

# Merry Christmas...

Let all of us, the Kinnasand family, friends and acquaintances around the world wish each other a really Merry Christmas and a Happy New Year!

This is the second addition of the 'Kinnasands-bladet' this year and we

see this media as a means of getting to know each other better and also a way of increasing the flow of information between us. You are all important for Kinnasand.

## — A few words from Bengt Gilbert

The general prognosis for 1986 seems to be somewhat pessimistic and the papers are full of articles about how most countries can expect decreases business transactions next year and can also expect to reach new heights in unemployment during 1986.

Reports for the latter part of 1985 have also hinted at decreased activity within our branch.

Despite this we expect our result for 1985 to be quite good, especially in view of the fact that we have invested considerable sums in the development of an entirely new wall-covering collection, a completely new upholstery collection and have continued with our investments within Kinnasand.

Some of the highlights for 1985:

— We have moved our offices to new and better premises and all textile production is now concentrated to the 'old' Kinnasand factory.

— We have invested in a new tender which will be in operation from the beginning of 1986.

— We have started a very promising co-operation with a Japanese company — Yamagiwa — and Lasse and I were there at the end of November for meetings with Japanese architects and interior decorator. The Japanese are very interested in our collection but there were some problems due to our limited knowledge of the Japanese language!!

— We have purchased Ljungbergs Textiltryck in Floda, Sweden, which is one of Scandinavia's most well-known textile printers who specialise in hand-prints.



— Mats Hellström, the Swedish Minister of Foreign Trade who has often seen our articles during his travels in the Far East paid us the honour of visiting us in Kinna.

I am quite convinced that, together, we can achieve even better results in the future.

**A very Merry Christmas and a Happy New Year and thank you all for 1985!!**

Export Sören Björk

## New large order from the Peoples Republic of China

Dear Friends,

Lars Bejne and I have recently returned from a trip to the Far East where we visited Bangkok, Hong Kong, Singapore and Malaysia. Together with our distributors we arranged Kinnasand evenings which included a presentation of Sweden, followed by a presentation of the Kinnasand collection by Lars Bejne (as only he can!). Kinnasand was also represented through our new video film. Not less than 400

special invited architects and interior decorators saw our collection in the four different countries. Three of the evenings were attended by the Swedish ambassadors and in the fourth country the Swedish Trade Secretary was present.

Our reward for such evenings comes in the form of orders such as that recently received via Kinsan Collections in Hong Kong for 63.000 running metres Novalin for an hotel in The Peoples Republic of China.

We would like to thank our distributors in the respective countries who made the arrangements for the evenings and contributed to the successful reception of the collection — Charoen Decorations in Bangkok, Kinsan Collections in Hong Kong and Home Ideas in both Singapore and Malaysia.

**A Very Merry Christmas and a Happy and prosperous New Year to all of you from all of us at Kinnasand!**