



Fredericia achieves B Corp certification: Making a positive difference through responsible choices

Family-owned furniture manufacturer Fredericia is now a part of the global B Corp community, a group of forward-thinking companies committed to bringing positive social change through specific actions and ambitious goals. The B Corp certification is a preliminary milestone in the company's efforts to support the transformation towards a more sustainable future.

After a comprehensive and independent review of Fredericia's operations, including corporate governance, employee relations, community, environment and customer care, the company is now officially a certified B Corp. The B Corp certification is the most comprehensive of its kind and confirms that Fredericia meets high standards of transparency and social and environmental responsibility. Other B Corp-certified brands include Patagonia, Tony's Chocolonely, Tekla and Too Good To Go.

B Corp is a 3rd party global sustainability certification, conducted by the global non-profit organization B Lab, which ensures a thorough 360-degree measurement of the company in everything from power consumption and waste sorting to collaboration with subcontractors and the number of women in management. Through working with B Lab, companies can gain the expertise and tools to put concrete numbers and facts on the efforts made in the work on sustainability and clarify the extent to which responsibility is taken for the climate, environment and people.

Rasmus Graversen, third generation owner and commercial director, sees the B Corp certification as a natural extension of the ethics and vision the family has always had for the company, which was founded in 1911:

"Back in the 1970s, my grandfather, who established the collaboration with Børge Mogensen, said that our business should be based on clarity, good materials and humanity. These were originally intended as design concepts, but today we also see clarity as transparency in the value chain, good materials as more sustainable, traceable use of natural resources and humanity as social responsibility in both production and local communities. The fact that we are now a B Corp is a fantastic recognition. It commits us to continuous improvement, which makes us a stronger organisation. We are not afraid of increased demands on the industry - these can work in our favour."

- Rasmus Graversen, Commercial Director, Fredericia Furniture A/S

Fredericia has already achieved several product certifications in their furniture collection, including the EU Ecolabel, FSC®, Blue Angel, Organic Content Standard and traceability certification for organic and European leather. The company is committed to finding sustainable alternatives for the materials used in furniture production. Their efforts to ensure documentable traceability of raw materials have increased, and they have also invested in comprehensive product lifecycle analyses. As a new initiative, Fredericia has extended its warranty on its products, now offering up to 25 years of warranty on some of their greatest classics such as The Spanish Chair by Børge Mogensen and Hans J. Wegner's Ox Chair.

More ambitious goals are planned as part of Fredericia's ongoing efforts to optimise their sustainable production and reduce their environmental footprint. A key focus area is to ensure that 75% of all products achieve environmental certification by 2025. There is also a major push to achieve carbon neutrality. According to the UN Paris Agreement, the Climate Neutral Now Initiative, all EU countries must reduce their greenhouse gas emissions by at least 55% by 2030 and be completely climate neutral by 2050. Fredericia wants to achieve these targets ahead of schedule and has therefore set a goal to be 100% carbon neutral by 2035. Many of the goals set out in the sustainability strategy provide a solid foundation for achieving these targets. In the first instance, the company will set a baseline of actual CO2 data for Scope 1, 2 and 3, which will serve to set additional targets in the coming years. The results and status of Fredericia's sustainability efforts are published annually in a comprehensive report entitled "For People & Planet".

About Fredericia

Press contact

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Since its foundation in 1911, the family-owned company Fredericia has built up a strong tradition of beautiful craftsmanship and innovative design, developed in close collaboration with a circle of internationally recognised designers.

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For Fredericia's CEO, Kaja Møller, the B Corp certification is a recognition of the company's sterling efforts, which were achieved via its long-term sustainability strategy:

"I am proud that as a historic design brand with a long track record, we have managed to become a B Corp, as working towards the certification is more demanding for established companies like ours. We see a growing demand for transparency and certifications, and B Corp will make it easier for architects, retailers and end customers to make informed, sustainable choices. We can now show the world that there is action behind our words. The B Corp certification emphasises the holistic nature of our business model, and continuous improvement is an important part of our strategy going forward."

- Kaja Møller, CEO Fredericia Furniture A/S

Nille Skals, who leads the Nordic B Corp movement, adds:

"I am happy to be able to welcome Fredericia to the Danish B Corp movement. The company manages a special part of the Danish design heritage and is known for solid furniture classics that last almost forever. With its perspective of more than 100 years, it is natural for a company like Fredericia to think and act long-term. It is now confirmed with the B Corp certification. By allowing oneself to be measured and weighed in a holistic perspective, by legally committing to create value for society and the planet and by morally committing the management to conduct business with responsibility for society and the planet today and for future generations, Fredericia affirms generations of love for responsible business operations."

About B Corp

B Corp stands for Benefit Corporation. It is a global movement of brave pioneers who want to redefine the role that companies play in society. Certified B Corp are companies that focus on being the best for the world. Their primary purpose is to deliver positive value to society and the planet. Therefore, success is not only measured by financial ratios but equally by the difference they make to the world.

A certified B Corp can be measured and weighed with the starting point in the B Impact Assessment, which explores more than 250 questions about a company's real value creation for all stakeholders, both employees, suppliers, local communities, climate and society in general. In addition, a B Corp legally commits itself to creating positive societal value and making decisions that, to the greatest extent possible, benefit all stakeholders, not just the shareholders.

There are a total of 69 B Corps in Denmark and 91 in the Nordics.

Find out more at www.bcorp.dk and see Fredericia's profile here:
<https://www.bcorporation.net/en-us/find-a-b-corp/company/fredericia-furniture-as/>