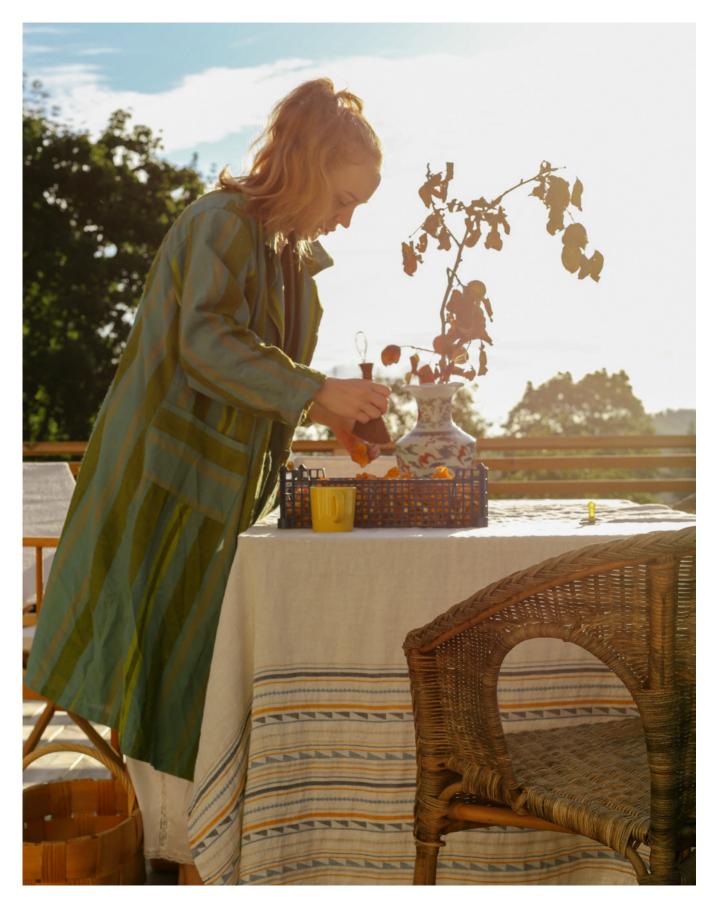
At Lapuan Kankurit, we work hard to produce even more sustainable and traceable textiles. At the moment we are working on new, organic, and healthy materials for both planet and people, such as locally sourced wool. With our new Aallokko collection we also raise funds for a clean Baltic Sea. But there is still much work to be done.

Sustainability requires continuous development. In order to create truly sustainable textiles and minimise our ecological footprint, we are making large-scale industrial investments and improvements. In 2021 2022 we are investing millions in new production facilities, finishing process development, and new weaving machinery. We are also rebuilding a production chain that had previously disappeared from Finland.

Sustainability also surrounds the craftsmanship itself when we pass on our weaving skills and know-how to the following generations. We value our cultural heritage, and wish to leave behind a lasting legacy.

Wishing you all a happy and healthy summer,

Jaana and Esko Hjelt Fourth generation weavers



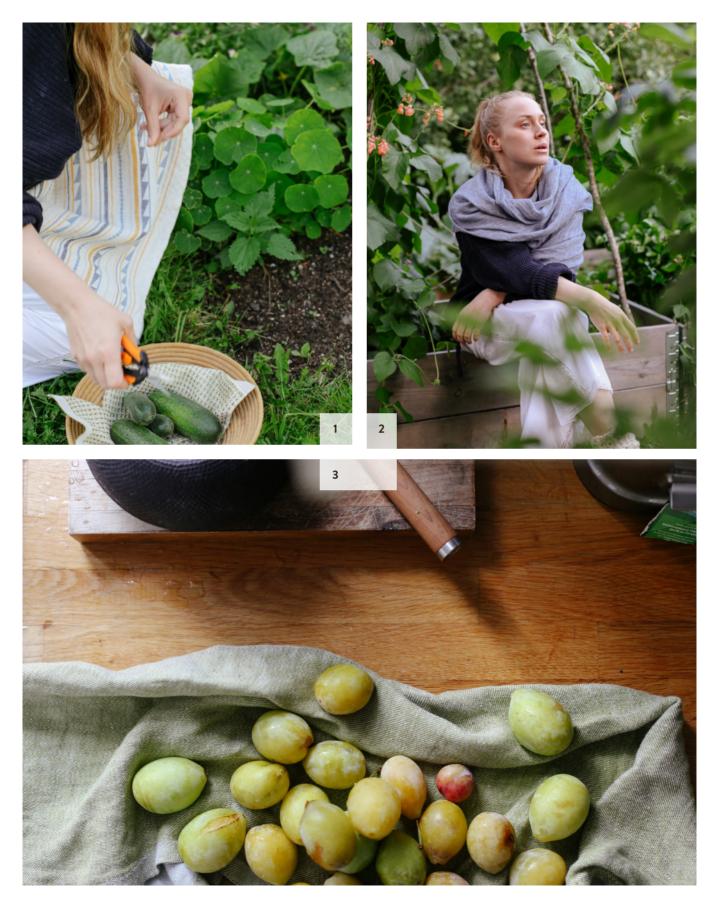


the mistakes I've made:

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Text & Photo Kirsikka Simberg

arden



Our society doesn't really love mistakes. It's ok to have minor mishaps, but you should always try to quickly redeem yourself, learn from your errors, try again and succeed.

But just to try something out for fun, with little regard for the perfect outcome? It's pretty rebellious!

Our work lives leave us with very little room for errors. It's not really professional to experiment with your career. Also, a significant portion of hobbies, especially sports, aim for competitions or have some kind of measuring system for whether you are doing it right or not.

And of course, so does gardening. There are competitions, and I'm sure no one ever plants anything, not hoping to succeed. But whenever I talk to people who enjoy gardening, they all have recent stories of failed cucumbers or weird diseases attacking their potatoes.

And that's ok! Everyone expects it. A big part of gardening is trying things out, sometimes knowing that your chances of success are slim. This year I tried tomatillos, fully aware that the climate in Finland would probably prove to be a challenge to this small green tomato, native to Mexico. And so it has: we achieved lots of blooms, but no fruit.

I have planted and re-planted all my 55 peonies many times. I won't go into detail as to why, but let's just say that I now believe people who are more experienced than I am when it comes to instructions on peony planting.



FRIIDA tea towel 48x70cm, col. linen-olive, 100% washed linen design Helmi Liikanen

I've definitely had some triumphs too. This summer, I planted zucchinis in the herb garden, and it has been a great success. It has produced an abundance of cucumbers all summer.

To me, this is why I love gardening. It's not serious. Of course, it's fun when something goes really well, but there is always room for experiments, and if something is not working, it's ok to decide: I give up; this is not for me. I don't think I will try tomatillos again, but I am tempted to try melons or grapes!

In the meantime, whether the melons or grapes or tomatillos ever work out, I've spent hundreds of hours feeling joy just thinking about new things to plant. I have celebrated surprise cucumbers and blooming peonies. It's a hobby that teaches you to nurture and to be patient, and really to re-evaluate what failure even is.

Previous spread WATAMU tablecloth/blanket 150x260cm, col. cloudberry-blue, 100% washed linen, design Mifuko

^{1/} WATAMU apron 74x74cm, col. cloudberry-blue, 100% washed linen, design Mifuko MAIJA dishcloth 25x32cm, col. white-olive, washed linen-tencel-cotton, design Team Lapuan Kankurit 2/ HALAUS scarf 70x200cm+fringes, col. blueberry, 100% linen, design Team Lapuan Kankurit 3/ DUO tea towel 48x70cm, col. olive-grey, 100% washed linen, design Elina Helenius









KIPOT tea towel 46x70cm col. cinnamon-cloudberry-rose linen-bio-organic cotton, design Helmi Liikanen

SOINTU tea towel

46x70cm col. cinnamon-cloudberry-rose linen-bio-organic cotton, design Helmi Liikanen **EEVA dishcloth** 25x32cm, col. linen-rose, washed linen-tencel-cotton, design Team Lapuan Kankurit

NIITTY tablecloth/blanket 150x260cm, col. white-rose, 100% washed linen design Elina Helenius

AAMU towel/napkin 48x48cm col. bordeaux, 100% linen, design Team Lapuan Kankurit



Master Class Of. Spinning

Text Tia Nikkinen photos Katja Lösönen



In the very heart of Lapuan Kankurit,

there is the desire to maintain and develop traditional weaving skills and culture and bring them to modern times. In 2022, our own wool spinning mill and finishing facility will be completed and we'll be able to have practical use of the local sheep's wool. We are assisted by experienced masters, like Rainer Koivula, who has been working with textiles for almost 50 years.

In autumn 2021, **Rainer Koivula** transferred the wool spinning machines from the former Suupohjan Kehruutehdas spinning facility to the new wool spinning mill of Lapuan Kankurit. This may sound like a simple project, but there is much more to it.

The wool carding and the spinning machine are both over 20 metres in length and tons in weight. Rainer has pulled down the equipment piece by piece. Then the pieces have been loaded in a truck and moved 100km distance to Lapua.

In Lapua, the 19-year-old twins Eero and Elias Hjelt who's family entrepreneuship Lapuan Kankurit is, have cleaned the machine parts alongside their studies, and have also learned a lot, when Rainer Koivula has reassembled the machines back to working condition.

"The work is physically hard and challenging, as the entity is so large. But the meaningfulness of the work beats the stressfulness, because it is such a positive thing that an initiative like this exists", says Rainer.

Now that Lapuan Kankurit starts to manufacture wool yarn of local sheep's wool, we will have more of the textile industry back in Finland, where it had already disappeared. Here, we have the opportunity to make good use of the Finnsheep's wool that would otherwise partly go to waste.

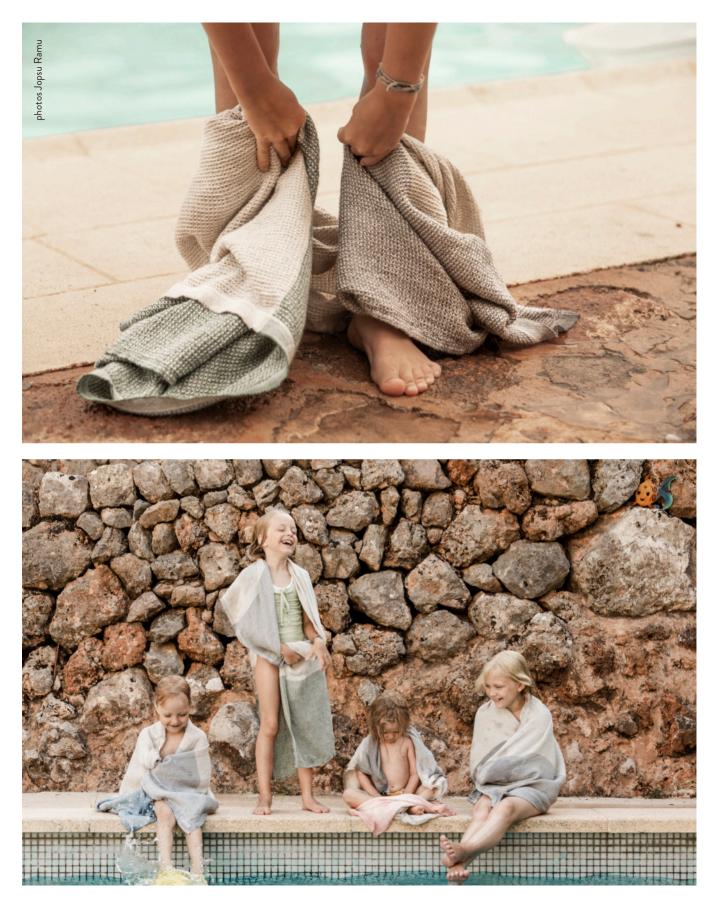
"The project has been demanding. It has involved building two manufacturing facilities, procurement of new equipment and modernising of old. As well as gathering responsible wool from local farms, experiments with plant dyeing and taking the circular economy and then ecological aspects into account in every step of the way. The project wouldn't work out without the knowhow of Rainer Koivula. It is something many of us don't have anymore.

Rainer started working in in the textile industry when he was under twenty years old, working for a loom tackler in Vaasa cotton factory. After that, he has had a decades' career in weaving mills, as a machine technician and as a weaving mill entrepreneur.

"It feels good that the old method is renewed. While we deal with traditional method, we can do things in a new way", says Rainer. Rainer's colleagues appreciate especially his attitude. When technical problems or other issues come in his way, Rainer amiably states: "Things always have a way of working themselves out." The new wool spinning mill and finishing facility of Lapuan Kankurit will be completed during the year 2022.

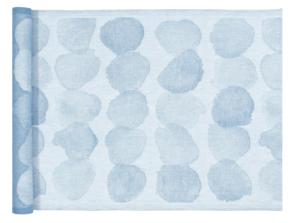
In autumn 2022, the first products weaved with Finnsheep's wool yarn will be ready to be introduced to our customers. The products are a combination of traditional wool knowhow and modern design.

"I have hoped that an era like this would come. That the local sheep's wool would be highlighted. It will become again a tangible part of people's everyday life, close to us people", Rainer says.





NYYTTI comes in its own small pouch and is the perfect companion for travelling.



NYYTTI ultra light towel 95x180cm, col. white-linen 65x130cm, col. white-green washed linen-tencel-cotton design Elina Airikkala

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SADE sauna cover 46x150cm, col. white-rainy blue linen-bio organic cotton design Aoi Yoshizawa

TERVA towel 65x130cm & 85x180cm, various colours, washed linen-tencel-cotton, design Team Lapuan Kankurit



SAIMAANNORPPA bag 30x35cm, col. white-grey linen-bio organic cotton, design Kaarina Tiainen

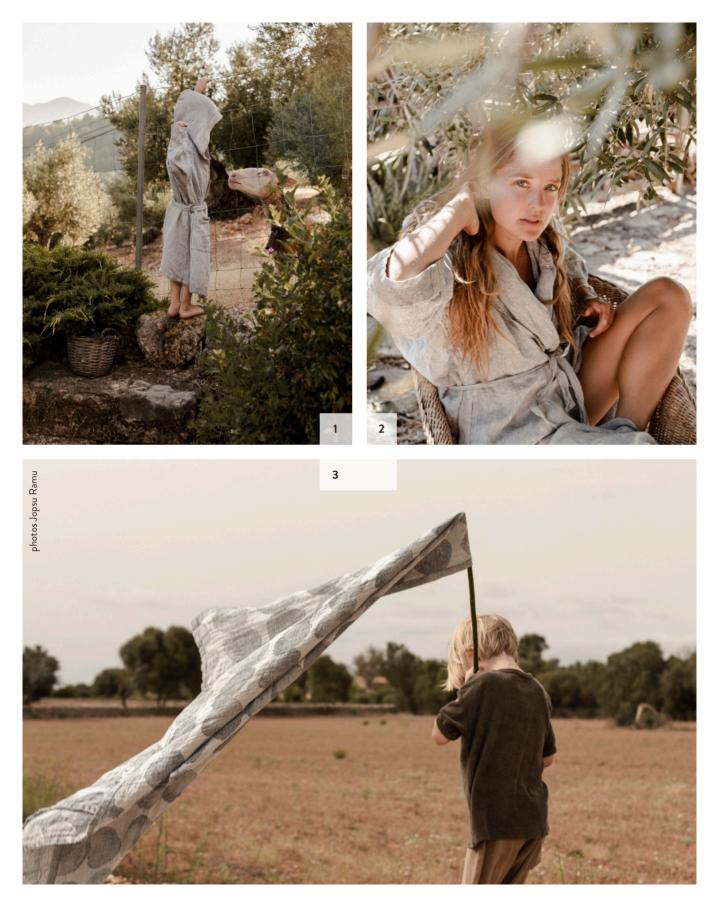
AAMU tablecloth 150x260cm, col. aspen green, 100% linen design Team Lapuan Kankurit FRIIDA tea towel 48x70cm, col. linen-blueberry, 100% washed linen design Helmi Liikanen

DUO tea towel 48x70cm, col. rose-linen, 100% washed linen design Elina Helenius

VILLIYRTIT tablecloth/blanket 150x200cm, col. rose-petroleum, 100% washed linen, design Matti Pikkujämsä

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all day,



linen summer essentials





LEWA towel 48x70cm, col. grey-bordeaux 100% washed linen design Mifuko

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1/ TERVA bathrobe with hood col. white-grey washed linen-tencel-cotton design Anu Leinonen

2/ KASTE bathrobe

col. grey 100% washed linen design Anu Leinonen

3/ SADE towel

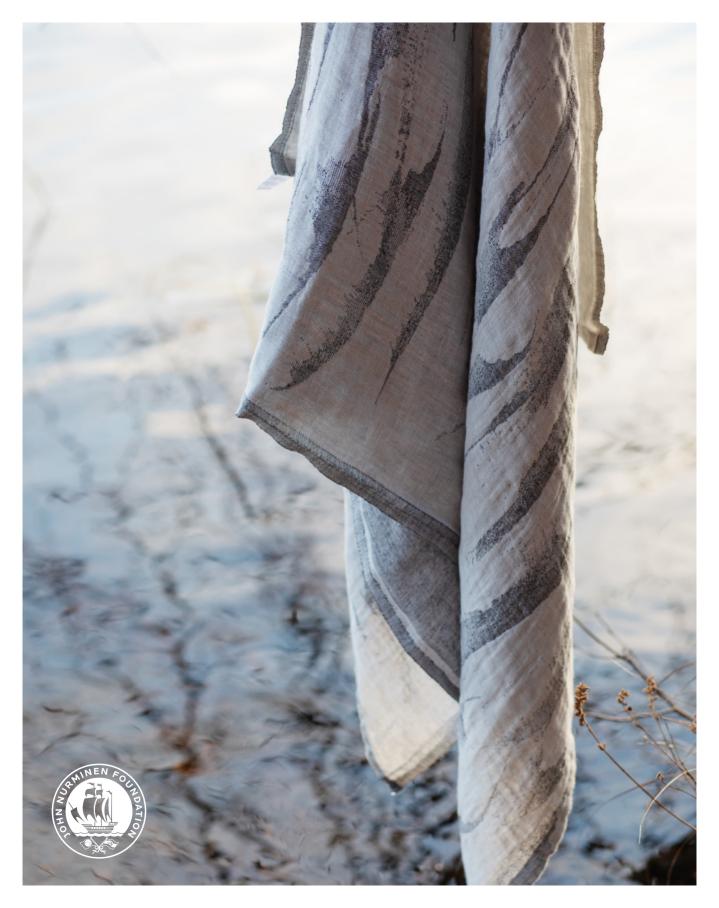
95x180cm, col. white-grey 100% washed linen design Aoi Yoshizawa





KIVI soap scrub mitt zero waste linen terry design Elina Helenius

VILLIYRTIT towel 95x180cm, col. black-linen, 100% washed linen design Matti Pikkujämsä





AALLOKKO for Saving the Baltic Sea



AALLOKKO sauna pillow

20x46cm, col. linen-blue sauna cover 46x150cm, col. linen-blue linen-bio organic cotton design Reeta Ek Lapuan Kankurit has been part of the **John Nurminen Foundation's** Baltic Sea rescue team since 2016. Together with our customers, we have already donated 32 000 euros to support the Foundation's valuable work for saving our unique Baltic Sea. Today, the partnership continues with the new AALLOKKO textiles designed by **Reeta Ek**.

The purpose of the John Nurminen Foundation is to save the Baltic Sea and its heritage for future generations. The goal of the Foundation's Clean Baltic Sea project is to improve the condition of the sea with tangible measures that will reduce the load and environmental risks directed at the Baltic Sea.

The work of the John Nurminen Foundation is managed by measurable results and impact.

Find out more: www.johnnurmisensaatio.fi

AALLOKKO towel 95x180cm, col. linen-black, 100% washed linen, design Reeta Ek









SARA hot water bottle 2 liter, col. cinnamon, 100% wool design Team Lapuan Kankurit

UNI pocket shawl 60x170cm + fringes, col. cognac, 100% wool design Team Lapuan Kankurit KOTA scarf 20x160cm + fringes, col. brown, 60% merino 40% wool design Team Lapuan Kankurit

> HUVILA blanket 150x170 cm + fringes, col. beige-white 100% merino wool, design Elina Helenius

1/ TULPPAANI blanket 130x180cm + fringes (also available 130 x 240 cm+ fringes), col. rose-blue, wool-linen, design Helmi Liikanen

2/ REVONTULI mohair blanket 130x170cm + fringes, col. rust-rose, 70% mohair 30% wool, design Elina Helenius TULPPAANI cushion cover 45x45cm, col. rose-blue & cinnamon-blue, wool-linen, design Helmi Liikanen AAMOS cushion cover 45x45cm, col. white-grey, washed bio-organic cotton-linen, design Heini Riitahuhta



TERVA towel

85x180cm, col. white-rose washed linen-tencel-cotton, design Team Lapuan Kankurit

SAARI towel

95x180cm, col. white-blue 100% washed linen design Aoi Yoshizawa a perfect Summer's day

Three months a year Finland is filled with light, happiness, fragrance, and greenery. It's summer. A perfect summer day should include the following four things.

Text & Photo Katja Lösönen

Light

Watching the sunset and sunrise at the same time? The nightless night, or the midnight sun, is a natural phenomenon typical to the Nordic countries. The sun stays up nearly around the clock during the summer months. The longest day of the year is celebrated as Midsummer. Stay awake and make the most of the long daylight hours – the dark season is waiting around the corner. PAUSSI towel 95x180cm col. linen-olive 100% washed linen design Elina Helenius

WATAMU tablecloth / blanket 150x260cm col. cloudberry-blue 100% washed linen design Mifuko

TERVA towel 85x180cm, col. white-multi-grey washed linen-tencel-cotton design Team Lapuan Kankurit

A cabin

Many Finns have their own family-owned summer hideouts in the countryside. The Finnish summer holiday season usually starts around Midsummer, and that's when we rush to our summer cabins to spend time with our family and friends. Cabin life usually means leisurely mornings, spending time outdoors, eating fresh food, and relaxing.

Water

Lakes, rivers, ponds, and the sea – in Finland water is everywhere, so you won't have any difficulties finding water to swim in. Is the water warm enough, one might ask? Probably not, but just take a deep breath and dive in – cold water is good for you! Swimming in natural waters is always an experience, especially if you go swimming in the rain. Rain droplets bouncing on water is a sight that you'll never forget.

The sauna

The sauna, the legend among Finnish inventions. The sauna is a small room heated to nearly 80 degrees Celsius. It is a place to relax and cleanse body and soul. In the sauna you throw water onto the hot stones of the kiuas, a sauna stove. In fact, the Finnish word löyly does not only mean the steam coming from the heated rocks of the stove; it also means "soul".

In the sauna you might gently beat yourself with a vasta or vihta, a bundle of birch branches. Using the vasta is the Finnish version of aromatherapy as it relaxes and leaves a lovely scent.

When the heat becomes unbearable, it is time to jump into a lake, and then start over as many times as you want.





ONLINE MOST WANTED:

SADE sauna cover & sauna pillow 46x150cm, 20x46cm, col. white-grey linen-bio organic cotton design Aoi Yoshizawa

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 MOST WANTED:

USVA towels comes in many sizes & colours 100% washed linen design Anu Leinonen

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:

RAUTU x Teemu Järvi tea towel 46x70cm, col. white-black linen-bio-organic cotton, design Teemu Järvi

HELSINKI MOST WANTED:

WATAMU apron 74x74cm, col. cloudberry-blue, 100% washed linen design Mifuko

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 Summer 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.

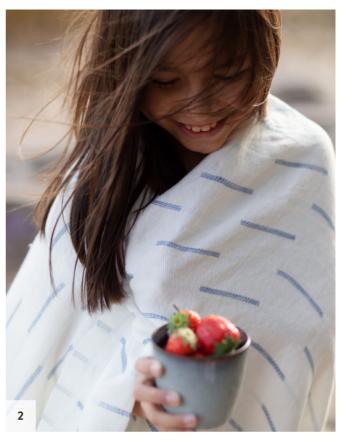
Locals and Tourists of Helsinki are now able to enjoy their new "living room". In the space, you can enjoy Finnish textiles, flip through design, food and lifestyle books or just come in from the hustle and bustle of our busy capital and relax.

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 Summer opening hours** www.lapuankankurit.fi









Gift ideas!

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

1/ SIENIMETSÄ tea towel 46x70cm col. white-cloudberry linen-bio organic cotton design Elina Helenius

2/ PAUSSI towel 95x180cm col. white-rainy blue 100% washed linen design Elina Helenius

3/ WATAMU scarf 70x200cm+fringes col. cloudberry-blue 100% linen design Mifuko

3/ **OTSO sauna cover** 46x150cm, col. white-linen linen-bio organic cotton design Ulla Vahteri

OTSO sauna pillow 20x46cm, col. white-linen linen-bio organic cotton design Ulla Vahteri

VILLIYRTIT tablecloth/blanket 150x200 cm, col. blueberry-cinnamon 100% washed linen design Matti Pikkujämsä

NIITTY towel 48x70cm, col. white-rose 100% washed linen design Elina Helenius



NOTE! Giftcard comes with its own small linen pouch

LAPUAN KANKURIT

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KANKURIT

weavers from Finland