

# inside

INTERNAL NEWSLETTER OF THE EKORNES GROUP. NO. 4 – SEPTEMBER 2010



## Activity centre

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*From the studio in Auckland, New Zealand. Standing - from left: Shop owner Wigan Rasmussen and Joe Leong. Sitting - from left: Charles Yu, Jamie-Lee Adamson and Richard Stewart.*

### Won two awards

Ekornes became a double award winner in the UK.

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### Shetland Geir

A sofa upholsterer on the open sea.

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ØYVIND TØRLEN  
Managing Director/CEO

# The Danish Crown Prince's visit

Crown Prince Frederik of Denmark and the Danish Minister of Finance visited Nordic Lighthouse in Shanghai at the end of June. The Crown Prince was also given a brief orientation about Ekornes in connection with his visit to the exhibition. From 27 April to 31 October, Ekornes is participating in "The Nordic Lighthouse", which is an event profiling businesses and organisations from the Nordic countries.



Crown Prince Frederik of Denmark visited the Ekornes exhibition.

## WORLD CLASS COOPERATION!

Large sections of the Norwegian and international furniture industry are experiencing difficult times in a demanding and uncertain market. Many companies are operating at a loss and have to resort to lay-offs and terminations. Over several years, the industry has fled from western, high-cost economies to eastern low-cost economies, without this appearing to have solved anything.

At the same time Ekornes is presenting its best interim report of all time, with a pre-tax profit of nearly NOK 300 million. That is equal to NOK 50 million per month. We are also 87 more employees than we were at the end of the first six months last year. One might ask how this is possible, and that is exactly what many are doing.

When AaFK, the Ålesund football club, won the cup final last year, the team's coach Kjetil Rekdal explained their victory (somewhat jokingly, I suppose) by calling it "world-class coaching". Ekornes' success could well be explained in exactly the opposite way. It is all about world-class *cooperation* – in several areas.

In Ekornes, we have achieved *cooperation* between product development, production and marketing, which creates competitive power. We are developing products that are adapted to the production and that can be marketed and sold efficiently.

Ekornes and our customers have developed a good *cooperation* that ensures that our products are being displayed, marketed and sold by our customers, that is, our distributors.

The *cooperation* between the factories in Norway and the international sales companies is also a critical factor. None of the units have any value without the others, but together they create great value.

We have a very close and important *cooperation* between the various factories and departments, which is absolutely essential to making our way of manufacturing functional. No factory is able to make anything without receiving deliveries from one of the other factories in the group. The deliveries must have the right quality and arrive on time.

I would also like to emphasise the good *cooperation* between support functions in the group and the operative units. Here, finance, IT, procurement and several others are absolutely essential.

At Ekornes we also have a close and confident *cooperation* between the management and employees which, I believe, is an important part of both our culture and our competitive power.

When *cooperation* is so important, it is essential to understand what creates it. Important elements of this are an understanding and respect for each other's possibilities and limitations, open communication that creates trust and common goals that are known to all. This is something we all must endeavour to develop further in our day-to-day work. Along with a basic impatience to become even better, further development of *cooperation* is a good recipe for continued success.

Finally, I would like to congratulate all Ekornes employees on the fantastic interim result we have created together. Let us also cooperate on making future results good as well!

Øyvind

## Our interim

**Ekornes' report for the first six months of 2010 shows an increase in both turnover and profit. This did not fail to get media's attention.**

From the moment Ekornes published its result at the Oslo Stock Exchange, it took nine minutes for E24 to publish an article on it, and then the other media followed suit. All of 22 articles in two days, according to the news monitoring service of the Retriever company.

And it was worthy of attention. Our pre-tax profit increased by 72.8 per cent and ended at NOK 296 million. Our turnover during the first six months increased by 19 per cent. Operating profits for the period increased by 55.2 per cent and ended at NOK 291.3 million. Profit after tax reached NOK 99.2 million.

# Won two industry awards in the UK

Ekornes became a double winner when the British trade magazine Interiors Monthly announced the industry awards of the year.

Ekornes received the awards for the categories "Best Overseas Furniture Manufacturer" and "Best Marketing Support". Ekornes is the first company to win two awards.

"This is an excellent result," says a satisfied Mike Haines, Managing Director of Ekornes UK. He has good reason to be satisfied. Interiors Monthly Awards 2010 is an independent competition where 700 trade readers cast their votes.



From left: Mike Haines, Managing Director, John Walach, National Sales Manager, Tracy Cooke, Customer Service Manager, Lorraine Francis, Customer Service, Anna-Marie Warren, Marketing Co-ordinator and Diane Riley, Accounts Clerk.

Over the past few years, Ekornes Ltd. has focused on better service and follow-up of its distributors. Among other things, this has resulted in better interaction with the sales teams and has made it easier to respond to their different marketing wishes.

Ekornes won the award for "Best Marketing Support" last year as well.

"From a historic point of view we have an excellent reputation in terms of market support, and we will always continue to develop this further. What is new now is that we are developing this strength across our business segments. The fact that we have also won "Best Overseas Furniture Manufacturer" is recognition from the market in an area that is given increasing attention and energy," says Mike Haines.

# report gained attention

"Beforehand, an average of five share analysts expected profits of NOK 70 million," wrote E24.

"Thrashed the analysts," wrote Sunnmørs-posten.

## Uncertain market

The inflow of orders also increased during the first half year. Developments were particularly good during the second quarter, with an increase of approximately 10 per cent. The international furniture market continues to be marked by financial uncertainty in the real economy. Some areas show signs of improvements, while consumers display great caution in other areas.

Despite this market situation, Ekornes has managed well through this six month period.

"This shows some of the strength of our marketing concept, and this applies to products, brands, sales force and the distributor network," says Øyvind Tørlen, Managing Director.

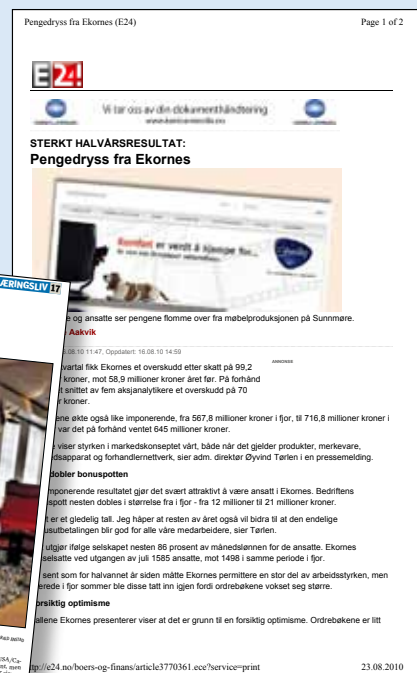
## Bonus awaiting

At the same time, it has been demanding to deliver in keeping with the large demand, and the six Ekornes factories in Norway have lived up to the expectations.

"I am impressed by the effort shown by our employees in all parts of the production," says Tørlen. He tells us that with this result, employees are poised for an annual bonus of 86 per cent of their monthly salary.



"I am looking forward to distributing bonuses at the end of the year and hope it will be as big as possible," says Tørlen.



Facsimile from Sunnmørsposten and E24.

# The innovators of Comfort™



The customers are flocking to the new, exclusive Stressless® studios. This has led to a significant increase in turnover.

S M L



"Here, at the back of the podium, you can adapt your own Stressless® via a computer screen." Ivar Jan Langlo, Marketing Manager, shows us how to do it.

Duncan Box, Marketing Manager at Ekornes Ltd., and Susan Noone, Managing Director at Peter Green, in front of one of the billboards used during the launching of the Stressless® studio in the Peter Green shop in England.



# New Stressless® studio

# Centre of activity

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"Surveys carried out in shops in France and Belgium, which have the new Stressless® studio, indicated an average increase of 30 and 60 per cent in turnover earlier this year," Ivar Jan Langlo, Marketing Manager, tells us proudly. "We started to send out the last generation of the studio in March of last year. So far, we have established 277 new studios like this. The last one out was in the USA, which came into operation just before the summer. But already now we are sending one to two new studios to America every week.

"The studios have always been a sales machine for Stressless®. The new studios represent a major lift in comparison with the old ones," says Langlo. "Now they are equipped with exclusive flooring and ceilings, among other things and, not least, state-of-the-art spotlights. They have also been given a comprehensive product information system. The new studios have been well received in all countries.

## First out in the southern hemisphere

New Zealand may be down under, but is absolutely up and going with the newly established Stressless® hubs. Danske Møbler, which is the distributor for Stressless® in New Zealand, established the first two studios in Auckland and Hamilton, the largest and fifth largest cities, respectively, in the country.

The distributor tells us that they were very excited when they received all the packages of equipment for the exhibition. But with a helping hand from the employees, the work of assembling the Stressless® studios was done quickly and easily over two days, not least thanks to the good instructions and tips provided by Ivar Jan Langlo during the Ekornes Asia/Oceania conference in December.

The first installation took place in Auckland. Shop Manager Wigan Rasmussen and his team are very satisfied.

"We feel privileged to be the first in New Zealand to display the hub. It is a real focal point for the showroom and provides a powerful anchor for our Stressless® studio. We notice that customers are immediately drawn to it as they walk through the main doors and are now considerably more receptive to talking with us about the recliners. Feedback has been very positive, indeed," says a satisfied Rasmussen.

Stressless® has been sold in New Zealand for five years. Marketing Manager Lyn Poirier believes that the introduction of the new studios will raise the brand to a new level in the market.

"Essentially, the hub encapsulates the value of, and the premium quality offered by, the Stressless® brand, and provides a greatly enhanced Stressless® experience for the customer in a structured and cohesive, yet relaxing environment. This is a win-win situation for everyone."

## Like the rings of a water ripple

The philosophy behind the studios resembles the rings of water ripples, that is, the studios form rings around the podium itself. "In the ring closest to the podium, we show the Stressless® chair programme. In the next ring you'll find the associated Stressless® sofas, and even more chairs," explains Ivar Jan Langlo, and adds that the most common size of a studio is 150-200 sqm, but they can also be 30-40 sqm.

"The first thing you notice when you enter premises that have a Stressless® studio is the round podium with the logo. Then, you see three chairs of different sizes, emphasizing that everyone can find something comfortable for themselves here," says Langlo.

The Ekornes® distributor's Stressless® studio has been prepared with a computer screen with access to the Internet, where you can adapt your own Stressless®. There are also leather, textile and wood samples, so that you can see which colours go together. Here, you can also find a special demonstration chair, and posters demonstrating the product's advantages.

## The studios are identical everywhere

"There will be a few minor adaptations due to differing requirements in various countries. But the point is that you should be able to recognise the Stressless® studios regardless of where you are," says Langlo.

## Grand opening in England

The inhabitants of Reading in England are not in doubt that the Peter Green furniture shop has established a new Stressless® studio. The shop really went to town when they launched their 140 sqm studio. Here, the most was made of the opening, including billboards along the main road and outside the shops (96 of them), flags and advertisements on their vans, in addition to inserts of several pages in the local press. There is no doubt that this was an important event for Peter Green. "Peter Green is a prime example of how to carry out a grand opening, and here Duncan Box from Ekornes Ltd. did a brilliant job arranging it. This is good marketing," says a satisfied Langlo.



A portal of containers was rigged up near the gas terminal on the quay.

## A surprise trip to Geiranger

**On Friday 25 June, 210 expectant Ekornes employees stood on the quayside. It was time for a surprise trip!**

The event committee had planned a stylish start to the trip, and used the containers to make a portal. Here, refreshments in tall glasses were served to everyone before they embarked on the speedboat Tideekspress. "We were met with music by the skilled troubadour, Sondre Johansen," says a very happy Leif Kalvatn, who had taken part in the surprise trip.

The destination of the trip was Hotel Union in Geiranger. "Here, we gathered in the

dance hall where the Blåturprisen 2009/10 was awarded, among other things. This year it was awarded to the people responsible for the delicious food we are served in the Ekornes canteens, with Torun Risnes at the forefront. And the prize was given an appropriate name: The Golden Cutlet.

Later, entertainment was provided by a stand-up comedian, in addition to great food and lively dancing before we returned to Ikornnes in the evening.

A big thank you to the event committee, which consisted of Per Kjetil Våtmyr and Lidvar Nilsen, with good help from Tormod Helgesen, Edvard Lie and Andreas Josefsen. The entire trip was well planned and arranged," says Leif Kalvatn. "This was an excellent getting-to-know-each-other initiative, and it has helped to strengthen the feeling of fellowship and cohesion at Ekornes.

## The women race Jentebølgen

**Before the summer, more than 50 girls from Ekornes took part in Jentebølgen in Ålesund. Smiling faces were seen everywhere.**



Active women from Ekornes.

Along with 1,800 other active women, Ekornes' ladies took part in this year's Jentebølge in Ålesund on Thursday 10 June. "Yes, it was great fun. We hired a bus and started just after finishing work," says a smiling Bente Johnsen from the Vestlandske division. Along with Laila-Therese Hansen from the Ikornnes division, they arranged for enrolment and all the practical aspects before the race. The company sports team sponsored the starting fees, and everyone appeared in identical T-shirts from Ekornes.



A happy Toril Larsen.



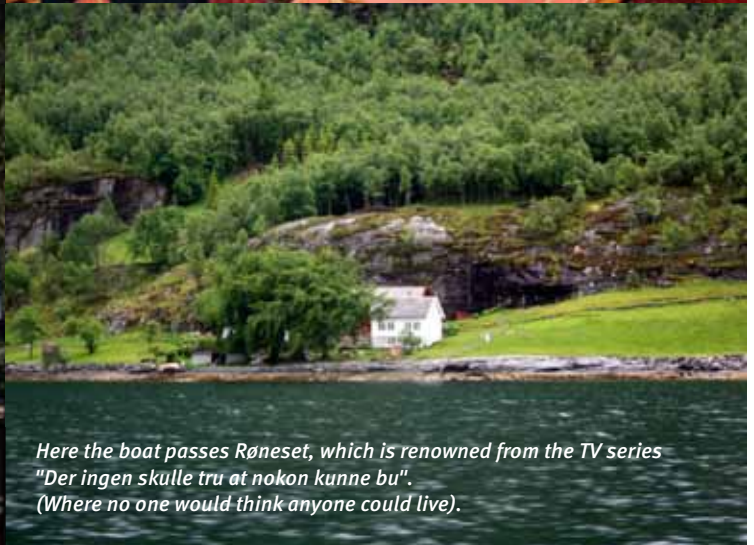
Robert Grimstad (left) and Hans Einar Kristoffersen take a coffee break outside in beautiful Geiranger.



The destination of the trip was the Hotel Union in Geiranger. From left: Mildred Ramstad, Rose Bøe, Jennifer Klokk, Margaritha Bjørnstad, and behind: Ruben Pueblos



Lidvar Nilsen and Per Kjetil Våtmyr (with the prize) awarded the surprise trip prize to: From left: Linda Goksøyr, Torunn Risnes, Janita Kurseth Eikemo, and Sylvia Taraldsen. At the back: Edgar Idland Velle and Torill Hole Frøysa.



Here the boat passes Rønaset, which is renowned from the TV series "Der ingen skulle tru at nokon kunne bu". (Where no one would think anyone could live).

"This is the second year we have participated, and it is very likely that we will start next year as well."

The race is five kilometres long and is quite possible for most people to complete. This is a race that suits everyone – you decide the running tempo yourself.

"The training for the race this year once again consisted of the exercise we get from

walking back and forth to the canteen," laughs Bente. "But even so, one of us did, in fact take place among the four best."

Catchy jazz rhythms from Skudevigens Rythme Ensemble, enthusiastic and humorous speakers, a warm-up led by the trainers, Liv Grete Skjelbreid Poiree as a front figure and the two AaFK players Diego Silva and Dan Peter Ulvestad took part as the

hares in the race. These were some of the things Jentebølgen offered participants. "It is a very social event. Doing something together, and meeting colleagues in different settings is very beneficial. And there are some that haven't met each other before, although we work at the same factory," says Bente Johnsen.



Ingvild Ø. Tandstad and Anja Skram Eikrem on their way downhill.



The gang is almost ready for a warm-up in Ålesund town centre.

# International guests

This year, Ekornes will receive visits from 430 customers, in 14 groups from 19 different nations. Most of them came in May and June, but this year the season is extended, with two groups expected in both August and September.



From left: Ms. Fujita, who is a customer of Ekornes and travelled with her mother, journalist Akiko Inamo, photographer Akihito Goto and Nahoko Seto from the Cosmo Communications advertising agency.

## Cheerful Japanese

A cheerful gang of Japanese journalists arrived at the factory in the summer. Favourable reports in magazines create more sales, and this year the Japanese team invited two journalists to take part in the customer trip. The Ekornes Bua, the factory and Geiranger were visited. They were also invited to a private home to see how Norwegians live.

## Dinner for 90 guests

In May, the tables were set for the largest group of customers this year at Ekornes Bua. At the time, there were 92 customers from Germany, the Netherlands, Luxemburg and Switzerland. Here, the Chef, Mindor Klauset, is ready for the large group of guests with eight courses of tapas with a Sunnmøre twist. In events of this nature, dinner is often composed of meat and fish from local suppliers. Normally, Mindor works at sea, but while he is onshore, he is happy to serve dinner to Ekornes' guests.



The Chef, Mindor Klauset.

## Satisfied customer

# Delighted with the new furniture



Tove Skrede is satisfied with the new furniture from the Space series. Note the fine specimen of Stressless® Global on the left. This model arrived on the market just after the Stressless® Original, and according to Tove Skrede, they bought the chair in 1973. This means that the chair has been in use for 37 years, and appears to be in perfect condition.

"We have just received our new Stressless® furniture, and we are absolutely delighted," writes Tove Skrede in an e-mail to Ekornes. "We have a Stressless® chair from 1973, that has been with us since we were newlyweds. We had no doubt at all when we decided to buy new furniture; it had to be Norwegian, and Ekornes was to be the supplier.

One three-seater and two chairs from the Space series was ordered from Møbelringen at Sotra in June, and they arrived in the middle of August, ahead of time.

"We have checked the chairs and the sofa thoroughly, and we have no complaints about the quality. This spring we bought a Pegasus table, and now we are looking forward to using the furniture. The old Stressless® chair will be relieved in a few months, and we are quite determined to replace it with a new one from the same factory," writes Tove Skrede, who wants those who made the furniture to know how satisfied they are.



## Cycling for a good cause

Gavin Griffiths, from Customer Service in Ekornes UK, and his friend Danny Scollard, set out on a proper cycling tour in the summer. They cycled more than a thousand miles, more than 1600 Norwegian kilometres, on their bicycles. The trip started in John O'Groats, which is reckoned to be the northernmost village on the British main island, and finished at Lands End in Cornwall, which is the southernmost point in Britain.

In connection with their cycling trip they collected money for Macmillan Cancer Support, which is a centre that provides a better life for people with cancer. The money was collected via Just Giving ([justgiving.com](http://justgiving.com)). Here, everyone wanting to start their own collection of money for a good cause may start their own fund-raising campaign, or donate to a good cause.

On Facebook, Gavin writes that they have collected GBP 1,436.98, which is more than NOK 14,000. And the money is still arriving.

"We had a fantastic journey, and the money we collected along the way made the trip so valuable," he writes.

You can read more about the journey and the collection here: [www.justgiving.com/Gavin-and-Danny-end2end](http://www.justgiving.com/Gavin-and-Danny-end2end)

### Bigset school visits Ekornes

## "A win-win situation"

The 7th grade at Bigset school have been able to try a day as employees with Ekornes Hareid.

"The school wants the pupils to get to know local trade and industry," says Vivian Johansen, who is teacher for the eleven pupils.



The 7th grade at Bigset School in the Manhattan two-seater, which they made for the Sanzibar day care centre.

The visit was part of a school project, which involves visiting one company at each grade level.

### Two ox hides

In March, 11 excited 7th graders arrived at Ekornes, ready to try their hand at various tasks for a whole day at the factory. And the challenge they faced was not small; the group was to take part in manufacturing a sofa from beginning to end. The day started with maths in the meeting room.

"Here, the pupils were exposed to the costs related to manufacturing a sofa. The costs of each single part were calculated, and I think the pupils were surprised when they found out that it takes two ox hides to complete our task," laughs Johansen.

Later on, they were allowed to try operating the sewing machines, covering, gluing and assembling. The result of their workday was a completed two-seater, Manhattan, which the pupils were allowed to give to a charity. The lucky recipient was Sanzibar at Hareid, which is a day centre for the mentally challenged.

### Important target group

Ronny Nipen is Operations Engineer at Ekornes, and it was he who welcomed the 7th graders and explained the programme

for the day. He believes it is initiatives of this nature that are important to profile the company for an important target group.

"By carrying out an event like this, we show future employees that the theory they learn at school is not wasted. Here, they find out that, for example, skills in maths come in handy through practical work later on. This is a win-win situation as I see it," he tells us.

The objective is to establish regular cooperation with Bigset School, where similar arrangements are carried out every year.



Natalie Nipen Melchior (right) is trying her hand at the sewing machine, with guidance from an expert, Iris Grimstad.

# Shetland Geir



**“Get ready to beat to windward”, comes the shout from behind the rudder of the sailboat “Synnavind”. On board is sofa upholsterer Geir Mjeltevik, getting ready for a crossing. He has 47 hours of open sea in front of him before the boat reaches Shetland.**

It is Tuesday 15 June, and the Bergen Shetland Race 2010 has set the course from Bergen to Lerwick in Shetland. The race includes 26 boats, most of them from Western Norway.

But the voyage started two days earlier for Geir Mjeltevik, employee at Ekornes, Division Vestlandske. Along with a crew of five, he sailed from Ålesund to Bergen. "We had such nice, calm weather that we had to use the motor to get to Bergen. If you are going to sail, you need wind."

After 24 hours, the 40-foot sailboat reached Bergen, where meeting activities and safety checks awaited. And weather forecasts! It is very much about what kind of weather there is, and much of the suspense is about whether there will be enough wind. The forecasts predicted a light, mild and westerly breeze.

"We had to sail into the wind the whole time. That meant a continual assessment of where we could get more wind. We chose to cross a little further to the north than the others, and it could be said that this was not all that smart. Where we were, there was no wind," laughs Geir.

The finish line was in the sound by Lerwick. "Synnavind" crossed the finish line at half

past one at night, which was sufficient for an eighth place. Then it was time for an anchoring drink.

But it is not necessarily the first boat to cross the line that wins. All boats are assessed according to a system called LYS. "It functions almost like a golf handicap. LYS is a measuring rule that provides boats a ratio for speed, allowing very different boats to compete with each other.

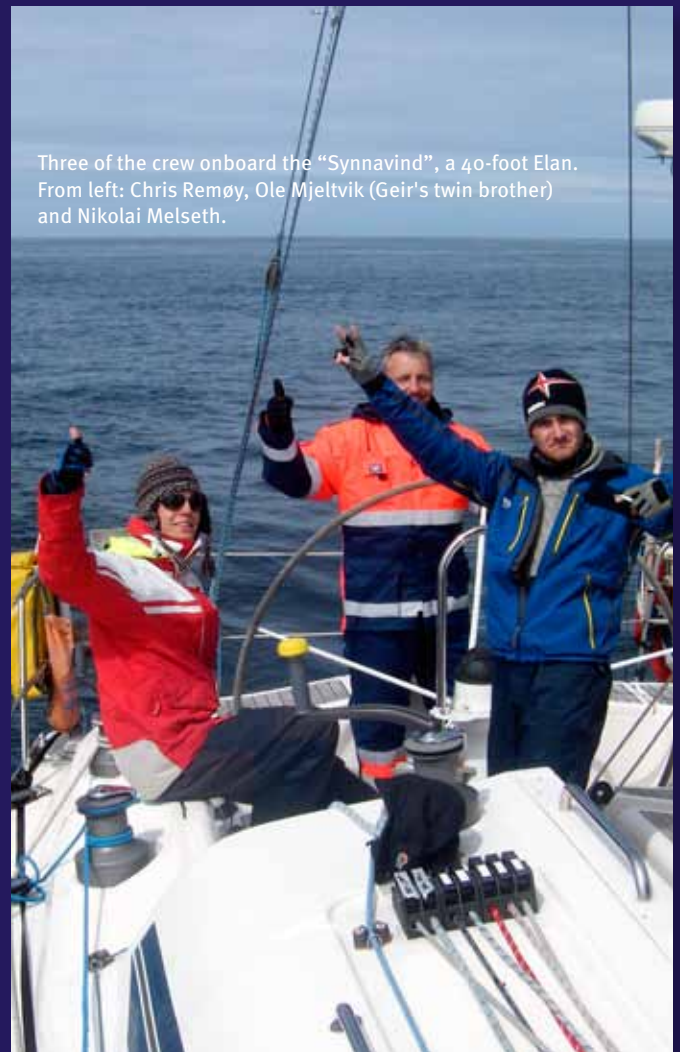
## **Safety**

Safety is well attended to during such a boat race. All boats are equipped with a small box that details the position of the boat via satellite. On board are a safety raft, advanced life jackets and an emergency beacon. "Out on deck we hook ourselves to a safety line, preventing anyone from falling overboard. Almost like a dog lead," smiles Geir.

## **More challenging than a motor boat**

"I like sailing, and have been doing this for many years. It is more challenging than a motorboat," says Geir Mjeltevik, who participated in the Shetland race for the third time.

"To get your sailboat to gather some speed, you have to make a number of choices; trimming sails to place them in the best



Three of the crew onboard the "Synnavind", a 40-foot Elan. From left: Chris Remøy, Ole Mjeltevik (Geir's twin brother) and Nikolai Melseth.

possible position, and choosing which sails to hoist. Cooperation is also important. Everyone has to contribute to the best of their ability in a sailboat.

## **Fourth place**

After a few enjoyable days in Shetland, with great entertainment and Viking processions in the streets, it was time to return home. There was, if possible, even less wind than during the previous crossing. But the crew worked well and found enough wind to get going. It was enough for a fourth place when they got to Bergen, 43 hours later.

In Bergen they were met by the Coast Guard, who were not entirely happy with the crew's provisions. We won't say any more about this. "But it was definitely part of the whole experience," laughs Geir.

Geir is happy to recommend sailing for everyone who likes being at sea.

"I am very lucky to have an employer who allowed me to accumulate an extra 10 days of work before the trip, so that I could participate. And if I get the chance, I'll be delighted to sail to Shetland next year as well.



A total of 26 boats took part in the race.  
Here, from the harbour at Lerwick in Shetland.



↑ Lerwick is the only town in Shetland  
← Here we are by Marstein lighthouse outside Bergen.

## inside EKORNES

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## New Factory Manager at Grodås

**On 1 March, Knut Ove Rygg (32) was employed as new Factory Manager at Ekornes, Division Grodås. Knut Ove has worked at Ekornes since 1998. His previous position was as Operations Engineer at Ekornes in Sykkylven.**

At the Grodås factory there are 101 employees who are manufacturing wooden components. As Factory Manager, Knut Ove is responsible for both personnel and profits.

"The most important task from now on is to continue the process of streamlining production. In principle, this is something that Ekornes has always worked on," says the Factory Manager. "Our clear objective is to be foremost in the development of new technology. But even more important are the skills and expertise of our employees."

What with building a house with his wife, Aud Elin Fjellkårstad, at home in Rygg in Hornindal, and parents who run a farm, Knut Ove has no problems filling his spare time. But if he gets time, he very much enjoys taking his motorcycle for a spin.



*Knut Ove Rygg*

### New member

## Hunter Bigham in the Product Council

Hunter Bigham is included as a new member of the Product Council for a period of two years. Hunter is regional sales manager in the USA, and takes over after Jean Cassou, who has retired. Hunter Bigham is a representative for the export markets in the Product Council.

"We have great ambitions for growth in the USA, and it is therefore important to secure direct input from this market in our further effort to develop the collection," says Arve Ekornes.

"I am honoured by the nomination, and am greatly looking forward to participating as a member of the Product Council, even if it means a few extra journeys across the Atlantic," says Hunter Bigham. "Although I have mainly worked with sales and marketing, I have always been interested in product development. I have also previously been a little involved in product development," he says.



*Hunter Bigham*

## NEW EMPLOYEES

### Ekornes ASA

Britt Jorunn Myhren  
 Anders Ramstad  
 Ola Gjerde  
 Bjørnar Lyse, apprentice IT

### J.E. Ekornes AS, Ikorntnes

Nigel Charles Scattergood – England  
 Severin Grebstad  
 Ljubov Galishcheva – Russia  
 Viktorija Kuliavaite – Lithuania  
 Rachanok Pilawa Lekanger – Thailand  
 Benedicte Ansnes  
 Jolanta Kotecka Moczadlo – Poland  
 Vegard Digernes  
 Joakim Nyttun Lyngvær  
 Åse Berit Fauske  
 Bjørg Aune  
 Sandra Jankauskiene – Lithuania  
 Beatrice Fleishhack – Germany

### Apprentices at Ikorntnes

Mathias Sørøy Rødahl  
 Ole Kristian Grebstad  
 Audun Helstad Henningsen  
 Sebastian Kalvatn  
 Astrid Emdal Sørensen  
 Andreas Dyb

### J.E. Ekornes AS, div. Vestlandske

Mona Lisa Flem

### J.E. Ekornes AS, div. Tynes

Morten Kvam  
 Kristoffer Stavik Bjørkavåg, apprentice  
 Fredrik Skauvik, apprentice