

 NORRKÖPING

NORRKÖPING

Brand introduction and promotion of products

MY LIFE *My* NORRKÖPING
Born for desire born for you



ABOUT US

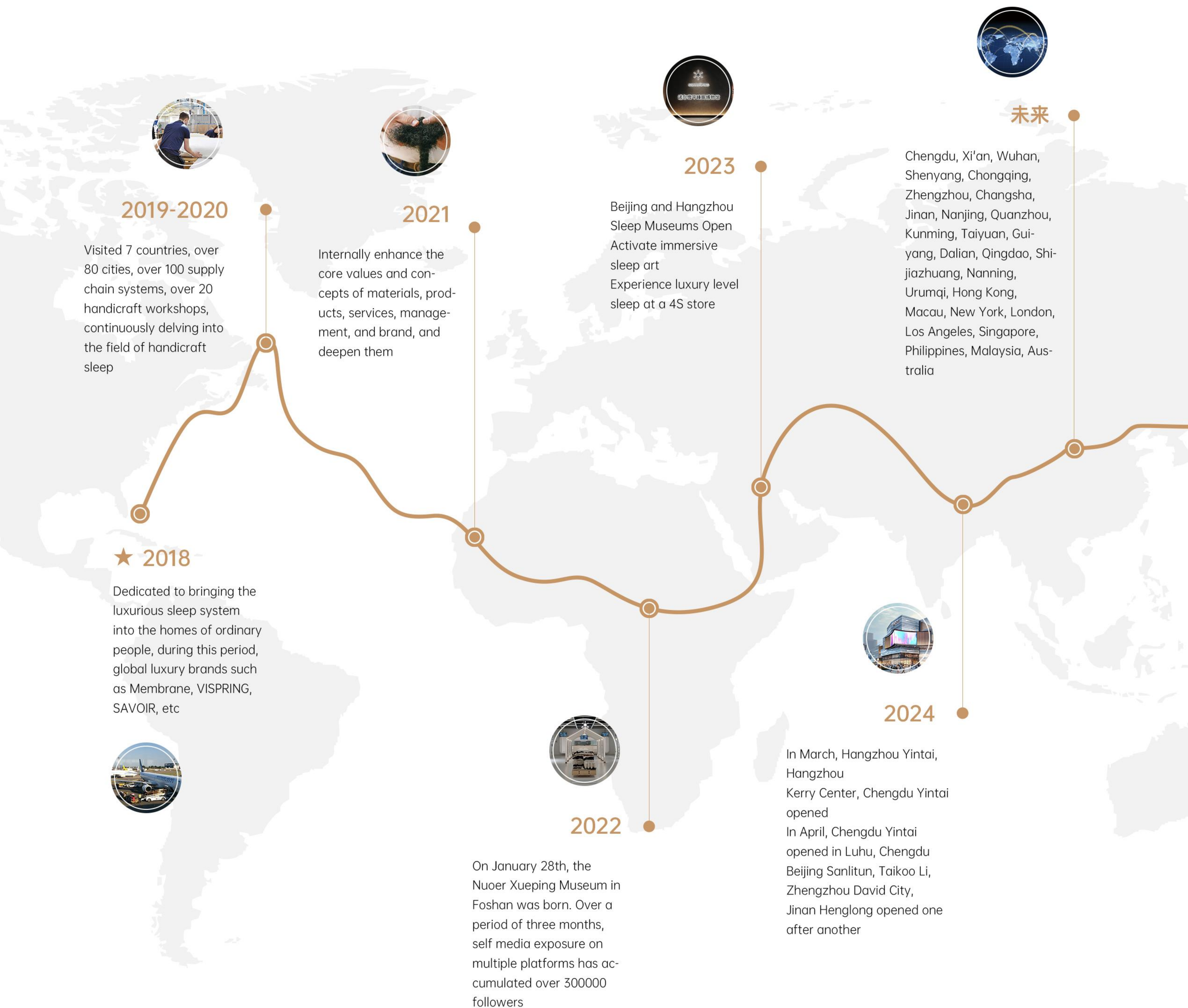
Noppköping After 6 years of private customization, the team has visited 7 countries including Sweden, the United Kingdom, Germany, and Peru to study several top brand mattresses from around the world. I have traveled to over 80 cities in China, including Altay, Bayannur, Ningnan, and Suzhou, searching for over 100 supply systems, visiting over 20 handmade mattress workshops, and establishing a supply chain system.

We have gathered the four most luxurious sleep systems in the world, including support systems, filling systems, process systems, and design systems. Adhering to the core values of "pure natural, sponge free, latex free, and glue free", we use pure natural materials and rely on top domestic raw materials and craftsmanship. Based on the body data indicators of Asians, we provide a "professional sleep system solution" to solve people's desire for deep sleep. Officially embark on the journey of making the world enjoy MADE IN CHINA.

And sleep museums have been established in Foshan, Hangzhou, Beijing and Chengdu accumulating nearly 300000 fans on various media platforms worldwide. In the future, sleep museums will be built in more strategic cities at home and abroad. With the vision and mission of "Michelin in the sleep industry", we aim to bring luxurious sleep systems into countless households.



DEVELOPMENT HISTORY



2023 Guangzhou Design Week Expo



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The 53rd China (Guangzhou) International Furniture Expo



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2024 Dubai BDE International Furniture Exhibition



China (Shanghai) International Furniture Expo

STRATEGIC DEPLOYMENT



Hangzhou branch opened in August 2023, Beijing branch opened in October 2023, Chengdu branch opened in early 2024, Changsha branch is in preparation

Hangzhou Yintai/Kerry Center will open in March 2024, and Chengdu Luhui/Yintai will open in April and May

Xi'an, Wuhan, Shenyang, Chongqing, Zhengzhou and other regions are selected in.....

In the future, sleep museums will be built in more strategic cities at home and abroad

0.6^亿

2023 Goal

5^亿

2024 Goal

15^亿

2025 Goal

COLLABORATIVE BRANDS

Norrköping, in collaboration with the Dutch luxury royal handmade mattress brand Kuperus, has entered the world's top five star luxury hotels.



BRAND MISSION



NORRÄKÖPING



Professional sleep system solution provider

Focusing on handmade personalized mattresses

Pure natural, no sponge, no latex, no glue

CORE COMPETITIVENESS



EXQUISITE CRAFTSMANSHIP

01

It took 62 months of research to develop the most suitable mattress for Asian people based on their sleep data and sleep habits. Hand-made by the master, between the needle and the line, inheriting the quality of the European royal family and nobility.



CORE MATERIALS

02

Professional sleep system provider, personalized manual private order, provide exclusive sleep system solutions, one-to-one sleep consulting services, from materials to production process, 360 degrees transparent display.



EXCLUSIVE SERVICES

03

Adhering to the concept of pure natural, no sponge, no latex, no glue, select the world's ultimate material, animal fiber + plant fiber + special steel.



HIGH COST PERFORMANCE

04

The world's ultimate material choice and ultimate product power are only one-fifth to one-tenth of the price of the world's top luxury mainstream brands.



FIVE CORE CONCEPTS

MATERIAL

Pure natural material
Skin-friendly, no irritation to human skin
Soft support for deep muscle relaxation
Warm in winter and cool in summer, just like a fresh air system

FULL SUPPORT

Like lying in water, support is everywhere
A kind of invisible and gentle support
No matter how tall, fat or thin, the feeling is so sensitive
It fits like a cloud

WORKMANSHIP

No machine can replace the "ingenuity" of the craftsman
No machine can make the "top hand-made mattress"
No machine can produce a warm, "art-work-like mattress."

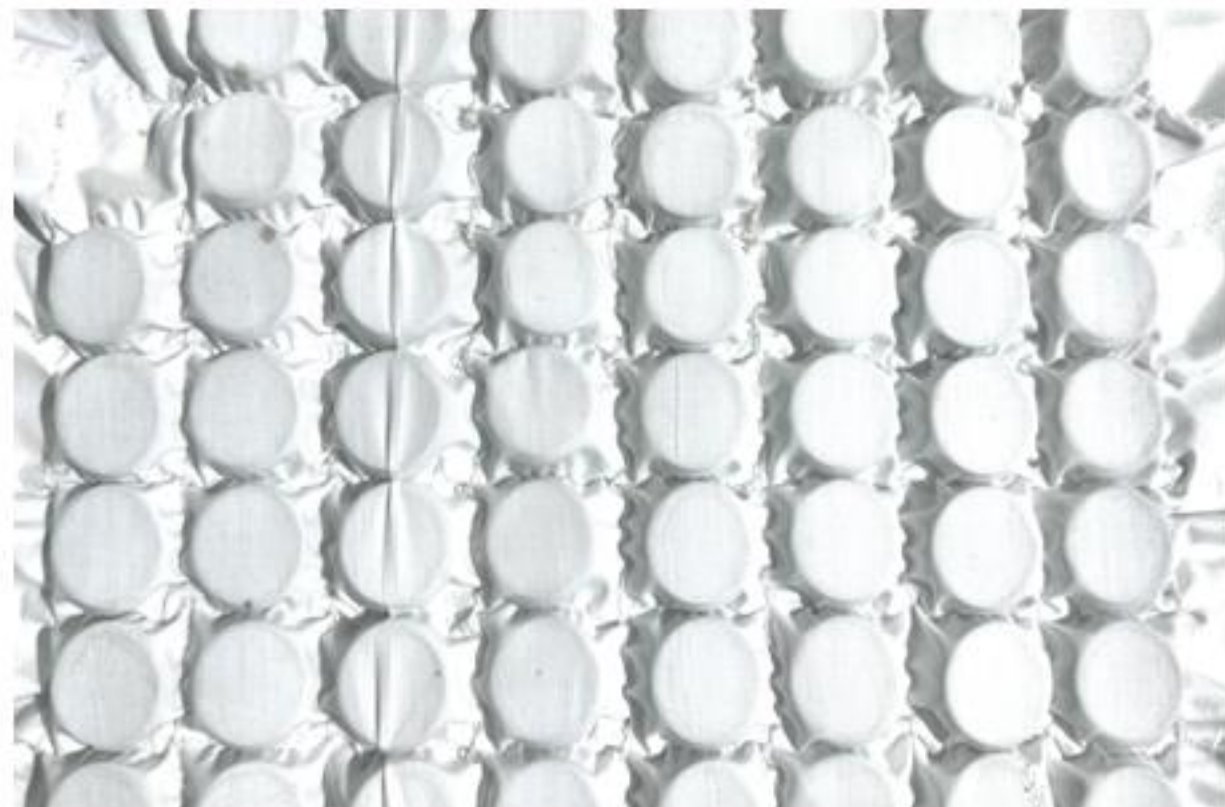
COMFORTABLE

Flame retardant (fire retardant, protect the owner's life safety)
Breathability (combination of multi-layer animal fiber + plant fiber, scientific creation of natural high breathable fresh air system)
Hygroscopic (a combination of natural materials that can quickly absorb sweat and moisture, keeping the mattress dry and comfortable)

BED SYSTEM

A perfect personal custom mattress included
Top cushion, middle cushion, base support, bed hat, quilt, pillow
To form a perfect sleep system
But if you use a hard pillow, cover 10 pounds of quilt
Even the soft and comfortable mattress is not comfortable where to go

COMPOSITE ELASTICITY



FLEXIBLE BREAD COIL SYSTEM

1. the spring is made of high-manganese steel wire as the basis, using an independent micro-comfort coil, diameter 0.6-0.8-0.9-1.0, waist diameter 2.8cm, height 2cm, the total number of each layer 2392.
2. the small mini spring, used as the comfort layer of the mattress, automatically adapt to the body type to provide additional comfort and relieve pressure, bring you a free and comfortable sleep experience.
3. more soft and flexible, high permeability, not easy to deform, environmental protection and fixed fabric, not easy to run.



HANDMADE COTTON BAG SPRING

1. 0 electrostatic, spring positive ions, autumn and winter negative ions.
2. not be weathered, cotton can be muted, chemical fiber has echoes.
3. no pollution, pure natural, pure handmade.
4. does not hinder the spring itself elasticity and toughness, can quickly pressure feedback to the body, each spring support alone, accurately adjust the mattress support.
5. will not be exposed to ultraviolet radiation and weathering.



FOUR GRID WRAPPED INDEPENDENT BAG SPRING

1. the spring uses high-manganese steel wire as the basis, the use of independent spring four-part structure, so that the support is more powerful.
2. cool cloth seal, better support, strong permeability, and effectively avoid mold, moth.
3. strong hardness, high durability, life is more than 5 times the independent bag spring.
4. can operate independently to support the force, open the zero tone mode.
5. will not be exposed to ultraviolet radiation and weathering.



DUMBBELL INDEPENDENT SPRING SYSTEM

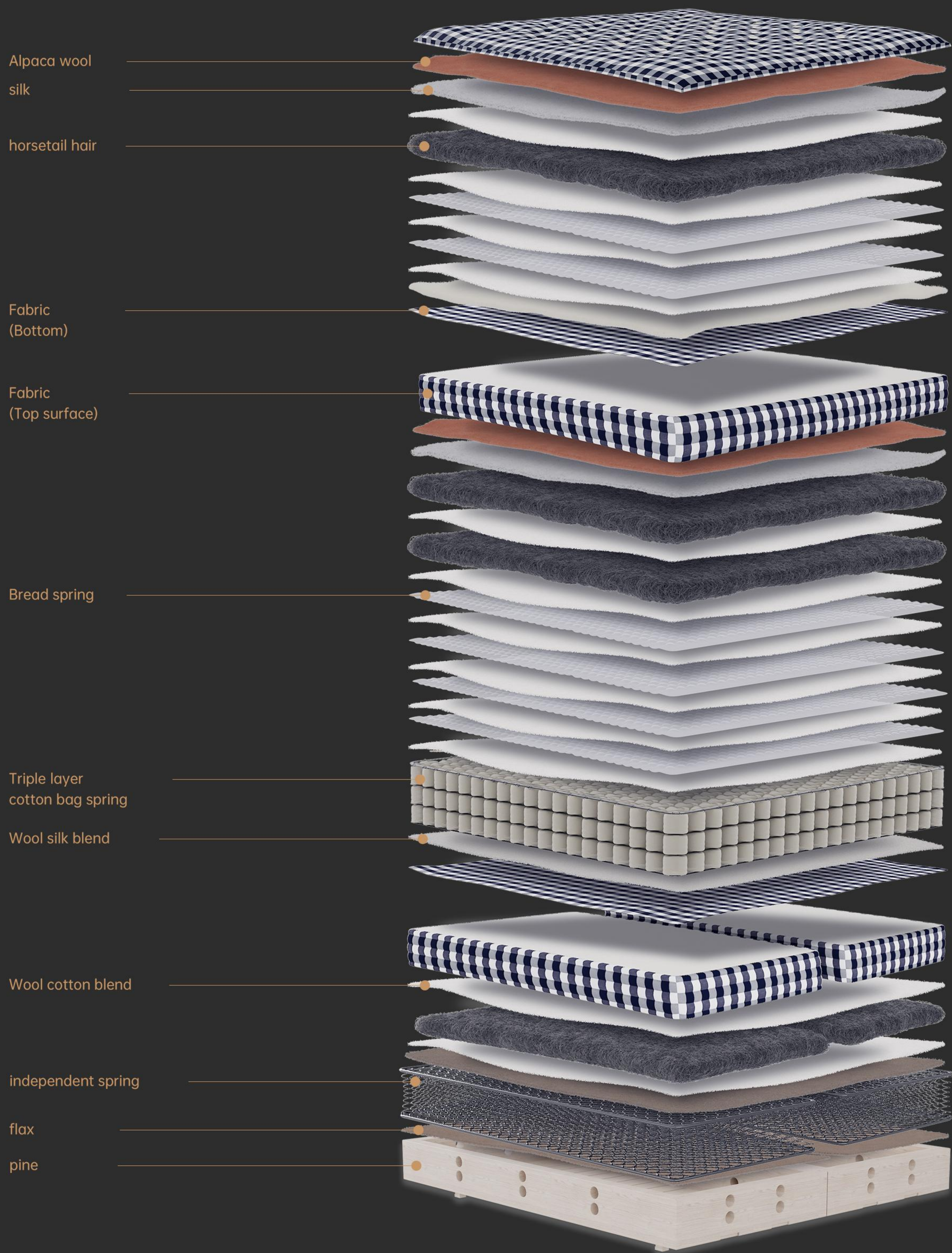
1. the spring is made of high manganese steel wire as the basis, using 8 rings dumbbell shaped independent spring structure.
2. high durability, life is more than 5 times that of the independent bag spring, 100 years without collapse.
3. the silence is strong, the overall silence is more than 30% better than ordinary independent bags.
4. will not be exposed to ultraviolet radiation and weathering.



COMPOSITE ELASTIC SUPPORT SYSTEM

1. millions of curly horse tail hair, elastic play, greatly improve the elasticity of the fine and wrapping.
2. the bottom spring is an important part of the whole bed support, a good bed net, durable pressure, no collapse. Our special steel mesh has been researched and scientifically tested for 100 years.
3. high density, low diameter of the small spring, each layer 2392 (average $665 / \text{m}^2$), so that sleep like falling clouds.

LAYERED DISPLAY



PRODUCT INTRODUCTION



GOTHENBURG

PRODUCT INTRODUCTION

Medium cost mattress, using 6-8 grade elastic handmade cotton bag springs, to provide you with personalized comfort support. Let you feel the luxurious experience of floating in water, evenly support the body, reduce rolling over, and improve the quality of deep sleep. Warm in winter and cool in summer, dry and comfortable, making every night a five-star sleep experience.

SPECIFICATION AND MODEL

model: M、S、SS、H、SH

height: 28±1cm

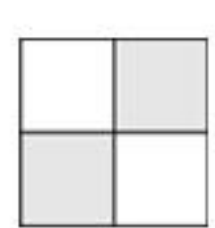
weight: 102kg

size: 1800*2000mm

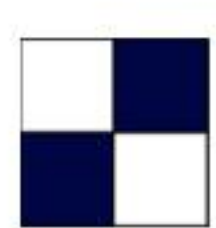
FABRIC SELECTION



米白



双白



蓝白



老花-灰白



老花-黑灰



老花-咖色



PRODUCT INTRODUCTION



TOP CUSHION

PRODUCT INTRODUCTION

The top pad provides a super-flexible 360-degree wrapping feeling, and the compound top pad has a softer wrapping feeling and support force, better supporting ability, so that the lumbar spine, cervical spine, buttocks, legs, heels and other parts of the body can be completely relaxed and comfortable, bringing a full range of sleep experience.

SPECIFICATION AND MODEL

model: 1号、2号、3号、5号

height: 10±1cm

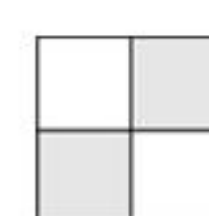
weight: 24.5kg

Size: 1800*2000mm

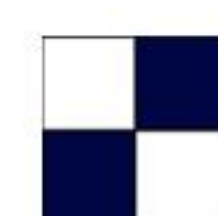
FABRIC SELECTION



米白



双白



蓝白



老花-灰白



老花-黑灰



老花-咖色

PRODUCT INTRODUCTION



RELIEF GET UP

PRODUCT INTRODUCTION

This bed frame is made of high-quality Finnish wood, strong and durable, with a high manganese steel mesh spring system, stable support, lasting. The outer layer is wrapped with linen to wrap the whole spring, cushioning comfort, anti-static. The combination of animal and plant fibers provides excellent load bearing while protecting the mattress. Simple but not simple, for your sleep quality escort.

SPECIFICATION AND MODEL

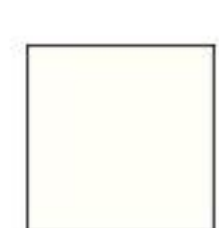
model: relief get up

height: 28-30cm

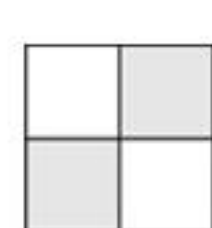
weight: 96-106kg

weight: 1800*2000mm

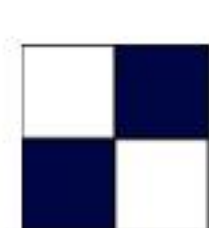
FABRIC SELECTION



米白



双白



蓝白



老花-灰白



老花-黑灰



老花-咖色



HIGH ORDER PAYMENT

NATIONAL STYLE

PRODUCT INTRODUCTION

- Elegant New Chinese Hainan Huanghua Pear
 - Small leaved purple sandalwood, big red sour branch bed
 - Styling design of the bedside official hat
 - Modern screen high bed back
 - Exquisite brass ornaments
 - Brass logo nameplate
-

FABRIC SELECTION

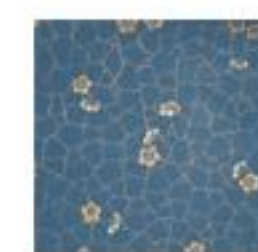


NATIONAL STYLE

PRODUCT INTRODUCTION

- Ice plum embroidery fabric
 - Genuine leather collision metal copper rivet edging
 - Genuine leather copper buckle corner protector
 - Logo nameplate leather buckle decoration
-

FABRIC SELECTION



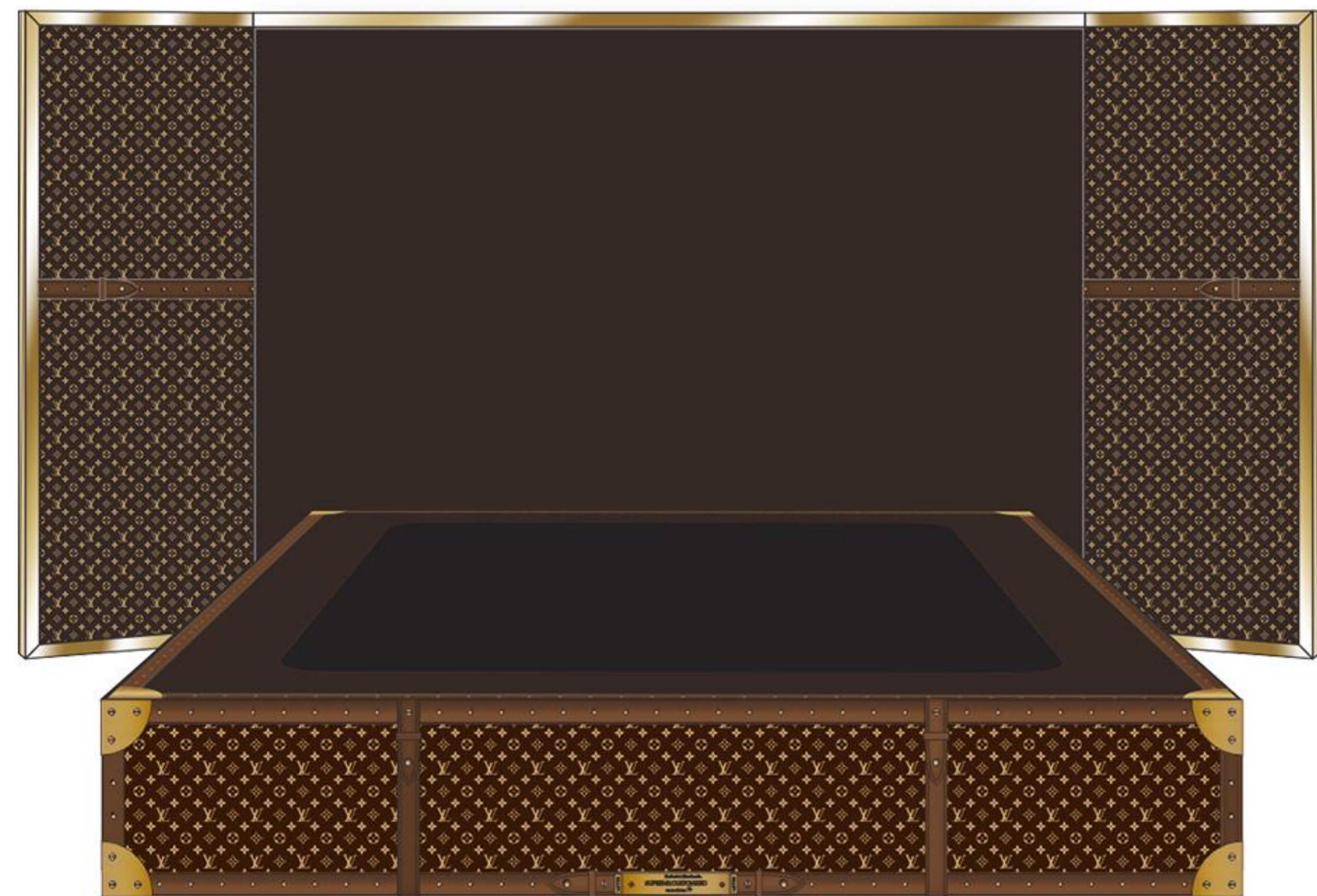
HIGH ORDER PAYMENT

BROWN LV CLASSIC FLOWER BEAD TREASURE BOX STYLE

PRODUCT INTRODUCTION

- Genuine leather soft pack 3-in-1 wide headboard
- Gold stainless steel edge splicing
- LV brown classic floral leather bed side
- Leather collision with metal rivet edging
- Gold stainless steel corner guard for getting off the bed
- Gold logo nameplate leather buckle decoration

FABRIC SELECTION



BLACK LV CLASSIC FLOWER BED BOX SYSTEM

PRODUCT INTRODUCTION

- Lv black classic floral leather bed side
- Leather edging with copper rivets
- Pearl fish skin corner protector for getting off the bed
- Silver logo nameplate leather buckle decoration
- Internally equipped with spring elasticity system

FABRIC SELECTION



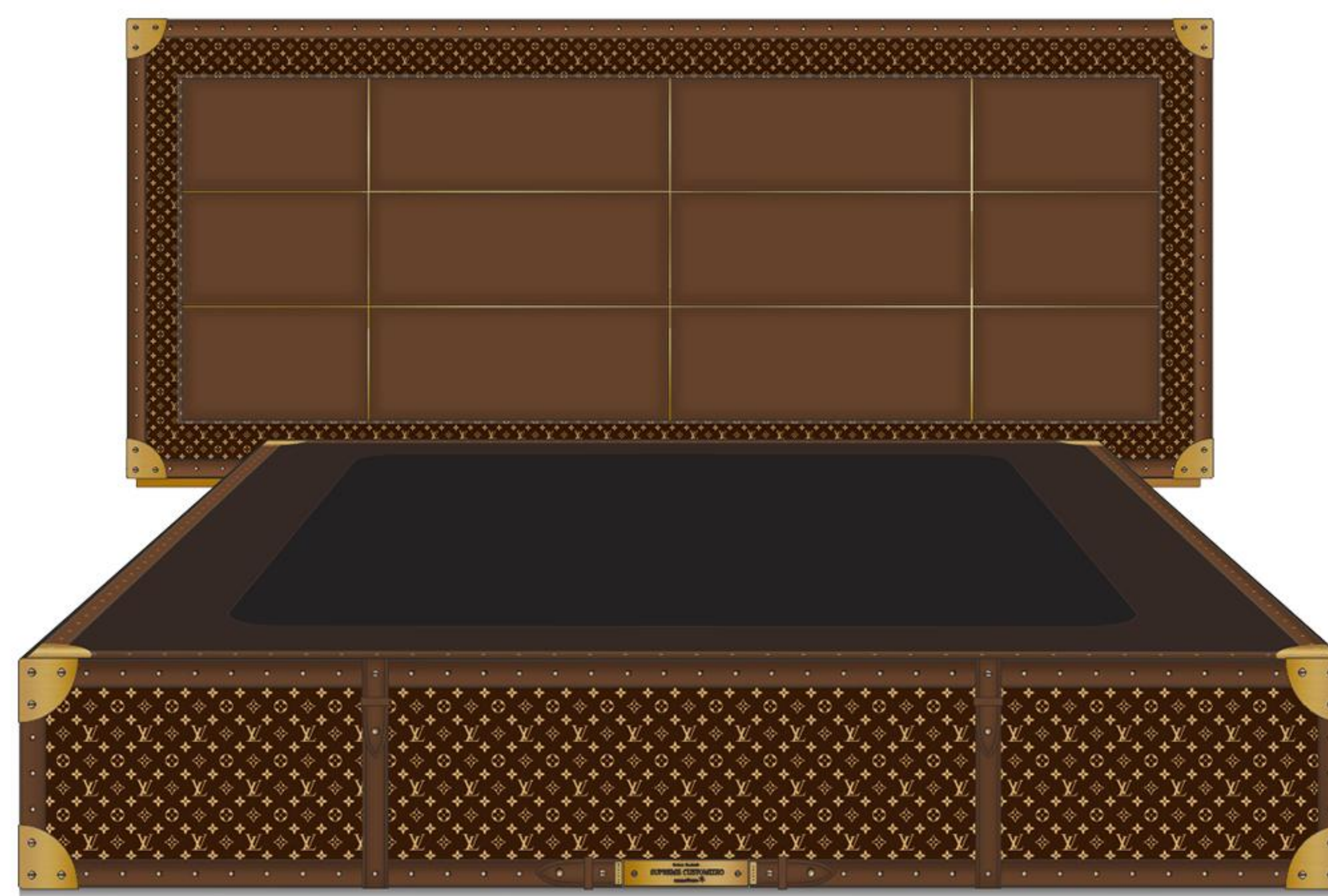
HIGH ORDER PAYMENT

BROWN LV CLASSIC FLOWER BED BOX SYSTEM

PRODUCT INTRODUCTION

- Lv brown classic floral leather bed side
- Leather edging with copper rivets
- Get off the bed with brass corner protectors
- Gold logo nameplate leather buckle decoration
- Internally equipped with spring elasticity system

FABRIC SELECTION



BROWN LV CLASSIC FLOWER BEAD TREASURE BOX BED

PRODUCT INTRODUCTION

- Genuine leather headboard soft pack headboard
- Gold stainless steel trim
- Lv brown classic floral leather bed side
- Leather collision with metal rivet edging
- Gold stainless steel corner protectors
- Gold logo nameplate leather buckle decoration

FABRIC SELECTION



PRIVATE CUSTOMIZATION

Each mattress is hand-made for you

Personalized sleep system solutions provide you with a customized sleep experience based on the body data of the mattress owner. From mattress firmness and elasticity to material selection, everything can be customized to ensure a comfortable, healthy sleep every night.



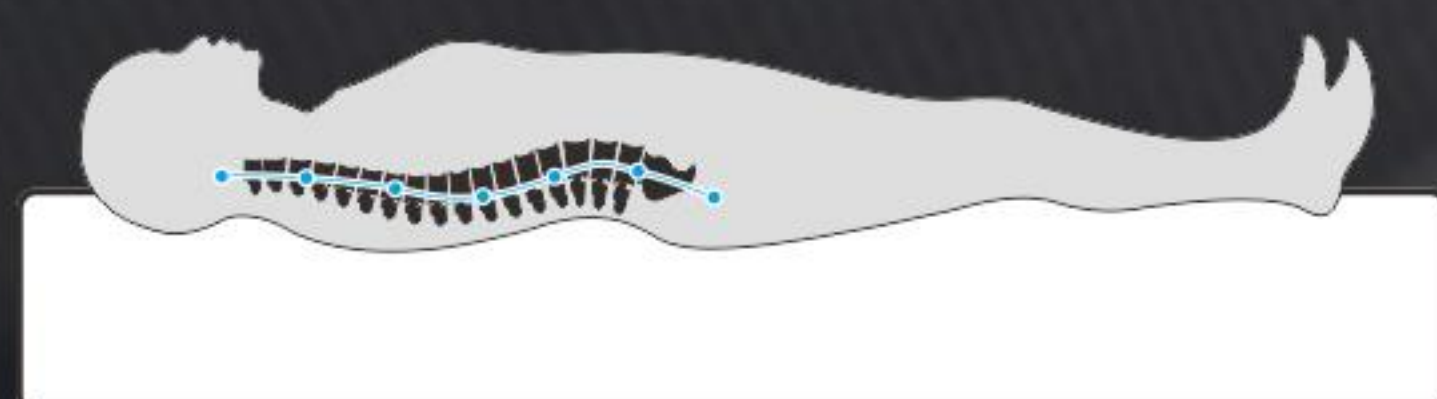
过软床垫

支撑力不足，容易腰酸背痛



直板硬床

身体与床不贴合，脊椎受到挤压



软硬适中床垫

贴合身体，支撑脊椎的健康曲线



QUALITY ASSURANCE

Norrköping has always believed that to create a true top luxury mattress, only by pure hand stitching. In order to bring users a quality sleep experience, each handmade mattress contains the efforts and wisdom of craftsmen. From the selection of raw materials to the final assembly, every step requires refinement and great patience. This purely handmade way not only ensures the quality of the mattress, but also inherits and develops the spirit of the craftsman. In order to improve and ensure the quality of the product, the joint domestic and foreign quality inspection institutions, the product line random testing, and obtain the certification of the authority.

