From scout clothing to award-winning retail chain

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Case: Naturkompaniet

Today, Naturkompaniet is a reputable and recognised retail chain that has gone from being a scout clothing supplier to becoming an award-winning company within sustainable clothing and equipment. Their dedication to the environment and their innovative approach to their product range has been crucial to their success.

Naturkompaniet has received a number of awards in recognition of their sustainability efforts, including the title of Sweden's most sustainable clothing and footwear brand (Sustainable Brand Index) and Sweden's most sustainable retail chain (Retail Awards). These awards have not only cemented their position as a leader in sustainable fashion, but have also helped to boost their reputation and attract a wider customer base.

Shops with a focus on nature and environmental profile

Naturkompaniet's shops reflect the company's commitment to the environment. The shops are carefully designed with a focus on nature and a recognisable environmental profile. Green colours, wooden signs and beautiful nature imagery create an atmosphere that invites customers to experience and engage with nature.

We have decorated stores in Sweden with everything from backdrops (fabric photos) to wooden price tags, honeycomb cardboard, posters and aluminium frames with and without LED lights. For the shop facades, we have decorated the windows with cut and printed foil.

These elements help to create a unique and appealing shopping experience that reflects Naturkompaniet's values and products.

With 79 shops* across the Nordic region, Naturkompaniet has established itself as a leading retailer of outdoor gear and sustainable fashion. In addition, Naturkompaniet publishes a popular outdoor magazine that reaches over 267,000 readers and provides further inspiration and knowledge for outdoor enthusiasts.

**The 79 shops comprise: Six Naturkompaniet and two Fjällräven shops in Norway, 37 in Sweden, 21 in Finland, and 13 shops in Denmark, of which 11 are Friluftsland and two are Fjällräven.*

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