



WASA

SWEDEN

We are textile trim experts.

We combine Scandinavian craftsmanship and design with unrivaled industry knowledge.

Agenda

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About us

Wasa was born in the heart of Sweden in 1940. We have been pioneering the textile trims industry ever since.

Our purpose is to create sustainable, high-performance textile trims to push forward the outdoor and workwear industry, with a strong commitment to our planet and customer success.

We operate in Sweden, Denmark, Germany, North America, and China. Our extensive reach ensures adaptability and efficiency—no matter your location.

Company facts

Fristads® Work wear with Wasa trims

15M \$
Turnaround 2024

6
Offices worldwide

10
Suppliers

65
Sub-suppliers
*Employs from 30 to 1000 workers depending on factory

30
Employees

85%
Sales Asia-Asia

15%
Sales Asia-Europe through Wasa HQ

Locations

Borås Sweden

Sales
R&D
Sales support

Fjugesta Sweden

Headquarters
Warehouse Europe
Technical support
R&D
Quality Control
Belts and special order production
Corporate management

Chicago USA

Sales
R&D

Herning Denmark

Sales
R&D
Technical support

Hamburg Germany

Sales
R&D

Hong Kong

Warehouse Asia
Sales support
Technical support
Quality Control



Core value proposition

Textile Trim Experts

At Wasa Sweden AB, we combine generations of Scandinavian craftsmanship with extensive industry knowledge to deliver high-performance, durable, and sustainable textile trims.

Embedded in our DNA are the principles of easy, safe, and secure interactions, ensuring a seamless experience for all our customers.

Sustainability is at the heart of everything we do, and we are proud to develop trims that are not only functional but also environmentally responsible.

To ensure our factories meet our high standards, we conduct rigorous audits and continuous monitoring, supplemented by third-party assessments.

Looking ahead, Wasa Sweden remains dedicated to integrating ESG principles into every layer of our operations.

Our toolbox

We stay updated with global as well as regional authorities and associations to gain the latest knowledge as well as adhering to industry best practices.



FSC (Forest Stewardship Council)

An international non-profit organization that promotes responsible forest management through certification. Products with the FSC label are sourced from forests that meet stringent environmental, social, and economic standards.



Higg Index

A suite of tools developed by the Sustainable Apparel Coalition to measure and evaluate the sustainability performance of apparel and footwear products across the supply chain. It helps companies understand their environmental and social impacts.



Oeko-Tex Standard 100

A globally recognized certification system for textile products, testing them for harmful substances. Products bearing this label are verified as safe for human use, adhering to strict limit values for various chemicals.



Global Recycled Standard (GRS)

An international, voluntary, full product standard that sets requirements for third-party certification of recycled content, chain of custody, social and environmental practices, and chemical restrictions.



Swedish Chemicals Group by RISE

An initiative by RISE aimed at helping companies manage chemicals responsibly within their supply chains. It offers



RCS (Recycled Claim Standard)

A certification standard that verifies the recycled content in products. It ensures that products claiming to be made from recycled materials meet specific requirements and standards.



amfori

A global business association promoting open and sustainable trade. It provides tools and services to improve the social performance of global supply chains through initiatives like the amfori BSCI (Business Social Compliance Initiative).



Bluesign

A system that provides solutions in sustainable processing and manufacturing to industries and brands. It ensures that products are free from harmful substances, environmentally friendly, and produced under safe and socially responsible working conditions.



NPA (Näringslivets Producentansvar)

A Swedish organization responsible for collecting and recycling packaging waste. It collaborates with businesses to ensure effective waste management and recycling practices across Sweden.

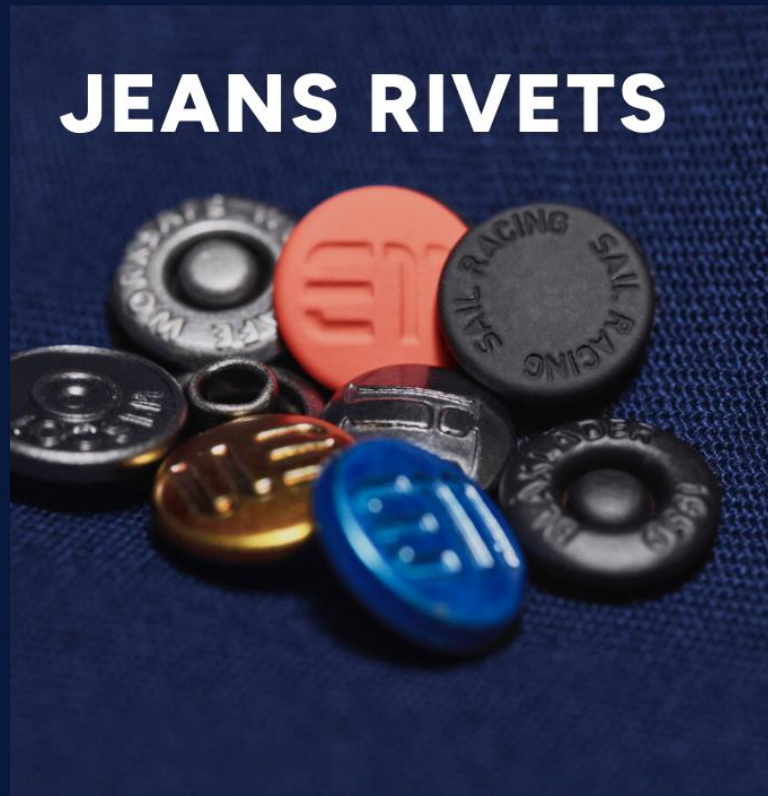
Products and Services

An overview of our portfolio

**JEANS
BUTTONS**



JEANS RIVETS



**SEW-ON
BUTTONS**



BELTS



**PRESS
FASTENERS**



**ZIPPER
PULLERS**



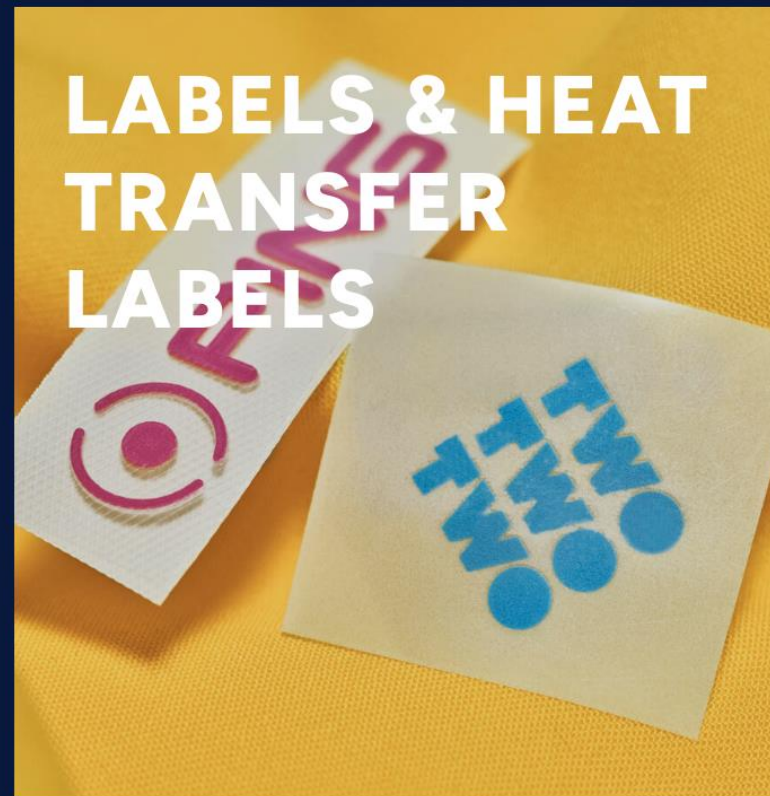
BUCKLES



HANGTAGS



**LABELS & HEAT
TRANSFER
LABELS**



EYELETS



**CORDSTOPPER
S & ENDINGS**



CUFF STRAPS



ID-POCKETS



**See our
full
catalogue
here**

**PRODUCT
COLLECTIONS**

**PACKAGING
BAGS & BOXES**



MACHINE



**APPLICATION
TOOLS**



**CORDS, TAPES
& WEBBINGS**





Our products

Key Features

- Custom made
- Oekotex-certified materials,
- Customizable options,
- Flame retardent
- Sustainability focused solutions
- Recycled materials/ Recycable
- Design for durability
- PFAS free
- RFID trims

The image shows two women in a workshop or office environment. The woman on the left is wearing a blue and white striped shirt and is looking at a tablet. The woman on the right is wearing a dark blue jacket with 'WASA SWEDEN' on the sleeve and is holding a spool of pink thread. The background is slightly blurred, showing shelves and a window. The text 'Our services' is overlaid in yellow on the left side of the image.

Our services

At Wasa Sweden, we are committed to delivering exceptional products and services that meet the unique needs of our clients.

Our service offering is complementary and spans various stages of product lifecycle management, from initial market insights to post-manufacture maintenance.

Services overview

Today all listed services are included in our product delivery. Mid to long term some of these offerings will be attached to a consultancy model where fees are tied to order quantity and frequency

Insight	Design	Manufacturing	Maintenance
Market Analysis	Product Conceptualization	Precision Manufacturing	After-Sales Support
Customer Feedback Programs	Prototyping	Quality Control	Product Refurbishment
Sustainability Impact Assessments	User Experience Design	Logistics and Distribution	Machinery Management
Regulatory Compliance Monitoring	Material Innovation	Post-Manufacturing Modification	Spare Parts Management

Market overview

A person wearing a grey knit beanie, a white turtleneck sweater, and a dark backpack is seen from behind, walking through a forest. The background is a dense forest of evergreen trees under a soft, overcast sky. The overall tone is muted and natural.

Market overview

Our market

Outdoor Industry:

Growing popularity of outdoor activities, such as hiking, camping, and workwear, drives the demand for durable and customizable textile trims.

Workwear Industry:

Increased use of textile trims in safety gear, workwear, and industrial applications due to their durability, ease of maintenance, and enhanced safety features.

Sustainability Trends:

Rising consumer and regulatory demand for sustainable and eco-friendly products, encouraging manufacturers to offer trims made from recycled or bio-based materials.

Case Studies

FRISTADS
WORKWEAR

"Our partnership with Wasa ensures that we continue to lead in quality, sustainability, and efficiency in the workwear industry."

Joakim Schönning | Global Fabrics & Trims Manager, Fristads

CASE STUDY: FRISTADS

Fristads, one of the world's most sustainable workwear companies, has been working with Wasa since the 1960s. This long-term partnership has evolved into a symbiotic relationship where both companies adapt to each other's production needs, both in Europe and Asia.

WASA
SWEDEN

Challenges

Fristads needed to maintain high standards in quality and sustainability while navigating fluctuating production volumes. They also required a partner who could support their digital transformation journey.

Solutions

Wasa played a crucial role in ensuring that all metal components in Fristads' products were recycled, aligning with their sustainability goals. Wasa also supported Fristads in their supply chain strategy, establishing hubs closer to Fristads' manufacturing sites to ensure timely delivery of products

Results

The collaboration has resulted in Fristads consistently delivering high-quality products, even as market conditions varied. The focus on sustainability and quality control has strengthened Fristads' market position, with plans for further growth in the coming years.

FRISTADS
WORKWEAR

WASA
SWEDEN





"Wasa's team is always available to discuss our needs and find solutions. Their personal engagement makes our collaboration smooth and efficient."

Henric Vikestam, Head of Design & Production, Sail Racing

CASE STUDY: SAIL RACING

Sail Racing, a premium brand specializing in high-performance sailing apparel, has seen its partnership with Wasa grow steadily. The collaboration is built on a shared commitment to craftsmanship, tradition, and innovation.



Challenges

Sail Racing required a partner who could support rapid product development while maintaining the high quality needed for their specialized products. They also needed a supplier who could handle complex challenges like issues with transfer print on fabrics

Solutions

Wasa's extensive experience and dedication to craftsmanship and detail allowed them to meet Sail Racing's exacting standards. The close collaboration, including on-site visits, enabled quick development cycles and the flexibility to address any issues that arose during production.

Results

The partnership resulted in products that consistently met Sail Racing's high standards, with Wasa providing a wide range of components supporting the brand's innovative designs. Their willingness to adapt and their focus on quality ensured that Sail Racing could continue to push the boundaries of performance apparel.

The logo for Sail Racing, featuring the brand name in a white, sans-serif font with a stylized sail icon between the words, set against a black rectangular background.

SAIL RACING®

The logo for Wasa Sweden, featuring a stylized yellow 'W' icon followed by the text 'WASA SWEDEN' in a bold, yellow, sans-serif font.

WASA
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"Wasa today is an international company, but they still take the time to think outside the box. Nothing is impossible with them – their service level and never-say-no attitude is a highly valued property."

Kajsa Nyman, Sourcing Manager, Hultafors Group AB

CASE STUDY: SNICKERS WORKWEAR

Snickers Workwear is a prominent producer known for its reliability and long-standing partnerships. The company has been a leader in its industry for decades, driven by a commitment to quality and innovation. They produce millions of garments annually, having reliable suppliers like Wasa is key for delivery performance.

Challenges

Snickers is constantly challenging the idea of work wear and needs suppliers like Wasa that can meet both current needs but also think outside the box and offer sustainable and innovative solutions for future developments.



Solutions

Wasa has been a long term partner to Snickers Workwear and considered a key supplier within their segment.

Results

The partnership between Snickers Workwear and Wasa delivers high-quality products adhering to both environmental and industry standards.





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