

IT'S NOT  
JUST  
A BED.  
IT'S A JENSEN.



Designed for Sleep Comfort



JENSEN  
*Superior*

14 FEBRUARY

# 1947

Jensen was founded. At that time, its name was Jensen & Birkeland.  
In the beginning, chairs and sofas were its main products.

## 1952

The first sprung mattress, named *Svella*, is launched.



## 1955

The sofa-bed *Siesta* is launched.



## 1990

Jensen takes a new step developing optimal sleep comfort, starting a close collaboration with a physiotherapist.

## 1992

*Jensen Vital* is launched, the first adjustable bed on the market. A couple of years later it is possible to purchase Jensen beds in Sweden, Finland and Iceland.

## 1998

A revolution in sleep comfort is launched. The Jensen Original Zone System attracts considerable interest, from both consumers and other mattress producers. *Read more on page 8-9.*



## 2009

Products with the TempSmart™ function are launched.



## 2010

Sleep comfort is further improved when the technically advanced *Aloy®* spring system is launched.

## 2014

The innovative *Jensen Exact Comfort Adjustment* is launched, making it possible to adjust the firmness in the bed depending on your mood. *Read more on page 14-15.*

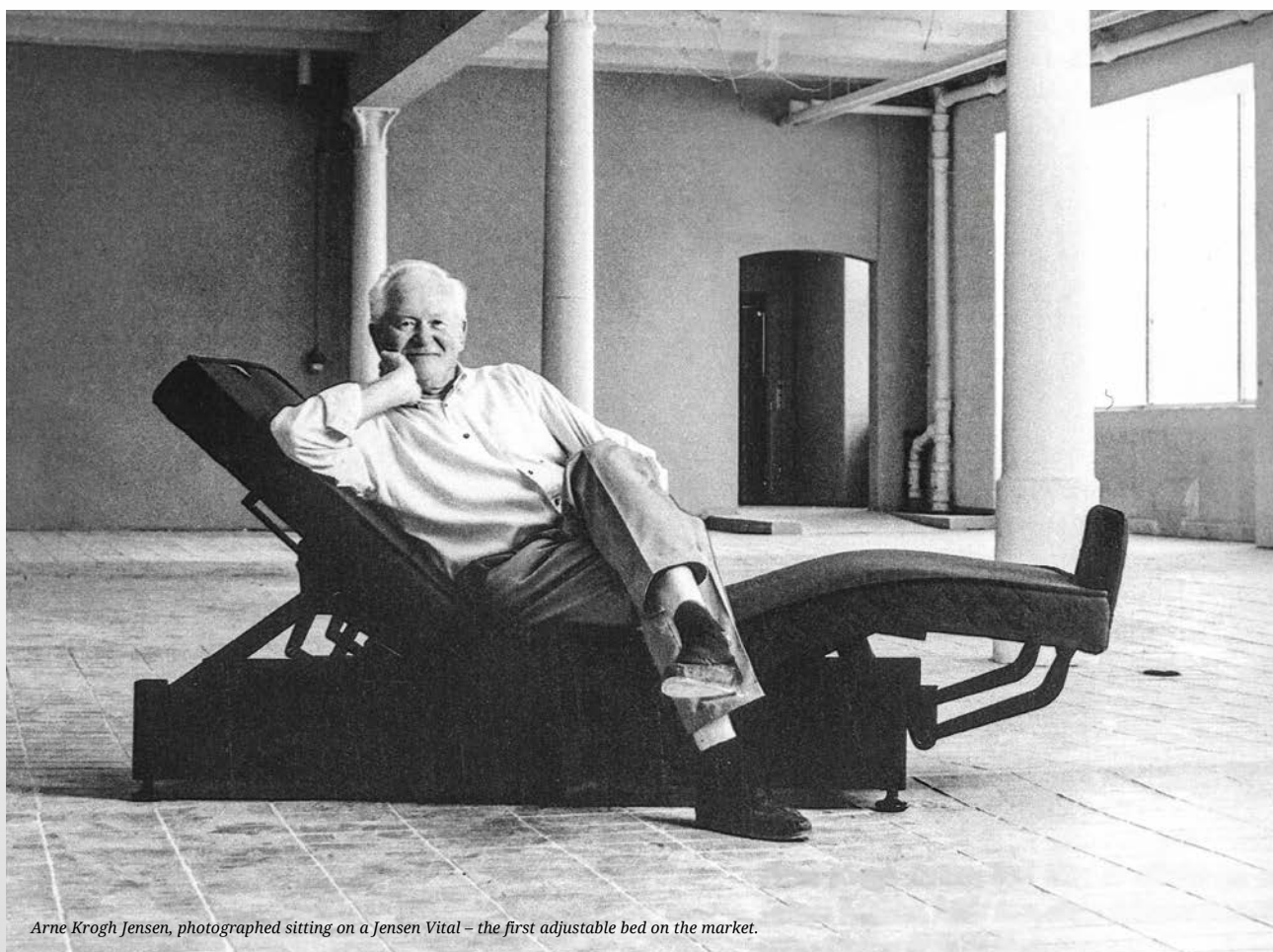
## 2019

Say hello to your adjustable Jensen bed! Voice control is introduced in the Jensen app for adjustable beds.



Today you will find Jensen in more than 20 countries  
– and it is still pushing the limits when it comes to sleep comfort.





Arne Krogh Jensen, photographed sitting on a Jensen Vital – the first adjustable bed on the market.

## MADE IN NORWAY SINCE 1947

Today, Jensen can proudly call itself the leading brand in Europe for beds and mattresses. Our history goes back to 14 February 1947, when a wave of optimism hit Norway in the wake of World War II. This optimism was also descriptive of the Jensen family.

At a time when access to materials was limited, one had to use what was already there. The first Jensen mattresses were in fact made from horsehair and cotton wool. Naturally, much has changed since then, but the most important part lives on – our struggle to achieve the optimal sleep comfort.

We protect our roots and are still producing all our beds in beautiful Svelvik, in Vestfold county. The fact that our beds are

“Made in Norway” is a testament to the fact that our products are held to the highest standards of quality.

At the same time, they represent the very best of Scandinavian design. By combining nature-inspired materials and textiles with timeless shapes, we create products with magnificent sleep comfort that look beautiful.

Because of our history, inheritance and acquired knowledge, Jensen possesses a unique ability. That is why we allow ourselves to say that the sleep comfort in a Jensen bed is truly extraordinary.





## EXPERTISE, CRAFTSMANSHIP AND INNOVATIVE DESIGN

We have been passionate bedmakers since 1947.  
We combine expertise, craftsmanship and innovative  
design to give you the best sleep comfort possible.



## A PASSION FOR CRAFTSMANSHIP

With more than 70 years of craftsmanship experience, Jensen is far ahead in the development of new products and functions.

By combining nature-inspired materials and textiles with timeless shapes, we create products with magnificent sleep comfort that look beautiful.

The bed is much more than just a place to sleep. It is a part of our lives and our lifestyle. That is why our team of developers work tirelessly on finding new and innovative solutions for how the bed and the bedroom can be used. Many of the most innovative products on the market carry the Jensen signature.

We have twice been awarded The Award for Design Excellence from the Norwegian Design Council.

We have the experience, the genuine craftsmanship tradition, the competence and innovative solutions to enable us to help you with your sleep. We have a passion for sleep comfort, great focus on quality and design and our eyes aimed at the future and tomorrow's needs. You can trust us regarding your sleep.

You can also trust that Jensen is taking the environment into account. Our production takes place under fair conditions and with material not harmful to people or nature.





## POWERED BY JENSENSLEEP®

Proper restitution is the key to a good tomorrow. You need excellent sleep to be energised in your daily life, and sleep comfort is necessary in order to wake up well rested. Our bodies need the night to prepare mind and body for a fresh and happy tomorrow.





## IT'S NOT JUST SLEEP, IT'S JENSEN SLEEP

Sleep is a prerequisite for life – an essential state that people can't survive without for very long. In the short term, poor or reduced sleep lead to difficulties with concentration, mood and makes it hazardous to drive. In the long term, it leads to reduced resistance to illness, accelerates the ageing process, drains us of energy and has all kinds of social consequences. That is why we have spent over 7 decades giving people a better night's sleep.

Achieving the ultimate sleep comfort requires knowledge about bodies and sleep – and we have that. For more than 70 years our focus on

creating the best sleep comfort imaginable has been a driving force. The process is being led by a team of product developers, in which our physiotherapist is essential.

Through our physiotherapist's knowledge, we ensure that the products developed are ideal for the body, regardless of weight, height, shape and preferred sleeping position. He is crucial when we're testing new products and your guarantor that Jensen are always working to find the best possible solutions for improved sleep comfort.





**SOFTER  
ZONE**

**FIRMER  
ZONE**



## HEAVENLY SLEEP – EVERY NIGHT

### JENSEN® ORIGINAL ZONE SYSTEM

Jensen® Original Zone System provides correct support for the entire body while you are resting and sleeping. The combination of the lower back support with the soft shoulder zone gives you a whole new sleep experience. The founding principle for our zone system is as self-evident as it is natural: most of us are wider around the hips and shoulders, while the waist, carrying many of the body's organs, is heavier and usually more narrow.

Since it's the mattress's task to carry the body, the division into zones provides a more even and comfortable support, where the shoulders and hips sink deeper into the mattress and the waist enjoys a firmer support. The result is the same, whether you sleep on your back or on your side.





## THE CORRECT SLEEPING POSITION



### A TOO FIRM MATTRESS ↗

Hips and shoulders do not sink into the mattress, resulting in too little support for the waist and lower back.



### A TOO SOFT MATTRESS ↗

The body sinks too far into the mattress, as in a hammock. The spine gets a curved shape.



### A PERFECT MATTRESS ↗

The mattress provides even and comfortable support for the body. Hips and shoulders sink into the mattress, which supports the waist and lower back perfectly.



### ON YOUR BACK ↗

The best sleeping position is on your back, given that you have a relatively soft mattress or an adjustable bed.

*In order to achieve a good night's sleep with a comfortable rest for the entire body, our experts recommend that you sleep either on your side or on your back. Other sleeping positions than this will put a larger strain on your body, assuming that you are physically able to sleep on your side or your back, and that you don't have any health problems or handicaps to make this hard or impossible. Often it takes some time getting used to a new sleeping position. But when it's learned, and your body is used to it, you will discover that you sleep more calmly and get a greater benefit from the hours spent in bed.*



Countess Nordic Seamless.

Dione Landscape Headboard. Add-on lamps.

Add-on floor bedside table, black. Sit-on bed bench, black.





## JENSEN NORDIC LINE

Jensen Nordic Line transforms the traditional continental bed from a rather heavy to a flowingly elegant bed concept, which can easily be adjusted to different bedrooms. Jensen Nordic Line consists of a comfortable bed with Jensen's Original Zone System, Pocket on Pocket Technology and a whole sleeping surface without hard edges in the middle.

The concept includes a wide range of accessories, founded upon Nordic design traditions, where the quality can be seen in the skilled craft and choice of materials. The accessories are simple and flexible, and includes a large selection of legs, headboards and bedside tables.

## JENSEN CONTINENTAL BEDS

In a continental divan set you can experience Jensen sleep comfort at its very best, with Jensen Pocket on Pocket Technology. The bed features double mattresses with up to three individual Jensen Pocket spring systems. The beds have whole sleeping surfaces, without hard edges in the middle. However, the technology still allows one to choose the degree of firmness individually.

By choosing a Seamless textile solution the entire bed frame is covered. Four legs instead of the usual eight contribute to the beds' new, elegant and unique look.









Countess Continental Seamless with Exact, Dark Grey 383. Cozy headboard. Eicon bedside table, black.

# JENSEN EXACT COMFORT ADJUSTMENT

Adjust the firmness of your continental bed with a push of a button.  
The comfort can be made either softer or firmer. Let your mood determine whether you need more support or relief.

+	—	=
COMFORT IS FIRMER	COMFORT IS SOFTER	BED IS FLAT







Bliss Nordic Seamless with Exact. Dione Portrait Headboard.  
Add-on bedside table, whitewashed oak. Add-on lamps.



WITH OUR APP FOR JENSEN EXACT COMFORT  
ADJUSTMENT YOU CAN EASILY ADJUST THE  
FIRMNESS OF YOUR BED.





**SAY HELLO**  
TO YOUR NEW ADJUSTABLE BED.



*Adjust the bed position by using  
voice control.*





## JENSEN AQIVE II

Jensen Aqive II is elegant and looks like a continental divan set when it is inactive. The technical solution is concealed by the textile-covered bed frame. By choosing Seamless textile solution the entire bed frame is covered. Four legs instead of the usual eight contribute to the beds' new, elegant and unique look.

Jensen Aqive II is dual-sprung with spring systems in both the reversible mattress and the base. The construction gives the bed great stability. With the remote, you have step-free control of the head and foot ends of the bed, driven by two powerful, but almost silent, electric engines.



With the Headrest function, you adapt your bed so the neck and head are always in the right position when you are sitting upright.



A practical light under the bed can be turned on during the night, if you need it, without disturbing your partner.



Stepless adjustment up/down, for the head end individually or the head and foot end at the same time.



It is possible to connect two beds in parallel, so that they can be synchronised and controlled by one remote control.



Manual emergency mechanism that allows the bed to be lowered down to a horizontal position in the event of a power failure.



Memory function for saving your favourite position.



Max 0.5 watt in standby according to the EU's directive.



With our app for adjustable beds you can easily find your favourite position.



Adjust the bed position by using voice control.

Countess Aqive II Seamless, Golden Sand 310.  
Fenix Nest headboard. Add-on lamps. Eicon bedside table, black.



## THAT LITTLE EXTRA

*Details are important to us. It's that little extra that does so much to create the best over all impression. That is why we have spent so much time developing our range of accessories, which has grown significantly over the recent years. We can now offer a complete solution, with everything from various legs, headboards and bedside tables to ottomans. The accessories are available for all Jensen Supreme beds, and all textile elements are of course matched to the colour and texture of the bed. All in order to get that unique ensemble.*



01



02



03

01. Triangle leg, matt brass. 02. Add-on bedside table. 03. Sit-on bed bench. Sit-on and all bedside tables are available in oiled oak, whitewashed and black.





04. Nest headboard. Saturn ottoman. 05. Eicon bedside table. Fenix Plus headboard.  
All bedside tables are available in oiled oak, whitewashed and black.



01. Fenix Plus jubilee headboard. Eicon bedside table. 02. Cozy headboard. 3. Add-on Floor bedside table.  
All bedside tables are available in oiled oak, whitewashed and black.





04



05



06

04. Cozy headboard. Eicon bedside table. 05. Eicon leg. 06. Add-on Lamp.  
Eicon legs and all bedside tables are available in oiled oak, whitewashed and black.



01



02



03

01. Add-on pocket. 02. Add-on bedside table. 03. Eicon bedside table.  
All bedside tables are available in oiled oak, whitewashed and black.





04



05



06

04. Fenix decor headboard. 05. Closeup of Add-on Floor bedside table. 06. Add-on bedside table.  
All bedside tables are available in oiled oak, whitewashed and black.

# TEXTILES INSPIRED BY NATURE

Nature's most beautiful nuances will bring inner peace to your bedroom. We have chosen exclusive furniture textiles of the highest quality imaginable from leading suppliers.

			
ANTHRACITE (210)	BEIGE (212)	BLUE (216)	LIGHT GREY (218)
			
LIGHT BEIGE (380)	BEIGE (381)	GREY (382)	DARK GREY (383)
			
GREY (458)	LIGHT BLUE (050)	GREEN (051)	SAND (052)
			
BEIGE (527)	ANTHRACITE (528)	EVENING ANTHRACITE (330)	HEADBOARD TEXTILE (334)









## THE INNERMOST LAYER

The right mattress topper helps make a good night's sleep even better. It should feel encompassing and soft, while allowing the zone system to provide the body support, without giving a clammy feeling. The design and selection of the right materials are not random. The design of all of our mattress toppers has been improved to increase the look, stretch and softness.



*The mattress covers are separable, removable and washable. All Jensen mattress toppers can be washed at 60°C. Make sure to check the laundry size for your washing machine. The cover is made from high-quality fibres with the ability to drain large amounts of water, and this can lead to overheating and shrinkage if the machine is too small. We recommend washing at a laundrette if you are in doubt.*



# THE HIGHEST QUALITY WITH SAFE GUARANTEES

**5/25 YEARS**  
GUARANTEE

## RELIABLE GUARANTEES

All Jensen beds come with a five-year full guarantee and a 25-year guarantee against frame and spring breakages.

You can read the full terms of the guarantee in the leaflet that comes with the mattress.



## DOCUMENTED QUALITY

Møbelfakta is a voluntary and neutral service for testing and labelling furniture and interior products, documenting the products' quality. All the tests for Møbelfakta are based on Norwegian and international standards (EN and ISO), and are executed by accredited laboratories.

Møbelfakta set requirements for, among others, strength and durability, quality of materials, stability, flammability, surface treatments and safety. All Jensen mattresses have been tested and approved by Møbelfakta.



Designed for Sleep Comfort