

14 FEBRUARY

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

The first sprung mattress, named Svella, is launched.

1955

The sofa-bed Siesta is launched.

The company name is changed from Jensen & Birkeland to Jensen & Co.

Jensen purchases Thors Fabrikker of Trondheim, a company that produces 5,000 mattresses every year.

At the beginning of the 1980s the decision was

made to focus only on the production of beds.

1984

The new factory at Sand, just outside Svelvik, begins production with 28 employees. The export of beds to

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

1992

Denmark starts.

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.

2006

Jensen is awarded a "Super Brand" in Norway.



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.



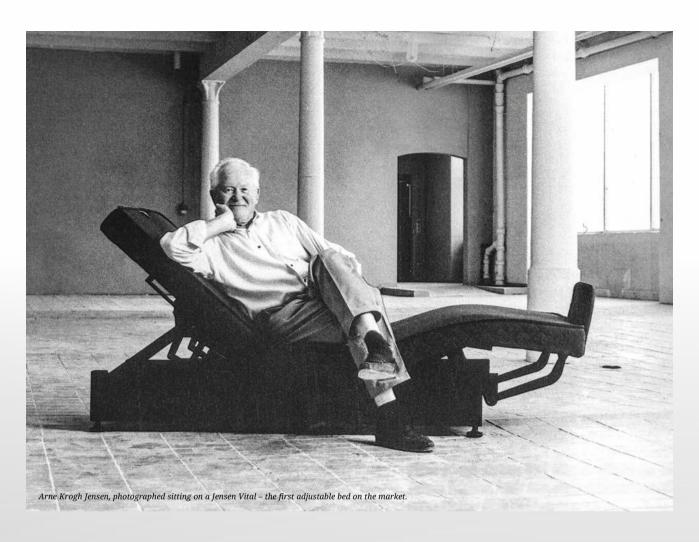
2019

Say hello to your new adjustable bed. Adjust bed position using voice control.



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

Svelvik, Norway. 3



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.

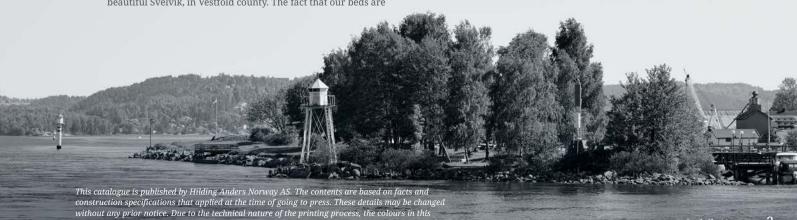
We protect our roots and are still producing all our beds in beautiful Svelvik, in Vestfold county. The fact that our beds are

catalogue may differ from the colours of the beds in real life

"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.







A PASSION FOR CRAFTSMANSHIP

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

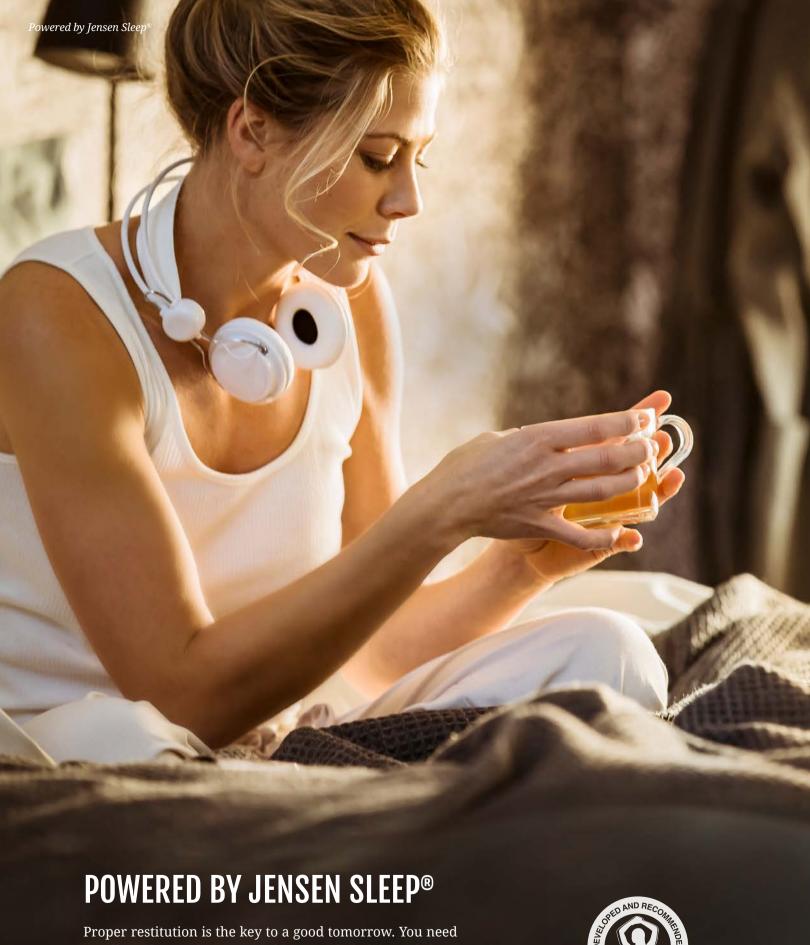
By combining nature-inspired materials and textiles with timeless shapes, we create products with magnificent sleep comfort that look beautiful.

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.



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 70 years giving people a better night's sleep.

Achieving the ultimate sleep comfort requires knowledge about bodies and sleep – and we have that. For almost 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.

For more professionalism around our tests, we cooperate with the AEH-institute (a neutral Swiss institute for technology) which is a specialist within work, health and ergonomics.

Every bed is certified and undergoes thorough testing in connection with ergonomics, hygiene, bed climate and durability.





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 CONTRACT COLLECTION — BETTER IN EVERY WAY

Focusing on quality, all products in this collection have been developed for hotel use. The quality, materials and solutions are of the same high standards as the top collections sold through our authorized dealers. An example of this is the Jensen Pocket on Pocket Technology, which means that the beds have pocket springs in all layers. The result is that the body sinks deeper into the mattress and gets a perfect support.

Jensen® Original Zone System combines the soft shoulder zone with a firmer support for the lower back. This provides a more even support, freedom of movement and flexibility. It also provides sleep comfort with optimal pressure relief and a smoother transition between the mattress's built-in zones.

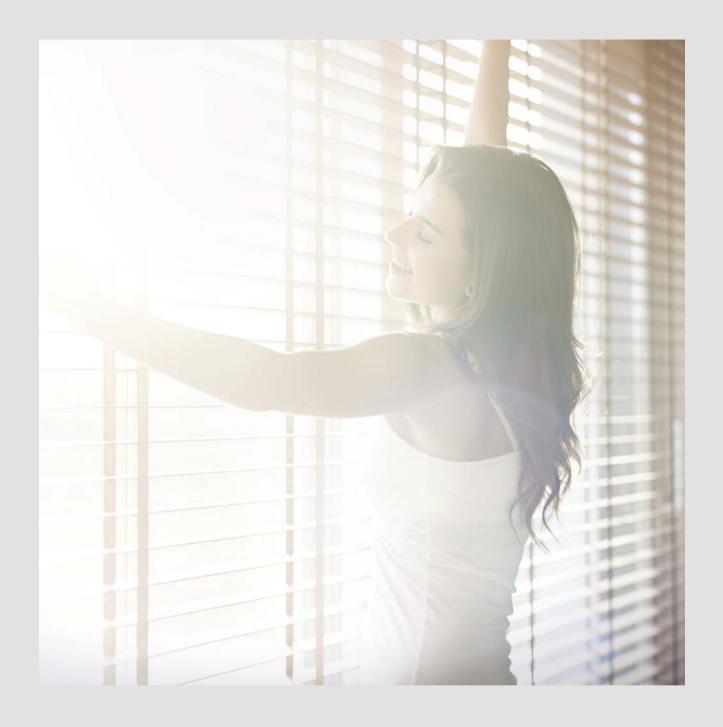




QUALITY, RESOURCES AND FLEXIBILITY

Hilding Anders is one of the world's leading bed suppliers with sales in 60 markets. The company was founded in 1939 in Bjärnum in Skåne, Sweden. Since then, Hilding Anders has grown significantly and today comprises 23 factories in 19 countries – both Asian and European. The company has 9000 employees and is headquartered in Malmö. Hilding Anders owns around 26 bed brands, making the group's brand portfolio one of the biggest in the industry. Hilding Anders also boasts

an extensive production for several well-known international furniture department stores. The group includes both exclusive and well-known brands, as well as products that to a greater extent are based on volume and price. Together with Hilding Anders, an aggressive development with total control is made possible, whether it's about startups or conversion of existing projects.



EXCELLENT SLEEP FOR QUALITY-CONSCIOUS HOTEL GUESTS

Waking up refreshed after a good night's sleep is important for quality-conscious hotel guests. And it's exactly for this group of people that Jensen Contract Collection has been developed. An excellent sleep comfort is achieved through the bed's structure and choice of spring

systems and upholstery materials. The bed collection is also designed to meet the demands of purchasers. With a very attractive price, great durability and easy cleaning, this collection meets both economic and hygenic requirements.



WE ARE PROUD OF OUR BEDS

HERE ARE A FEW REASONS WHY.



JENSEN® ORIGINAL ZONE SYSTEM combines a soft shoulder zone with firm support for the lower back.



JENSEN POCKET ON POCKET TECHNOLOGY is our brand new and upgraded spring system. Jensen Pocket on Pocket in all layers of the bed lets the body sink deeper into the mattress, while getting the support it needs. Pocket springs in the lower spring section provide a stable comfort without annoying sideways movements (double beds).



JENSEN ALOY® is our best and most flexible spring system, continuously adapting to your changing sleeping position and weight distribution, with a softer shoulder zone.



WASHABLE All sleep surfaces are washable at 60°C for optimal hygiene.



JENSEN® GUARANTEE AND SAFETY All Jensen beds come with a five-year full guarantee and a 25-year guarantee against frame and spring breakages.



MADE IN NORWAY All Jensen beds and mattresses are designed and manufactured in Norway.



A WHOLE SLEEPING SURFACE Our continental beds and Seamless Nordic beds have whole sleeping surfaces, without hard edges in the middle. However, the technology still allows one to choose the degree of firmness individually.



STRETCH in all sleeping surfaces lets the body sink into the bed and get support and relief from the zone-divided spring system.



TESTED AND APPROVED Jensen beds are tested and approved by AEH, a neutral test institute in Zurich, Switzerland. Every bed is certified and undergoes thorough testing in connection with ergonomics, hygiene, bed climate and durability.



THE SWAN Most of Jensen products carry the Swan label, out of consideration for both you and the environment. Any product labelled with the Swan also has to satisfy strict requirements regarding the product's environmental impact throughout its lifespan – from raw materials to disposal or recycling.



All our wooden frames are FSC® approved. FSC® assures all wood is sourced and processed in a responsible and socially beneficial manner.

CHOOSE THE RIGHT BED

There is a lot to consider before you choose a new bed. We have many different types of beds in our product range.



1. REVERSIBLE MATTRESSES

We have a large range of reversible mattresses with different qualities, which can be used with existing bed frames.

2. NORDIC

From the reversible mattresses, the next step in the Jensen bed range is the Nordic bed. The Nordic features a dual-sprung Jensen pocket spring system with Jensen Pocket on Pocket Technology.

3. CONTINENTAL DIVAN SETS

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.

4. ADJUSTABLE BEDS

With an adjustable Jensen bed, the bed gets a completely new function. This allows many new possibilities for personal comfort. Why not watch the Sunday film from your adjustable bed, instead of the living room couch?



JENSEN AQTIVE I

Jensen Aqtive I is an adjustable bed with a refined design that resembles a continental bed when not in use. The reversible bed is attached to the frame with a concealed zipper. The mattress is therefore lying still on the frame without ruining the stylish design experience.



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 0.1 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.







JENSEN AQTIVE II

Jensen Agtive 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 Aqtive 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.

Read more about our comfort levels for Aqtive II on page 23-25.



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.



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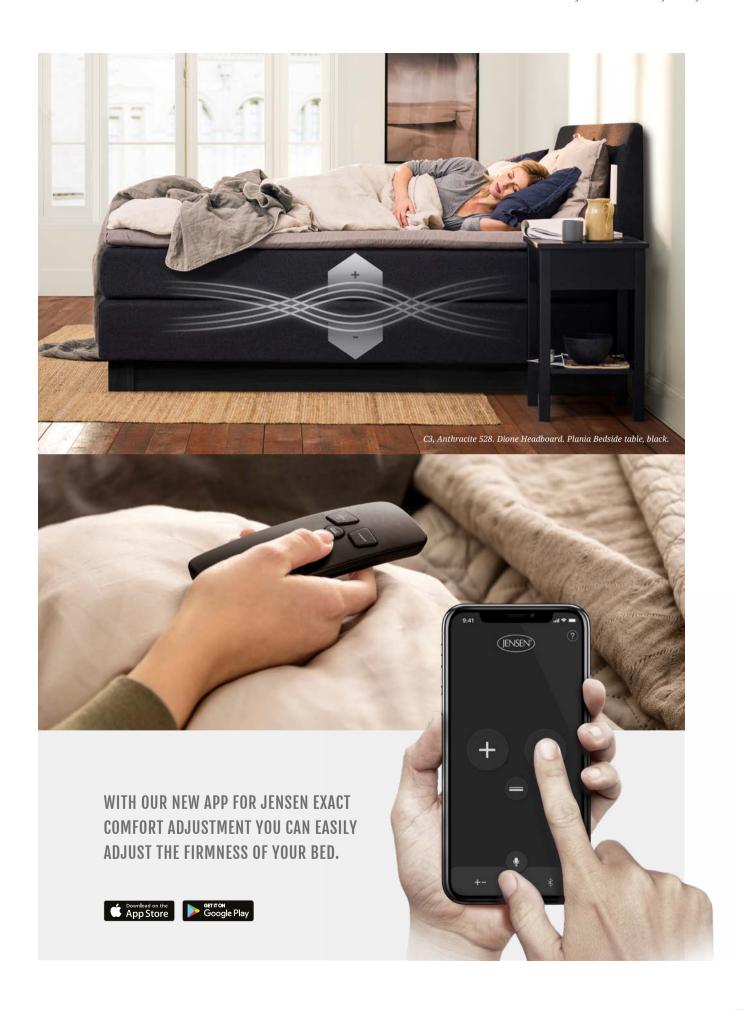
JENSEN EXACT COMFORT ADJUSTMENT

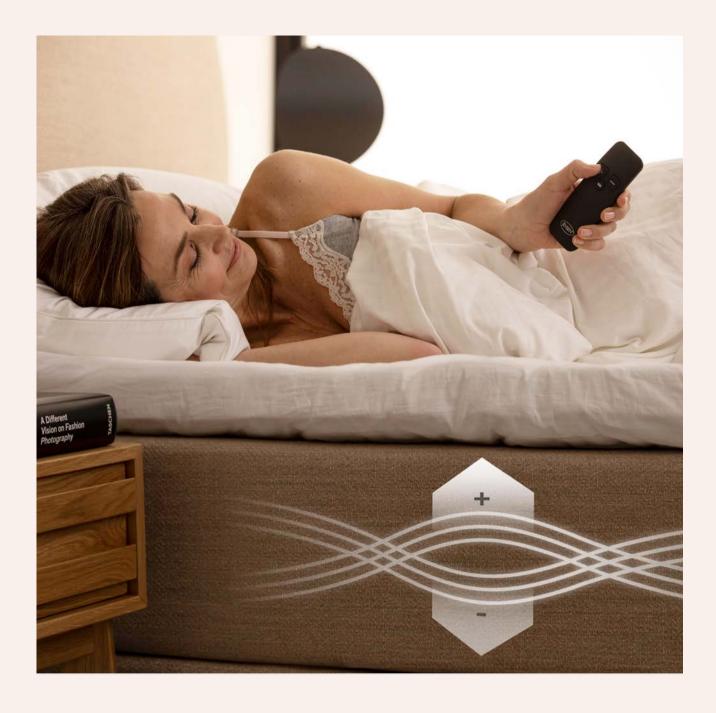
Adjust the firmness of your continental bed with a push of a button.

The comfort can be made either softer or firmer. Let your mood determine wheather you need more support or relief.



(JENSEN")





JENSEN EXACT COMFORT ADJUSTMENT

The key to the quality rest offered by Jensen is the zone system. Back support in combination with a soft shoulder zone ensures a totally new sleep experience. The principle on which the zone system is based is as obvious as it is natural. Most people have broader hips and shoulders, while they are heaviest, and generally narrower, around their waist. Because the task of the mattress is to support the body, it is divided into zones providing more equal and comfortable support when the shoulders and hips sink deeper into the mattress. At the same time, more support is provided to the waist.

Mattress tension is one of the choices that you make when buying a new Jensen bed. Most of our springs are available in various tensions

from soft to extra firm. The tension is determined on the basis of height, weight and the desired level of comfort.

In the case of Exact Comfort Adjustment you can adjust the comfort of the continental bed to a softer or a firmer feel according to your needs at the touch of a button. You can thereby adjust the comfort and support offered by the bed every day, depending on how you feel at the given time!

This may take some time, but once your body has adjusted to your new sleeping position, you will discover that you sleep well, and you will also benefit more from the hours you spend in bed.



THE CORRECT SLEEPING POSITION



PEOPLE WHO SLEEP ON THEIR SIDE

If the bed feels too firm, you can lower the mattress in the hip region at the push of the button. If the bed feels too soft you can raise it. If you sleep on your side, our experts recommend that you make minor adjustments to prevent potential back pain.



PEOPLE WHO SLEEP ON THEIR STOMACH

Sleeping on your stomach can place a strain on your lower back. Exact Comfort Adjustment allows you to reduce this strain by raising the bed. If you lower the bed, the strain on your lower back is likely to increase, which is not advisable.



PEOPLE WHO SLEEP ON THE BACK

Most people who sleep on their back may experience greater comfort by lowering the bed using Exact Comfort Adjustment. Others may be more comfortable by raising the 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.

CONNECT TWO SINGLE MATTRESS TOPPERS INTO ONE LARGE

The main mattress is based on Contract I, II and III, with the ability to bond two single mattresses into a double – with the help of a zipper. Easily convert to a split topper for use on double adjustable beds. This solution is designed to increase the flexibility of hotel beds.







ATTACH SKIRTING EASILY

By mounting a Velcro on your hotel bed's outer casing you can easily retrofit a bed valance to cover the top of the bed. The Velcro flap is three cm wide and walks around the bed as shown in red on the drawing. The bed valance is ordered separately from an external manufacturer.



LOOSE COVER

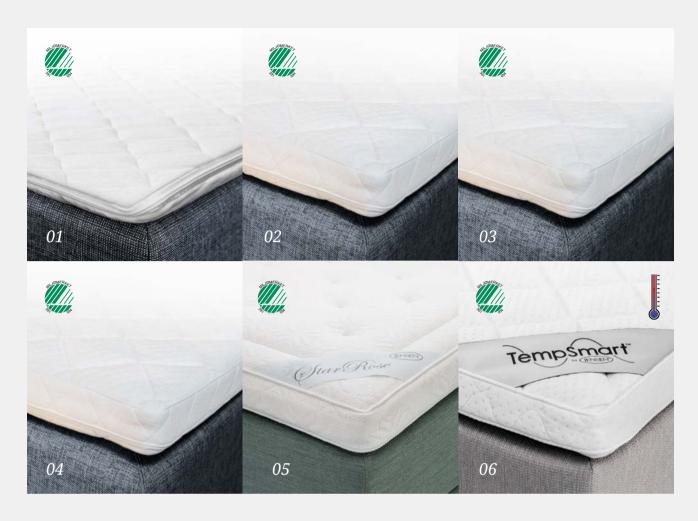
With the loose cover you can easily change or clean the cover. This is an aoption for the nordic range. Available in all Jensen Contract Line fabrics.





To keep the topper nice and clean and at the same time reduce wear and tear, you need mattress topper protection. Jensen SoftProtect protects the mattress topper from stains and dirt and at the same time it provides you with optimal sleep comfort. Washable at 60°C. Also available for Split Topper.





1. CONTRACT BASIC

Jensen Contract Basic has a smooth filling. Cellex has excellent air and moisture transporting properties. Approximately height: 7 cm. Flame resistance: FR - NS EN 597-2.

2. CONTRACT TOPPER I

Jensen Contract Topper I has a profiled side and a grooved side. Most people find that the profiled side is softer and the grooved side firmer. Cellex has excellent air and moisture transporting properties. Approximately height: 8 cm. Flame resistance: FR - NS EN 597-2.

3. CONTRACT TOPPER II

Jensen Contract Topper II has a Cellex XO filling. Cellex XO has a profiled side and a grooved side. Most people find that the profiled side is softer and the grooved side firmer. Cellex XO has excellent air and moisture transporting properties. Approximately height: 9 cm. Flame resistance: FR - NS EN 597-2.

4. CONTRACT TOPPER III

Jensen Contract Topper III features an Innergetic® latex filling. The open cell structure of Innergetic® provides excellent air and moisture transportation. The filling material is both perforated and grooved. The perforation ensures optimal ventilation while the grooving provides a softer and a firmer side. Latex inhibits bacteria and dust mite, resulting in a cleaner and healthier bed climate. Approximately height: 8 cm. Flame resistance: FR - NS EN 597-2.

5. STARROSE

Jensen StarRose has a Innergetic® Sonecore latex filling. The open cell structure of Innergetic® Sonocore provides excellent air and moisture transportation. The filling material is both perforated and grooved. The perforation ensures optimal ventilation while the grooving provides a softer and a firmer side. Latex inhibits bacteria and dust mite, resulting in a cleaner and healthier bed climate. The mattress cover is made from a mixture of materials that offer a fantastic soft touch: Cairo, a high-quality viscose that provides the very best moisture transportation and heat regulation; and cashmere, a natural wool fibre known for its excellent moisture transportation and heat regulation, woven into the top layer. Height: 10 cm

6. TEMPSMART™

TempSmart™ is a mattress topper with a thermo-regulation system that actively balances the temperature changes that can disturb your sleep. This innovative technology consists of millions of microcapsules, adapting constantly to your skin's climate, by absorbing, storing and releasing excess heat as needed. In this way, the microcapsules create a buffer against overheating/perspiration as well as cold/shivering and keep you within your comfort zone, with great sleep quality as a result. TempSmart™ features a core of Innergetic® latex with an open cell structure, for optimum air and moisture transportation. The perforation ensures optimum ventilation, while the grooving provides a softer and firmer side. Bacteria and dust mite dislike latex, resulting in a cleaner and healthier bed climate. Height: 9 cm



1. ROUNDED ALUMINIUM LEGS

14, 23 or 29cm.

2. QUADRANGULAR LEGS

14 or 23cm. Oiled oak, black stained oak or whitewashed.

3. TRIANGLE LEGS

14cm. Matt brass-plated aluminium, black powder-lacquered aluminium, polished black or polished aluminium.

4. ROUNDED SLIM LEGS

Powder-lacquered steel, polished steel and matt brass. Height: 14 or 18 cm.

5. BLACK LEG FRAME

14 cm. Elegant and sturdy leg frame in black, powder-lacquered steel. Support leg is recommended.

6. SUPPORT LEGS (X2)

For 4 legs solution. Available for: 14, 18 and 23-29 cm.

7. CONTRACT BED LEGS

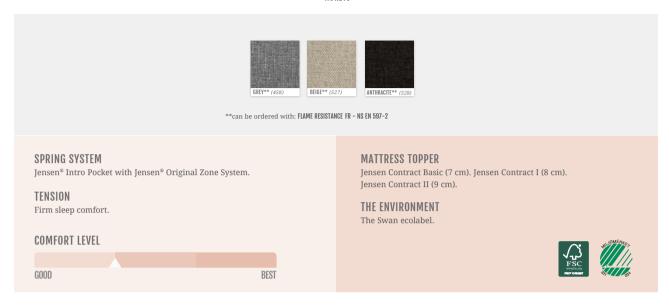
Height: 23 or 29 cm. Available in nature or black.

8. MISTRAL 14 BED STEAD

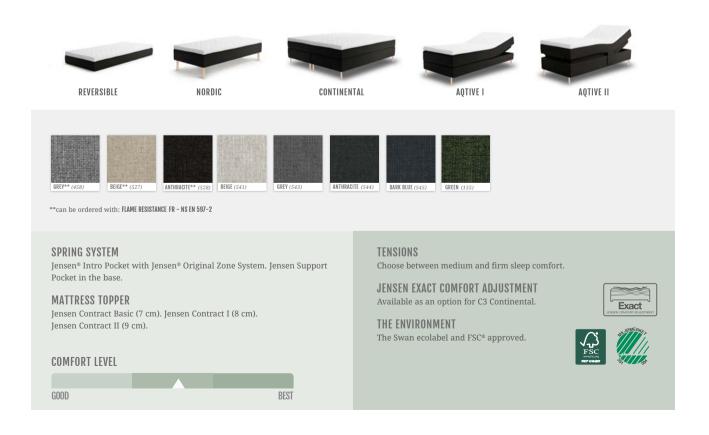
14cm. Oiled oak, black-stained oak or whitewashed.

RANGE JENSEN C2

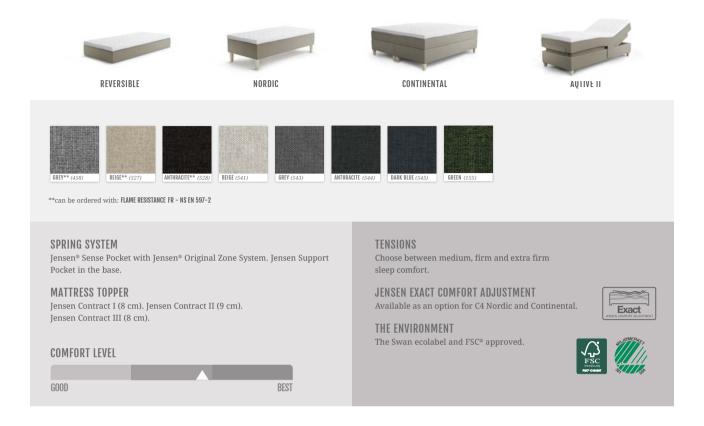




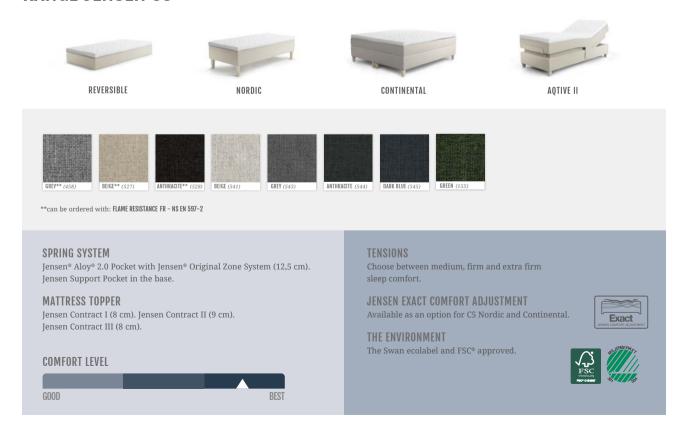
RANGE JENSEN C3



RANGE JENSEN C4

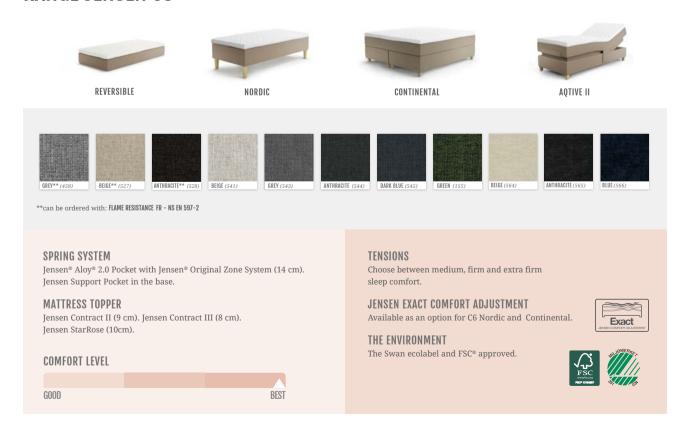


RANGE JENSEN C5

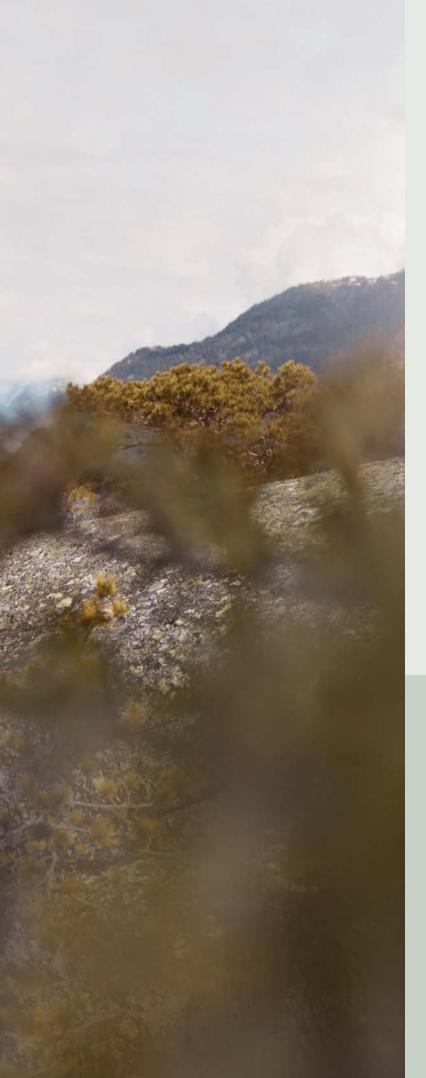




RANGE JENSEN C6







ENVIRONMENTALLY FRIENDLY

THE HIGHEST QUALITY, WITH SAFE GUARANTEES

THE SWAN

Most of Jensen's products carry the Swan label, out of consideration for both you and the environment. Any product labelled with the Swan also has to satisfy strict requirements regarding the product's environmental impact throughout its lifespan – from raw materials to disposal or recycling.

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 Møbellfakta 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.

FOREST STEWARDSHIP COUNCIL®

All our wooden frames are FSC® approved. FSC® assures all wood is sourced and processed in a responsible and socially beneficial manner.













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.

TESTED AND APPROVED

Jensen beds are tested and approved by AEH, a neutral test institute in Zurich, Switzerland. Every bed is certified and undergoes thorough testing in connection with ergonomic, hygiene, bed climate and durability.



Designed for Sleep Comfort

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HILDING ANDERS NORWAY AS

Box 19, N-3061 Svelvik, Norge Tel: +47 33 78 49 50 Fax: +47 33 78 49 69 E-mail: info.no@hildinganders.com