



**FALU RÖDFÄRG** DESIGN PRODUCTS  
BLANKETS & SEAT PADS

## FALU RÖDFÄRG BEHIND THE BACK

For over 250 years, Falu Rödfärg has held a special place in the hearts of Sweden and the Swedes. The warm red color, borrowing its unique pigment from Mother Earth, has, for more than ten generations, symbolized security—a sense of safety in a home, a landscape, a country.

When we asked designer Mia Svalänge to create a blanket for Falu Rödfärg, this was her guiding inspiration. She believed it is impossible to separate Falu Rödfärg from Sweden, or to disconnect the Swedish landscape from the red color. Everything is interconnected, blending seamlessly. It's like a natural tapestry from the black earth and dark tunnels of the copper mine, through the ochre-colored heaps of mining residue, across fields, meadows, grain fields, mountains, lakes,

rivers, the bright deciduous trees, and dark green pine forests that reach up to the blue sky. And amidst all this, the red houses—barns, cottages, homes, outhouses, fences, and gates whose red hues shift in harmony with sunlight and the seasons.

The description resembles a painting, and the result is nothing short of a masterpiece. In its deceptively simple graphic form, it embraces an entire country, its nature, and culture.

Now, it is also ready to embrace you. Made from 100% wool, it is soft, warm, and comforting with an authentic luster that only natural materials can offer. When you wrap the blanket around your shoulders, earth and sky meet on the front side, and as a symbol of protection and preservation, the red wall stands behind your back.







**FALU RÖDFÄRG CHILDREN'S BLANKET**

Dimensions: 100x65 cm.

Recommended retail price: 999 SEK



**FALU RÖDFÄRG BLANKET**

Dimensions: 135x200 cm.

Recommended retail price: 3,499 SEK

## HEMLÄNGTAN

The blanket named "Hemlängtan" (Longing for Home) was inspired by the deep roots of the red color in Swedish tradition. A large, beautiful red "wall" in high-quality wool, inspired by the original blanket but woven in various red shades. Just as the red facades harmoniously blend into the Swedish outdoor environment, the red blanket can serve as a warm, friendly, and safe spot in any home.







**FALU RÖDFÄRG BLANKET**  
**HEMLÄNGTAN**

Dimensions: 135x200 cm.

Recommended retail price: 3.499 SEK

## VINTERVÄRME

Just as unique as our country is in summer, it is equally exotic in winter. The "Vintervärme" (Winter Warmth) blanket, like Hemlängtan, is inspired by the original blanket's striped pattern but woven in muted blue tones. The stripes represent fields, meadows, lakes, mountains, and forests—now snow-covered.



**FALU RÖDFÄRG BLANKET**  
**VINTERVÄRME**

Dimensions: 135x200 cm.

Recommended retail price: 3.499 SEK



## FALU RÖDFÄRG SEAT PAD

Falu Rödfärg now makes it easier to carry a piece of warmth and care with you—Mia Svalänge designed three new color themes with the same symbolism and love as the Falu Rödfärg Blanket, breaking it down into smaller moments. Falu Rödfärg's seat pads are made from 100% pure new Norwegian wool. This natural product has unique properties, with wool fibers that insulate exceptionally well and retain warmth even when absorbing moisture, keeping you warm immediately.



Available colors:

**Red** (Home & Garden)

**Blue-green** (Forest & Water)

**Gray-black** (Mountain & Mine).

Dimensions: 45x45 cm.

Recommended retail price: 399 SEK each.



Stora Kopparbergs Bergslag AB, Falu Rödfärg, 791 80 Falun.  
Phone 023-78 23 25, [info@falurodfarg.com](mailto:info@falurodfarg.com), [www.falurodfarg.com](http://www.falurodfarg.com).

© Falu Rödfärg 2016. Photo: Jann Lipka.