



JENSEN®

A woman with long, wavy blonde hair is lying on her back on a bed. She is covered by a brown, draped sheet that is pulled up to her chest. The background is a plain, light-colored wall. The text "The sleep that makes your day." is overlaid in the center of the image.

The sleep that makes your day.

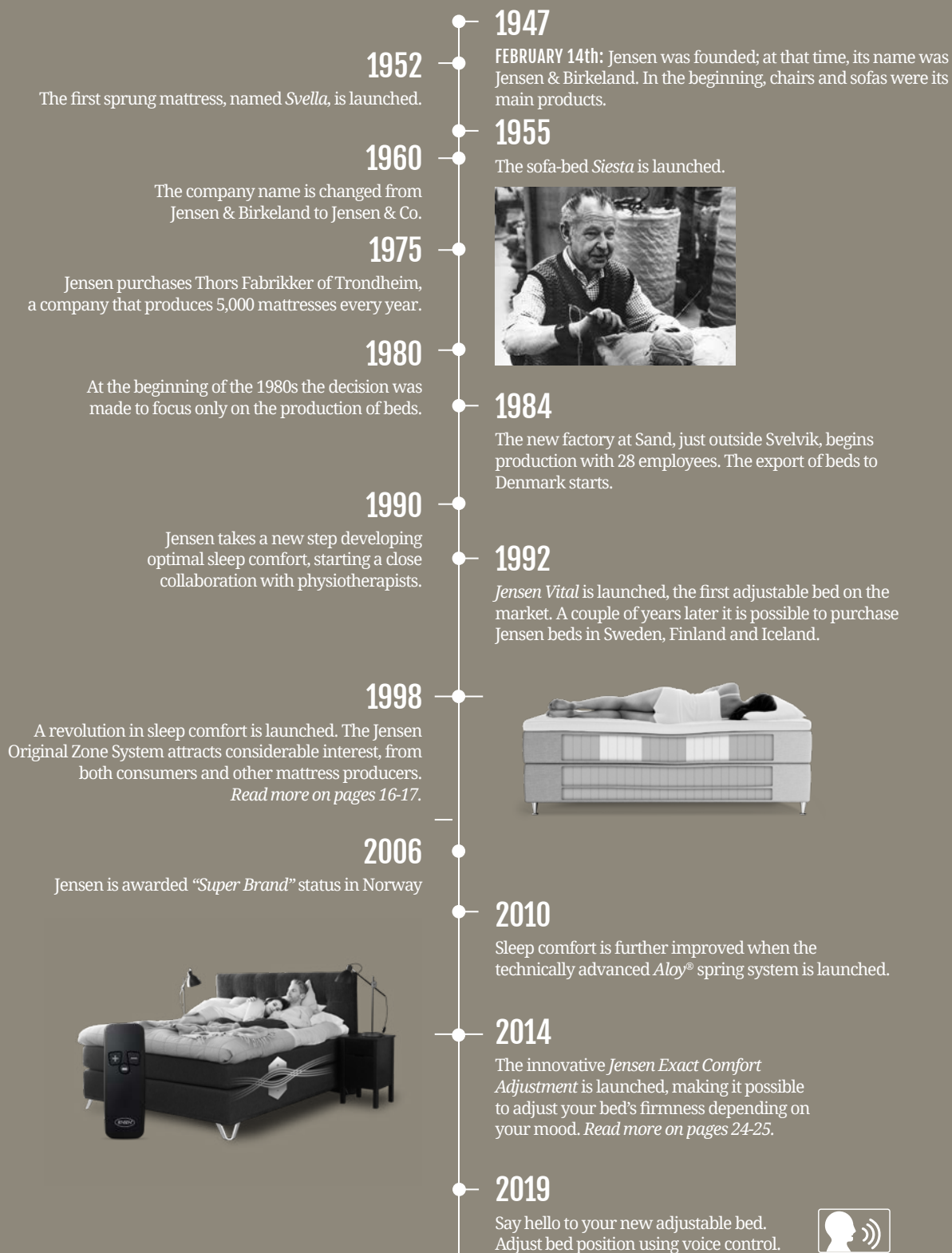




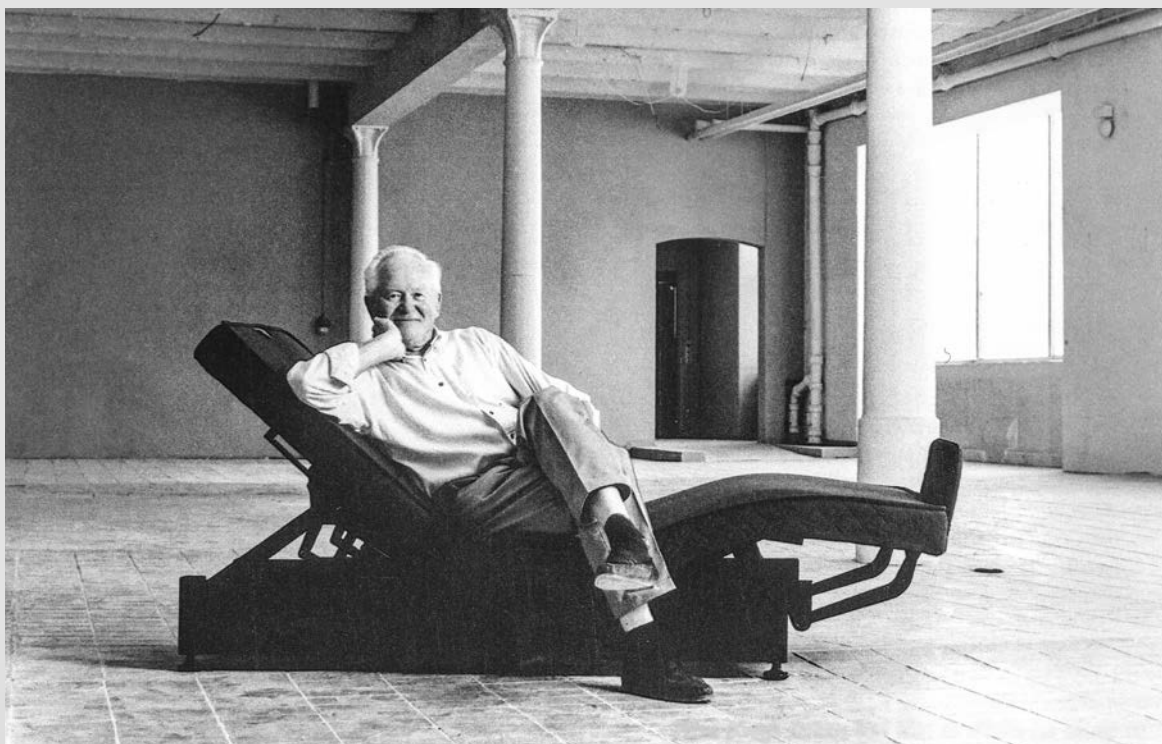
You can always dream. But what turns ambition into achievement? We have devoted 75 years to perfecting the sleep that sharpens your mind and strengthens your body. Our beds are built in Norway with passion, tradition and innovation. Because to us, sleep is not something that's only for the night. It's what makes your day.



## SLEEP PIONEERS SINCE 1947







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 dates 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 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 maintain 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.



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*We have been passionate bedmakers since 1947. We combine expertise, craftsmanship and innovative design to give you the very 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 beds and bedrooms

can be elegantly combined. 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.

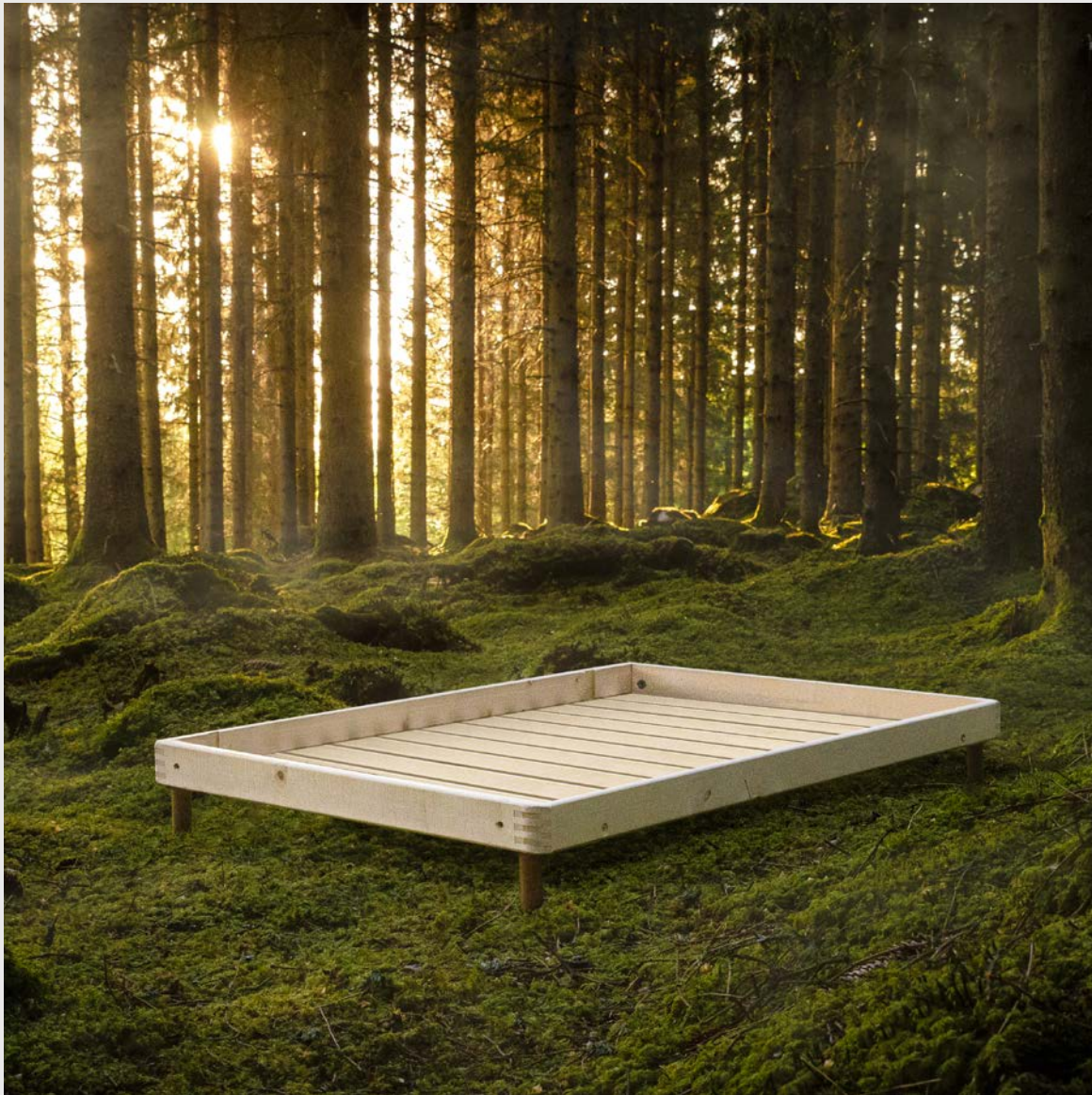
We have the experience, the genuine craftsmanship tradition, the competence and innovative solutions to enable us to help you with your sleep. We have a passion for sleep comfort, great focus on quality and design and our attention focussed on the future. You can trust us regarding your sleep.





*Our products carry the 'Swan Label'. This is the official ecolabel of the Nordic countries, which imposes strict requirements regarding a product's environmental impact throughout its life cycle.*





## FRIENDLY TO NATURE. AND YOU.

At Jensen, we have a long and proud tradition to uphold. We cherish our roots and still manufacture all our beds in Svelvik - just like we have always done. It is important to us that our operations are as sustainable and environmentally friendly as possible - for our environment, our employees, our customers and for future generations.

For us it goes without saying that the beds we develop for the future should have the best possible sleep comfort, but we also feel a great responsibility to make products that promote health, do not harm environment and have the longest possible life cycle.

In the process of obtaining the Swan label, all relevant environmental impacts related to the choice of raw materials, product manufacture, use of chemicals and recycling are carefully assessed.

The Swan is making increasingly strict demands on us as producers. This is good for the environment, for you and for your health. And it means that we at Jensen are constantly looking for better materials and smarter solutions for our products. This should not compromise quality and comfort, but should bring us closer to the most responsible production methods possible.









## WE ALREADY DO A GREAT DEAL.

We are very selective when it comes to the choice of materials and only work with suppliers that meet our quality and production standards. To avoid waste, we order fabrics in special sizes to fit our beds, so that there is as little waste as possible.

The Contract collection in particular consists of recyclable and reusable fabrics. And of course, all fabrics carry the Swan label. In addition, the wools used in our collection are recyclable and reusable, and in principle environmentally friendly.

The wood used in our frames comes from FSC certified forests, and 30% of the aluminium used in the springs has been recycled. We have, of course, made the sustainability pledge and reduced the use of plastics by 16 tonnes in 2020!

Surfaces made of wood, metal or fabric are treated without unhealthy flame retardants or other harmful chemicals. And the beds undergo an AEH test for ergonomics, hygiene, climate and sustainability at the neutral Swiss test centre Good Night's SleepLabs.

Our products are manufactured in Norway and have good durability, with a five-year full guarantee and a 25-year guarantee against frame or spring breakage on all beds.

## AND WE STILL HAVE MORE TO DO.

We know that we have to be even smarter to meet new, future demands. For example, the requirement that more parts of the beds can be replaced to extend their life cycle, the requirement that we must produce our product in an even more energy-efficient way - requirements that call for new guarantee conditions, traceability markings and circular design. We must consume less and ensure that our products have the longest possible life cycle. We promise to do our best to meet future demands for sustainable production.

For nature and for you.







*Proper revitalisation is the key to a good tomorrow. You need quality 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 A BED. IT'S A JENSEN.

Sleep is one of the most important pillars of health and well-being - and paradoxically also one of the most overlooked factors. Did you know, for example, that sleep has a major impact on your mental, physical and emotional abilities? That sleep regulates hormone production and is therefore a decisive factor when it comes to you feeling emotionally stable? That sleep promotes your creativity and learning ability? Sleep is definitely a basic necessity. Something we should always pay full attention to.

Despite this, we attach little importance to good sleeping habits. Our lives tend to be dominated by stress, performance anxiety and artificial light. At Jensen, we therefore feel it is always important to remind and inform you about the consequences of poor sleeping habits – and how much better you and your body will feel if you develop good sleeping habits.

### SLEEP IS THE KEY TO A HEALTHY LIFE.

If you adopt a good sleeping rhythm of 7 – 9 hours per night after previously having slept too little, you will soon start to experience positive changes. First of all, it will make you feel better about yourself, which will make it easier for you to cope with family relationships and work situations. Sleep is also associated with

memory. Research has shown that a lack of sleep significantly weakens short-term memory, whereas good sleep helps you stay awake and alert. As a result, it will be easier for you to avoid stress and accidents. It will also have a positive effect on your looks: big bags under your eyes will be a thing of the past.

Sleep also has a positive effect on your health in the long term. There is a clear link between a prolonged lack of sleep and an increased risk of mental illness. It has also been shown that sleep boosts your immune system and reduces the chance of infections, inflammations and vascular diseases. It furthermore makes your body less stiff and strengthens your bones. Sleep is simply the key to getting up in the morning feeling refreshed and ready to start a productive day. Every day, for life.

We all have an internal biological day and night rhythm that constantly repeats itself. It is influenced by what we eat and how we are exposed to light and dark. Our need for sleep changes and varies throughout our lives. For people who have trouble sleeping there are all kinds of tips on how to regain a good sleep rhythm. This is worthwhile in the hectic times we live in where sleep is not a priority. In fact, sleep is something we should spend time on and even be proud of.



# WE UNDERSTAND SLEEP.

We develop beds with passion, craftsmanship – and science. Understanding sleep is essential to building better beds.

## THE CYCLES OF SLEEP

This is a breakdown of the different stages we go through as we sleep and their importance for our recovery.

### STAGE 1

The first thing that happens as you enter sleep is the slowing of brain activity.

### STAGE 2

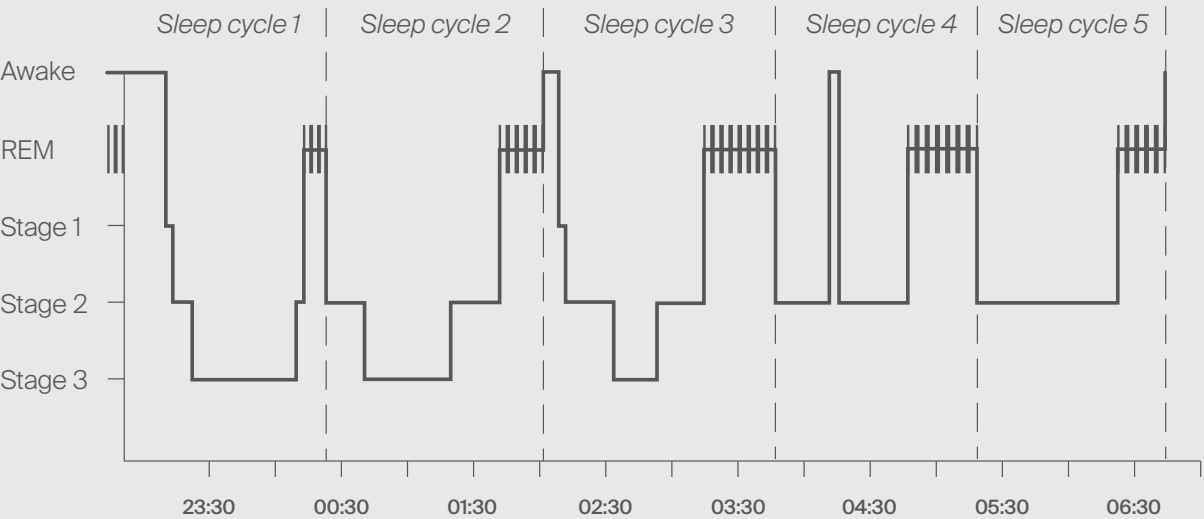
Next, your breathing and heart rate relaxes. This stage is essential for memory functions.

### STAGE 3

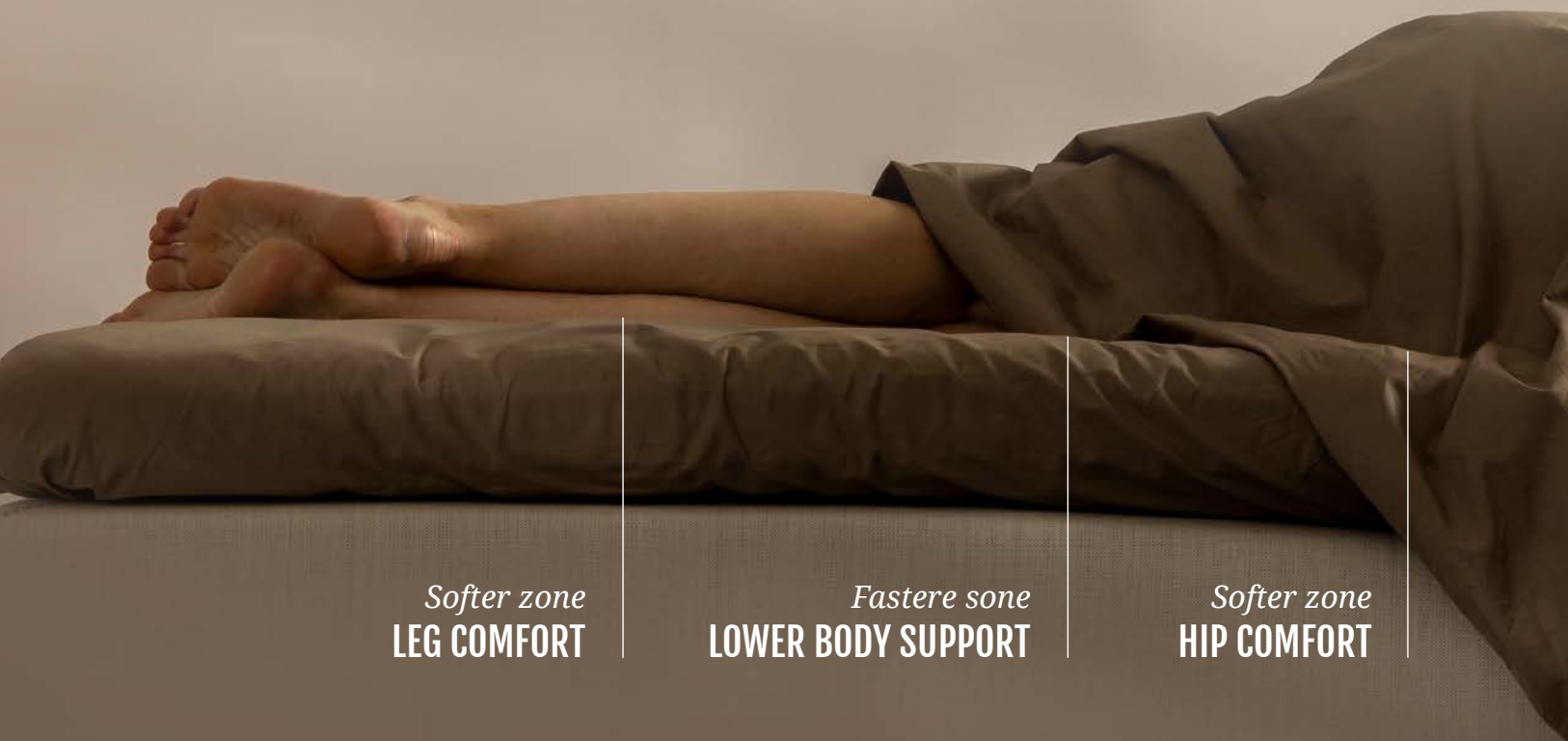
Deep sleep is where your brain is cleaned of waste products and the body recovers, strengthening the immune system. Waking up from this stage can make you feel disoriented.

### REM

The last stage is called REM-sleep. It's also referred to as dream sleep and can be described as an emotional first aid. Here, brain activity accelerates, memories are put into place and cognitive functions are enhanced. The REM-stage also marks the end of the sleep cycle.







*Softer zone*  
**LEG COMFORT**

*Fastere sone*  
**LOWER BODY SUPPORT**

*Softer zone*  
**HIP COMFORT**



## HEAVENLY SLEEP — EVERY NIGHT.

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 side.

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*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 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 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.*





*Fastere sone*  
**WAIST SUPPORT**

*Softer zone*  
**UPPER BODY COMFORT**

### *The correct sleeping position*



#### **MATTRESS IS TOO FIRM**

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



#### **MATTRESS IS TOO SOFT**

The body sinks too far into the mattress, like 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.

# 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** 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.



**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.



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



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



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



**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.



**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.



**MOST OF 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 BEDS

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 BEDS

In a continental bed 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?



C4 Nordic Line, Beige 541. Dione Portrait headboard, Beige 541. Round slim legs, black.  
Add-On bedside table, oak. Sit-on bed bench, oak.





## JENSEN NORDIC

Jensen Nordic transforms the traditional Nordic bed from a rather heavy to a flowingly elegant bed concept, which can easily be adjusted to different bedrooms. Jensen Nordic consists of a comfortable bed with Jensen® Original Zone System and 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.

*Read more about our comfort levels for Nordic beds on pages 36-39.*

## JENSEN CONTINENTAL BEDS

In a continental bed 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.

*Read more about our comfort levels for Continental beds on pages 36-39.*







C4 Continental Seamless, Green 155. Dione Plus headboard, Green 156.  
Plania Bedside table, black. Triangle legs, polished black aluminum.





## JENSEN EXACT COMFORT ADJUSTMENT

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

Jensen Exact Comfort Adjustment is available for Nordic beds and Continental beds.



With our app *Adjustable Sleep*, you can easily adjust the firmness of your bed using your smartphone.

C6 Continental, Grey 458.  
Add-on Floor bedside table, white washed.





**+** FIRMER COMFORT

**-** SOFTER COMFORT

**=** THE BED IS FLAT







## JENSEN AQTIVE II

An adjustable bed can give you the freedom to do things other than sleep, such as read a book or watch TV. All adjustable Jensen beds can be adjusted at both the head and foot end. This is especially beneficial for people who sleep on their back - if the head and foot end are raised slightly when you are asleep, this will reduce the pressure on your lower back and you will be able to relax more and get a better sleep. The bed can be adjusted with the remote control provided or with the Appjustable app.

Jensen Aqtive 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.

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 or our app, you have step-free control of the head and foot ends of the bed, driven by two powerful, but almost silent, electric motors.

*Read more about our comfort levels for Aqtive II on page 36-39.*



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.



Memory function for saving your favourite position.



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



Adjust the bed position using voice control.



## THE INNERMOST LAYER.

The right mattress topper contributes to making a good night's sleep even better. Mattress toppers should feel embracing and soft, while the zone-divided spring system provides the necessary support, without becoming too warm or moist. Design and the choice of materials are not left to chance. All our mattress toppers' designs have been improved in order to increase stretch, beauty and softness. A further development of the filling materials allows increased individual adjustment, through a softer and a firmer side. Choose between Jensen SoftLine I, SoftLine II, SoftLine III and Jensen StarRose.



*All Jensen mattress toppers 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.*



*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.*





### SOFTLINE I / II / III

Jensen's design team has further developed this collection, using Norway's heritage and traditions as a starting point. They were inspired by traditional Norwegian knitting patterns and details from Norwegian national costume. Jensen SoftLine I and II has a Cellex filling. SoftLine III has an Innergetic® latex filling. Bacteria and dust mite dislike latex, resulting in a cleaner and healthier bed climate. SoftLine has one smooth and one grooved side. Most people find the grooved side softer and the smooth side firmer.

**Height: 8 cm / 9 cm / 9 cm**



### JENSEN STARROSE

Jensen StarRose has a Innergetic® Sonocore 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**



## JENSEN TEMPSMART™ PILLOW

Jensen TempSmart™ pillow features a thermo regulation function, adapting constantly to your skin's temperature, by absorbing, storing and releasing excess heat as needed, keeping you within your comfort zone, with great sleep quality as a result.

Size: 50 x 70 cm





## JENSEN SOFTSHEET

Jensen SoftSheet is made from 100% cotton satin in a very high quality. The cotton gives a soft and silky feeling against your skin. The sheet fits Jensen mattress toppers perfectly. They are also available for split toppers. Jensen Soft Sheet carries the EU-flower and is Oeko-Tex approved.

Available in white. Washable at 60°C.



## SOFTPROTECT MATTRESS TOPPER PROTECTION

Keeps the topper nice and clean and reduces wear and tear. Protects the mattress topper from stains and dirt and at the same time it provides you with optimal sleep comfort. Washable at 60°C. Once you have started using the product, you can use the packaging as a shopping bag.

## TEMPSMART™ PROTECT MATTRESS TOPPER PROTECTION

Jensen TempSmart™ Protect protects the topper and balances the temperature changes that can disturb your sleep while still providing optimal sleep comfort. TempSmart™ Protect adapts constantly to your skin's temperature, by absorbing, storing and releasing excess heat as needed. Washable at 60°C. Once you have started using the product, you can use the packaging as a shopping bag.



## 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 recent years. We can now offer a complete solution. All in order to get that unique ensemble.*





**1. QUADRANGULAR LEGS**

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

**2. ROUNDED SLIM LEGS**

14cm. Oak, whitewashed, birch, powder-lacquered steel, polished steel or matt brass.

**3. ROUNDED SLIM LEGS**

18cm. Oak, whitewashed, birch, powder-lacquered steel, polished steel or matt brass.

**4. CONTRACT BED LEGS**

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

**5. ROUNDED ALUMINIUM LEGS**

(Dia. 54mm) 14 or 23 cm.

**6. SUPPORT LEGS (x2)**

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

**7. TRIANGLE LEGS**

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

**8. EICON LEGS**

14 cm. Oiled oak, white washed or black.

**9. EICON LEGS**

18 cm. Oiled oak, white washed or black.

**10. MISTRAL 14 BED STEAD**

14 cm. Oiled oak, black or white washed.



TableLamp. Plania bedside table, oak.



Plania bedside table, black. Dione Plus headboard.

**A PLACE FOR EVERYTHING.**

Add On Pocket provides easy access and storage for your favorite book and phone on your bedside. The anti-slip material keeps the Add On pocket stable on the bed. Available in all Jensen bed fabrics. ▶



Dione Decor headboard. Eicon bedside table, white washed.



Add-on Pocket.





Dione Portrait headboard. Add-on bedside table, oak. Add-on lamps.



Add-on Floor bedside table, black.



Saturn ottoman.



Eicon bedside table, whitewashed.



Sit-on bed bench, whitewashed.

# JENSEN C3



**TENSIONS**

Choose between medium, firm and extra firm sleep comfort.

**JENSEN EXACT COMFORT ADJUSTMENT**

Available as an option for C3 Continental.



**THE ENVIRONMENT**

The Swan ecolabel and FSC® approved.



**TECHNICAL FACTS**

- 1. Jensen SoftLine I
- 2. Jensen Intro Pocket 12,5 cm with Jensen Original Zone system
- 3. CME 2 cm filling
- 4. Jensen Support Pocket 12,5 cm





# JENSEN C4



## TENSIONS

Choose between medium, firm and extra firm sleep comfort.

## JENSEN EXACT COMFORT ADJUSTMENT

Available as an option for C4 Nordic and Continental.



## THE ENVIRONMENT

The Swan ecolabel and FSC® approved.



## TECHNICAL FACTS

1. Jensen SoftLine II
2. Jensen Sense 2.0 12,5 cm with Jensen Original Zone system
3. CME 3 cm filling
4. Jensen Support Pocket 12,5 cm



# JENSEN C5



**TENSIONS**

Choose between medium, firm and extra firm sleep comfort.

**JENSEN EXACT COMFORT ADJUSTMENT**

Available as an option for C5 Nordic and Continental.



**THE ENVIRONMENT**

The Swan ecolabel and FSC® approved.



**TECHNICAL FACTS**

- 1. Jensen SoftLine III
- 2. Alloy® 2.1 Pocket 12,5 cm with Jensen® Original Zone system
- 3. CME 3 cm filling
- 4. Jensen Support Pocket 12,5 cm





# JENSEN C6



## TENSIONS

Choose between medium, firm and extra firm sleep comfort.

## JENSEN EXACT COMFORT ADJUSTMENT

Available as an option for C6 Nordic and Continental.



## THE ENVIRONMENT

The Swan ecolabel and FSC® approved.



## TECHNICAL FACTS

1. Jensen StarRose
2. Alloy® 2.1 Pocket 14 cm with Jensen® Original Zone system
3. CME 4 cm filling
4. Jensen Support Pocket 12,5 cm



REVERSIBLE



NORDIC



CONTINENTAL



AQTIVE II

