

With its own jeans factory in Borås and manufacturing on demand, the newly started brand JEANSVERKET wants to revolutionize the denim industry! Now they are launching e-commerce and looking for resellers who want to join and develop the future business models.

In 2017 Johan Käll registered in the brand JEANSVERKET with the vision to create something unique. In the days, jeansverket.se was launched and will now transform the value chain in denim production by producing on-demand jeans of mainly surplus fabrics(left over).

Johan Käll started JEANSVERKET as a counter-reaction to the dirty denim industry, where mass production is the only thing that is profitable, but that leaves huge imprints on the environment.

Now it is time to deliver the first jeans that are produced by either "reco" fabrics, ie leftover fabrics from other suppliers, or quality fabrics with as little climate impact as possible.

- I have a strong drive to help change this industry. I know how the industry works and I also see great opportunities to change it. It doesn't have to be so cumbersome to start a production. The market is ready for the small-scale now. Recently, Jeansverket launched its e-commerce where the customer can order the jeans along their own length measurements. After placing an order, the jeans are produced in the micro factory in Borås, Sweden and will be delivered within a couple of weeks. The price is not higher than many other premium jeans on the market, but they are made from high quality fabrics purchased from various residues where thousands of meters of fabric have been ordered for mass production. The circular and customer-focused thinking is reflected not only in the products but in the entire value chain, from reducing environmental waste, to minimizing product offerings and instead improving what already exists.

Another consumer behavior that can be applied in Jeansverket's offerings is to recycle used garments and give them new life. The value chain is minimized and optimized with innovative solutions and production stay in Borås.

- We will have a business area where we re-work used products(up cycle). The jeans, shirt or jacket will then have a second life, and after that a third and a fourth. The life cycle should be followed and thus the customer makes the wallet and the globe a service.
- I will never move production from Borås: I am convinced that it is possible to build an economically profitable business at home. With Swedish working conditions and environmental laws, we get circularity and sustainability and can manufacture jeans and at the same time we give back tax money and contribute to our Swedish model,"concludes Johan Käll.
- For further information contact Johan Käll, Founder and CEO Borås Jeansfabrik AB johan@jeansverket.se

About JEANSVERKET: JEANSVERKET offers disruptive jeans for the conscious consumer by subtracting mass production and producing "real" jeans on demand of leftover residual fabrics. Design and production takes place in Borås, Sweden and thus it is ensured that both



JEANSVERKET

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working conditions and production are in accordance with one of the global goals for sustainable development; No. 14-Sustainable consumption and production.