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Elfa – Sweden based market leader in customized storage solutions is 65 years old



For 65 years Elfa has been the market innovator and leader in the storage category. With many years of experience, continuous product development and strong production capabilities Elfa offers design oriented, functional and flexible storage that can be customised for any space or need.

The company Ingenjörfirman Elfa (“the engineer company Elfa”) was founded by the entrepreneur Arne Lydmar in 1948. The company initiated its sales through mail order. The best-selling product was a dish rack designed by Nils Strinning. Thanks to the dish rack the road to what Elfa is today was set. Simple wire products that simplified work and storage in homes led to the genius storage products that Elfa offers today. The designer Nils Strinning is also known for his “String Shelf”, first shown at the Bonnier Design Contest in 1949. The shelf became a best-seller and its design has become timeless and is still sold by many today.

The first best-sellers, and a big step forward in the product development, were our frames and drawers in several sizes, aimed at improving the use of existing wardrobes. When the brand Sparring was merged and integrated the addition of shelves to our assortment became an essential part of our product offering. These wire products later led to the “easy hang” revolution and further development of the shelving system adding greater flexibility to the elfa-system. In the 1990s Elfa added sliding doors to the concept and made the interior as well as the exterior of the wardrobe into one unit and now offered a complete solution. Most recently the elfa décor and elfa freestanding products have given new and interesting dimensions to the total Elfa concept. Elfa has gone from producing an individual component system in its early years to creating smart, flexible and customised storage solutions.

The Elfa corporate group today consists of four factories and eight sales companies in Sweden, Norway, Finland, Denmark, France, Germany and Poland. Elfa is owned by The Container Store, (Dallas, Texas, USA) who has been a long-time partner/collaborator and continues to contribute to the success of our sales and product development. Elfa markets three brands; elfa, Lumi and Kirena. The product assortment includes drawer-, shelving systems in steel and wood and made-to-measure sliding doors, and is sold mainly through retailers in furniture/specialty, DIY and builders merchants stores in more than 25 countries via subsidiaries or independent distributors and retailers. The company has deliberately concentrated on development of tailored machines and innovative processes, in order to strengthen and uphold its leading position in a market of intense competition, among others from low cost countries. Elfa’s growth has been rapid and the group employs approximately 600 people with a turnover of more than 900 MSEK.

For 65 years Elfa has been the market innovator and leader in the storage category. With many years of experience, continuous product development and strong production capabilities Elfa has offered design oriented, functional and flexible storage that can be customised for any space or need. These strengths will allow us to further capitalize on the talents and resources of our Elfa team to take the elfa brand to new future heights.

For more information:

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Elfa International AB is the parent company of the Elfa corporate group and consists of 4 manufacturing entities and 8 sales companies in Sweden, Norway, Finland, Denmark, France, Germany and Poland. Elfa markets three brands; elfa, Lumi and Kirena. The company was founded in 1948 and is today one of the world's leading supplier of customized storage solutions. The product assortment includes drawer-, shelving systems in steel and wood and made-to-measure sliding doors. The product assortment is sold mainly through retailers within the DIY, builders' merchants and furniture/specialty segment in about 25 markets via subsidiaries or independent distributors. The group employs 623 people and the turnover is approximately SEK 905 M. Headquarter is located in Malmö.