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Moments to share

As we open the doors to a new spring and summer, we are greeted by a warmth that fills every corner of our homes. Once again, we focus on creating shared moments, both indoors and outdoors, making them the heart of our work as we look ahead.









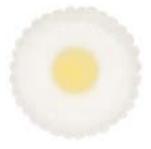
Aron denim apron 5018585 | Blue | 70x90 cm | 6 | Girdle |



Aron denim bbq glove 5018586 | Blue | 16x30 cm | 6 | Hangtag



Dagny deep bowl small 5018587 | White | ø16x7 cm | 6 | Box |



Dagny deep plate big 5018581 | White | Ø32x6 cm | 4 | Box |

Sagaform novelties

We set the table in the garden or by the dock, picking flowers, cooking, and decorating with care to create moments for ourselves. Beige stoneware paired with denim napkins makes us want to stay outside and watch the boats glide by under the night sky.

Our shared moments have moved outdoors again, for Easter, Midsummer, and other celebrations we enjoy together. The colour palette is soft and comforting, yet fresh and vibrant. Various shades of blue mingle with olive green, sunny yellow, and a softer black, providing contrast against light wood tones. The entire collection feels like a watercolour painting, where we savour the moment and collect memories. Summer 2025 is a time to pause and appreciate one another.

Our materials—stoneware, crystal glass, recycled cotton, recycled steel, rPET, and more—reflect our

ongoing commitment to sustainability. We continue to prioritise sustainable, eco-friendly choices wherever possible.

As we gradually transition to more recycled materials in our collections, we take pride in driving progress forward, choosingalternatives that respect our planet. Three key collections at the centre of this spring's assortment embody this vision: Billi in rPET, City Bags in rPET, and Tova & Ted in recycled stainless steel, three collections that light the way forward. We hope they accompany you on your journey, creating many moments to share along the way.

In this first section of our spring and summer catalogue, you'll find a curated selection of our novelties, giving you a complete view of this season's collection. This is followed by the full Sagaform collection of Swedish originals. Enjoy the read!





Picnic Juni water glass, 4-pcs 5018574 | Clear | Ø8x10 cm 28c1 | 6 | Box |



Picnic Juni water glass, 4-pcs 5018575 | Amber | Ø8x10 cm 28c1 | 6 | Box |



Picnic Juni glass, 4-pcs 5018576 | Amber | Ø8x11 cm 30c1 | 6 | Box |





Coffee & More coffee mug, 2-pcs 5018571 | Beige | 12x8x9 cm 30c | | 6 | Box |



Coffee & More tea mug, 2-pcs 5018573 | Beige | 14x10x9 cm 50c1 | 6 | Box |



Coffee & More espresso mug, 4-pcs 5018572 | Beige | 9x6x7 cm 10c I | 6 | Box |



Coffee & More plate 5018568 | Beige | ø27,5x3 cm | 4 | Girdle |



Coffee & More side plate 5018569 | Beige | ø20x3 cm | 6 | Girdle |



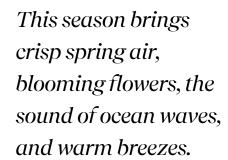
Coffee & More bowl 5018570 | Beige | Ø12x7 cm | 6 | Girdle |



Eden denim napkin, 2-pcs 5018583 | Blue | 45x45 cm | 6 | Girdle |



Eden denim kitchen towel, 2-pcs 5018584 | Blue | 50x70 cm | 6 | Girdle |





Eden waxed tablecloth 5018601 | Mixed blue |
150x250 cm | 6 | Girdle |



Eden round waxed tablecloth 5018602 | Mixed yellow | 180x180 cm | 6 | Girdle |







Daniel kitchen tools, 2-pcs 5018577 | Green | 29x7x2,5 cm/28,5x5,5x4 cm | 6 | Box |



Daniel serving tools, 2-pcs 5018578 | Green | 27x6x2 cm/27x6x2 cm | 6 | Box |



Daniel kitchen tools, 2-pcs 5018579 | Bordeaux | 29x7x2,5 cm/28,5x5,5x4 cm | 6 | Box |



Daniel serving tools, 2-pcs 5018580 | Bordeaux | 27x6x2 cm/27x6x2 cm | 6 | Box |





City cooler backpack rPET 5018588 | Beige | 30x19x44 cm 211 | 6 | Hangtag |



City cooler bag large rPET 5018589 | Beige | 34x24x28 cm 201 | 6 | Hangtag |



City cooler bag high rPET 5018590 | Beige | 24x11x35 cm 91 | 6 | Hangtag |



City picnic blanket rPET 5018591 | Beige | 130x170 cm | 6 | Hangtag |



City stripe cooler bag small rPET 5018592 | Black/white | 24x15x17cm3,21|6 | Hangtag |



City stripe cooler bag small rPET 5018593 | Green/white | 24x15x17cm 3,21|6 | Hangtag |



City stripe cooler bag high rPET 5018594 | Black/white | 24x11x35cm 91 | 6 | Hangtag |



City stripe cooler bag high rPET 5018595 | Green/white | 24x11x35cm 91 | 6 | Hangtag |



City stripe cooler bag large rPET 5018597 | Black/white | 34x24x28 cm 201| 6 | Hangtag |



City stripe cooler bag large rPET 5018596 | Green/white | 34x24x28 cm 201| 6 | Hangtag |



Emilie throw 5018599 | Black/white | 130x170 cm | 6 | Hangtag |



Emilie throw 5018598 | Green/white | 130x170 cm | 6 | Hangtag |



Sustainability is the future

It should be easy to make good choices, which is a key part of the development of our sustainability work. At Sagaform AB, we put great emphasis on sustainability in our processes and take responsibility for how our operations affect people and the environment. Of course, we hope that you are satisfied with your purchased products but also with us as a company.

As part of the New Wave Group, we pursue active sustainability work towards a vision of sustainable growth where business solutions are not only financially favorable but also sustainable from a social and environmental perspective. What makes the biggest difference is how we conduct our everyday business. That is why we are working to integrate sustainability issues into our core business. The work includes, for example, improved working conditions in production countries, progressive chemical work, and streamlining transport and logistics.

Our common main goal with the sustainability work is to create products with the longest life possible, to minimize the product's negative impact on people and the environment during its life cycle. In our work, we take into account all three dimensions of sustainability -social, environmental, and economic.

One of our strengths is that we have our own CSR staff in place in the production countries who work full time on these issues. The work includes, for example, improved working conditions, progressive chemical work, and streamlining transport and logistics. Through internal controls in combination with

independent reviews, we make sure that our products are produced under good social conditions and do not contain any harmful chemicals. Do you want to know more? Please browse our Sustainability folder which you will find on our website under Sustainability. There is an interesting read about all our CSR work through the New Wave Group.

You can also read more about how we work with CSR and sustainability on the parent company's website www.nwg. se. There we have gathered all information about important activities, collaborations, and goals for the future.



Give away a Swedish Original

At Sagaform we care about relationships. That is why we always regard our design as a great gift to someone we love but also for ourselves. The gift should be easy to give away with the purpose to raise many smiles on the receivers' faces.

Classic Scandinavian design in combination with carefully chosen details radiating stylish simplicity characterizes what we call Swedish Originals. Functional quality products caring about the familiar and which are created to be used and appreciated in many homes by many families for a long time to come. All of them packaged in a way which is appreciated and received just as they are.



Tumblers with rounded base, 6-pcs 5018582 | Amber | ø8x9 cm 30c I | 8 | Box |



Blanka water glass, 4-pcs 5018600 | Clear | ø8x9 cm 40cl | 6 | Box |





Studio Sagaform

In our studio ideas are brought to life and dreams are shaped. Here we sketch on possibilities, design future originals and bring forth products which always find their way home. We are really proud of our inhouse studio where we combine experience with engagement and loyalty to Swedish design.

Designers

We also work with Sweden's leading designers, with whom we create familiar, well-made products and gifts with Scandinavian design, always ready to be given away. Together with names like Margot Barolo, Anton Björsing and Pascal Charmolu along with many others we are proud of our heritage. Always with a focus on Swedish Originals.

Gift Packaging

Of course, we take care of the packaging exactly as you want it and have developed all the elements we think are essential to complement an already great gift. Here, you will find boxes and bags in different sizes. We also offer gift wrapping, cards, labels, or a strap on the product, if desired.



5100125 | Very small | 170x125x60 |



5100167 | Medium | 300x270x95 |



5100128 | Small | 320x215x55mm |



5100168 | Large | 400x320x150



5100166 | Large | 450x240x460 | 5100165 | Medium | 400x220x400 | 5100164 | Small | 240x150x320 |





Gift Wrapping

Including paper and a Perfect Gift label.

If none of the bags or boxes fit your gift, we also offer wrapping in paper with a label. 5100122

Handling

Would you like us to send your gift directly to the recipient? We can do that for 85 SEK each, including handling, packaging, materials, and postage.



Decoration

To us decoration should be classic, have a great function and always be appreciated to receive or give away. Here you will find products which both take up space and harmonize with the Scandinavian design.

Viva family

Like a newly emerged flower it unfolds its leaves. Viva flirts with us in a seductive way – the organic shapes and the discreet power.

Viva collection consist of vases in three sizes and beautiful candle cuffs. Viva is made of glass and comes in three colours – clear, amber and bordeaux. Handmade and mouth-blown, sizes and shape may therefore vary.

Mini vase Viva and Small vase Viva is perfect for cuttings or a small bouquet. Large vase Viva flourishes like a statuette with and without green leaves and flowers.

A Swedish Original which has an obvious place in all homes. Designed by Studio Sagaform. Packed in beautiful Sagaform box. Dishwasher safe.



Viva vase big 5018376 | Amber | 20x20x24,5 cm | 4 | Box |



Viva vase big 5018375 | Clear | 20x20x24,5 cm | 4 | Box |



Viva vase big 5018513 | Bordeaux | 20x20x24,5 cm | 4 | Box |



Viva vase mini
5018429 | Amber | 10x10x14 cm | 6 | Box |



Viva vase mini 5018428 | Clear | 10x10x14 cm | 6 | Box |



Viva vase small 5018374 | Clear | 12,5x12x14,5 cm | 6 | Box |



Viva candle cuff, 2-pcs 5018445 | Amber | 7,5x7,5x1,5 cm | 12 | Box |



Viva candle cuff, 2-pcs 5018443 | Clear | 7,5x7,5x1,5 cm | 12 | Box |



Viva candle cuff, 2-pcs
5018514 | Bordeaux | 7,5x7,5x1,5 cm | 12 | Box |



Table setting & cooking

In our kitchen you find both design classics and fresh contenders, all with a function to embellish the everyday and with the hope of living for a long time in your family. Quality and timelessness are words we think of.

Dagny collection

We put flowers in our homes but in different materials with different textures. Bowl and plate Dagny is inspired by the beauty of the Daisy and is a lovely addition to the table, in all its simplicity or as a serving plate. Dagny bowl is available in three colours and several sizes. All of them are a great complement to the everyday porcelain. Perfect little bowls to use for snacks and olives.

Designed by Studio Sagaform. Made of dolomite. Hand painted, colour variations may occur. Packed in a beautiful Sagaform box. Dishwasher safe for easy cleaning.



Dagny deep plate big 5018581 | White | ø32x6 cm | 4 | Box |



Dagny bowl small 5018453 | White | Ø16x4 cm | 6 | Box |



Dagny bowl small 5018454 | Beige | ø16x4 cm | 6 | Box |



Dagny deep bowl small 5018587 | White | ø16x7 cm | 6 | Box |



Dagny deep plate small 5018388 | White | ø20x5 cm | 6 | Box |



Dagny deep plate small 5018390 | Beige | ø20x5 cm | 6 | Box |



Dagny deep plate small 5018504 | Bordeaux | ø20x5 cm | 6 | Box |



Dagny deep plate medium

5018389 | White | Ø27x5,5 cm | 6 | Box |



Dagny deep plate medium

5018391 | Beige | Ø27x5,5 cm | 6 | Box |



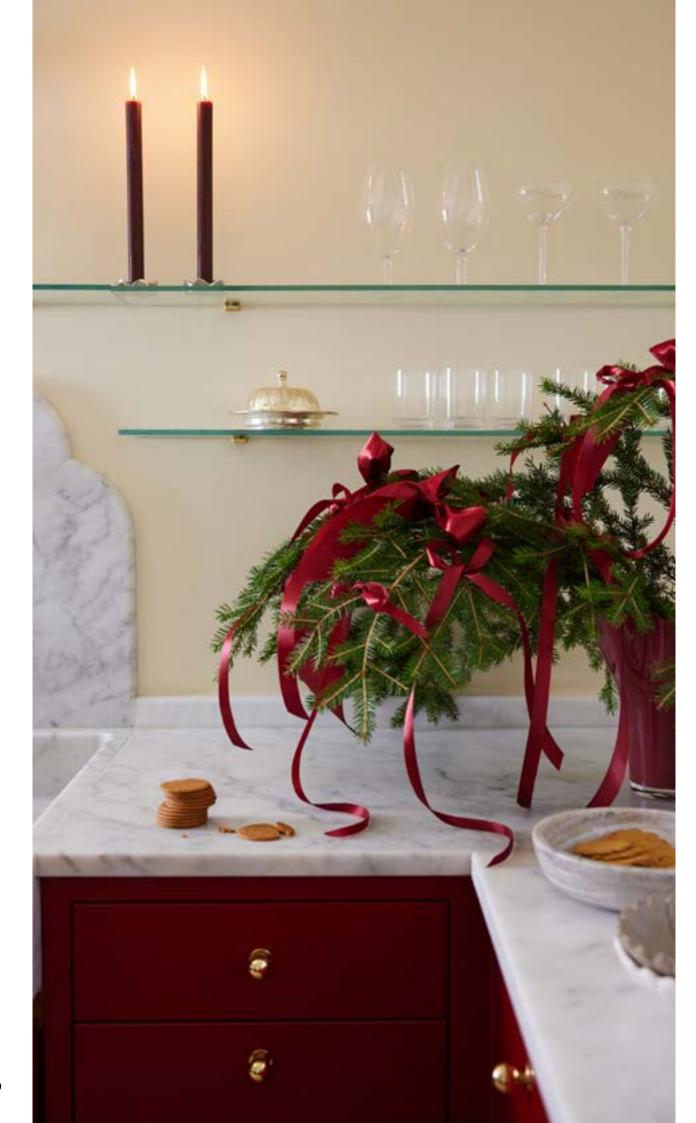
Dagny deep plate medium 5018505 | Bordeaux | ø27x5,5 cm | 6 | Box |

Anna

The napkin rings Anna are shaped according to nature and with inspiration from the waves of the sea. They are both elegant and classic. 4-pieces napkin rings in nickel plated brass packed in a nice gift box.



Anna napkin ring, 4-pcs 5018291 | Silver | Ø5x1 cm | 5 | Box |



Sten

Discover the Sten series - a collection that combines everything just right: robustness, beauty and timeless design with clear functionality. Each product in this series is not only an excellent gift that will endure over time and generations, but also a practical asset for the home. The series include Sten wine cooler, Sten mortar and Sten bowl and are crafted from beige travertine marble. Variations in shades and veins make each product a unique aesthetic experience.

Designed by Sagaform Studio and delivered in a classic gift box, each product in the Sten series is more than just an accessory - it's a part of your home that will bring joy and enhance many moments in the future. Do not machine wash.



Sten bowl medium 5018515 | Beige | Ø20x5 cm | 4 | Box |



Sten mortar 5018516 | Beige | Ø11x6,5 cm | 6 | Box |



Sten wine cooler 5018409 | Beige | Ø12,5x17 cm | 6 | Box |



Saga

Saga glass series is an important piece in our family of Swedish Originals. As the name reveals, we are extremely proud and sure of Saga being a part of our family for a long time forward. This is a classic glass series including wine glass, champagne glass, drinking glass and a carafe, all of which will take their special place in the kitchen cabinet. With its characteristic striped stem, on all of the parts, it stands out as well as blends in. Saga is perfect for the morning juice or the pancake milk, but it also has the power and strength to highlight any party dinner table in an extra festive manner. Saga can easily be mixed with what you already have and is a perfect gift and a desirable series to collect. Quite simply, a Swedish Original.

Designed by Studio Sagaform. Made of soda glass. Packed in a beautiful Sagaform box. Dishwasher safe.



Saga wine glass, 2-pcs 5018263 | Clear | ø9x19 cm 36c1 | 6 | Box |



Saga champagne glass, 2-pcs 5018264 | Clear | Ø7x20 cm 23c | | 6 | Box |



Saga champagne coupe, 2-pcs
5018265 | Clear | Ø10x16 cm 29c1 | 6 | Box |



Saga drinking glass, 2-pcs 5018266 | Clear | Ø8,5x18 cm 50c1 | 6 | Box |



Saga tumbler high, 2-pcs 5018267 | Clear | Ø7x13 cm 36c1 | 6 | Box |



Saga tumbler, 2-pcs 5018268 | Clear | Ø7x9 cm 26c1 | 6 | Box |

Blanka

A practical and stylish everyday glass for all types of drinks. The design is unique, featuring characteristic stripes and a soft base. Made from thin crystal glass, perfect for enhancing your drinking experience. Holds 40cl. Design by Studio Sagaform. Delivered in a classic gift box. Set of 4. Dishwasher safe. Food safe.



Blanka water glass, 4-pcs 5018600 | Clear | Ø8x9 cm 40c1 | 6 | Box |



Saga jug 5018270 | Clear | 16x9,5x23 cm 1,351 | 6 | Box |

Tumblers with rounded base

The iconic rocking glass from Sagaform is a Swedish original and one of our most beloved classics. This mouth-blown glass is designed to be enjoyed for generations to come. It's perfect for whiskey, dessert, or even as a fun breakfast glass. The amber colour adds an extra touch of character and charm. One thing is certain, these glasses are as appreciated to give as they are to receive.

Dishwasher safe. Food safe. Delivered in a classic gift box.



Tumblers with rounded base, 6-pcs 5018582 | Amber | ø8x9 cm 30cl | 8 | Box |



Tumblers with rounded base, 6-pcs 5015280 | Clear | Ø8x9 cm 30c1 | 8 | Box |





Whiskey stones, 9-pcs 5016350 | Grey | 2x2x2 cm | 6 | Box |



Bottle opener metal finish 5018232 | Silver | ø5x8 cm | 12 | Box |



Axel wine and champagne cork, 2-pcs 5018290 | Black/silver | ø4x4,5 cm | 12 | Box |



Ditte

In Swedish homes tacos and tapas are the same as Friday coziness. Something Sagaform took seriously already 20 years ago. Now the iconic tableware is back in the assortment but in a new and more modern way. Series Ditte with plates and bowls are perfect for finger food, tacos or tapas, when we set the table to have a long meal together. The various parts of the series have natural tones in beige/grey with a nice splash-pattern in black. Made of stoneware.

Designed by Studio Sagaform. Packed in a beautiful Sagaform box. Dishwasher safe.



Ditte cheese dome

5018331 | Grey/black/clear/brown |

ø19,5x13 cm | 6 | Box |

Do not machine wash. Food safe.



Ditte serving plate 5018330 | Grey/black | ø26x3,5 cm | 6 | Box |



Ditte deep serving plate 5018329 | Grey/black | ø26x6 cm | 6 | Box |



Ditte taco stand, 2-pcs 5018333 | Grey/black | ø11,5x5,5 cm | 6 | Box |



Ditte serving bowl
5018335 | Grey/black | Ø21x7 cm | 6 | Box |



Ditte bowl, 2-pcs 5018334 | Grey/black | Ø12x7 cm | 6 | Box |



Ditte small bowl, 2-pcs 5018332 | Grey/black | ø9x5 cm | 6 | Box |

Inka cup

Inka cup with and without ear are thoughtfully designed mugs, perfect for everyday life at home or the office. Both styles are stackable and come in soft, nature-inspired tones, bringing a touch of elegance to any setting. With their rounded bases and Sagaform's signature striped rims, they offer a beautiful contrast of shapes. The Inka with ear provides added comfort, while the handle-free option complements it for versatility and easy stacking. Practical drainage channels in the base prevent water collection in the dishwasher.

Made of New Bone China. Designed by Studio Sagaform and dishwasher safe.





Inka cup 5018430 | Black | ø8x9 cm 27c | | 6 | Bulk |



inka cup 5018431 | White | ø8x9 cm 27c1 | 6 | Bulk |



Inka cup 5018433 | Beige Pantone Warm gray 3C | ø8x9 cm 27c1 | 6 | Bulk |



10.18432 | Grey Pantone 2332C | Ø8x9 cm 27c1 | 6 | Bulk |



Inka cup 5018435 | Green Pantone 7483C | ø8x9 cm 27cl | 6 | Bulk |



Inka cup 5018434 | Red Pantone 7626C | ø8x9 cm 27c I | 6 | Bulk |



Inka cup 5018437 | Blue Pantone 2133C | ø8x9 cm 27c1 | 6 | Bulk |



Inka cup 5018436 | Yellow Pantone 4023C | Ø8x9 cm 27c1 | 6 | Bulk |



Inka cup with ear 5018567 | Blue Pantone 2379C | 10,5x8x9 cm 27c1 | 6 | Bulk |



Inka cup with ear 5018535 | Yellow Pantone 4023C | 10,5x8x9 cm 27c1 | 6 | Bulk |



Inka cup with ear 5018536 | Bordeaux Pantone 202C | 10,5x8x9 cm 27c1 | 6 | Bulk |



Inka cup with ear 5018531 | Beige Pantone Warm gray 3C | 10,5x8x9 cm 27c1 | 6 | Bulk |



Inka cup with ear 5018533 | White | 10,5x8x9 cm 27c1 | 6 | Bulk |



Inka cup with ear 5018534 | Grey Pantone 2332C | 10,5x8x9 cm 27c1 | 6 | Bulk |



Inka cup with ear 5018532 | Black | 10,5x8x9 cm 27c1 | 6 | Bulk |



ug

Inka milk jug 5018530 | Black | ø6,5x11cm 20c1 | 6 | Bulk | Inka milk jug

5018529 | Beige Pantone Warm gray 3C | ø6,5x11 cm 20c1 | 6 | Bulk |



Coffee & More

Coffee & More is a playful and versatile series produced by Sagaform in collaboration with designer Margot Barolo. The design draws inspiration from the bold and direct language of the 70s, creating a mix-and-match aesthetic that brings joy to any setting. This season's addition in a soft beige tone beautifully complements the existing colours in the series, while also standing out on its own with its nature-inspired warmth. With various pieces, patterns, and colours, each part of the Coffee & More series has its unique charm—perfect mixed together or as standout pieces.

Made of stoneware, dishwasher safe, and packed in a beautiful Sagaform box.



Coffee & More coffee mug, 2-pcs 5018571 | Beige | 12x8x9 cm 30c1 | 6 | Box |



Coffee & More tea mug, 2-pcs 5018573 | Beige | 14x10x9 cm 50c1 | 6 | Box |



Coffee & More espresso mug, 4-pcs 5018572 | Beige | 9x6x7 cm 10c I | 6 | Box |



Coffee & More plate 5018568 | Beige | ø27,5x3 cm | 4 | Girdle |



Coffee & More side plate 5018569 | Beige | ø20x3 cm | 6 | Girdle |



Coffee & More bowl
5018570 | Beige | ø12x7 cm | 6 | Girdle |



Coffee & More coffee mug, 2-pcs 5018370 | Green | 12x8x9 cm 30c1 | 6 | Box |



Coffee & More tea mug, 2-pcs
5018448 | Green | 14x10x9 cm 50cl | 6 | Box |



Coffee & More espresso mug, 4-pcs 5018287 | Green | 9x6x7cm 10c1 | 6 | Box |



Coffee & More plate 5018283 | Green | ø27,5x3 cm | 4 | Girdle |



Coffee & More side plate 5018284 | Green | ø20x3 cm | 6 | Girdle |



Coffee & More bowl 5018288 | Green | ø12x7 cm | 6 | Girdle |



Coffee & More coffee mug, 2-pcs 5018373 | Terracotta | 12x8x9 cm 30c1 | 6 | Box |



Coffee & More tea mug, 2-pcs 5018526 | Terracotta | 14x10x9 cm 50c1 | 6 | Box |



Coffee & More side plate 5018103 | Terracotta | ø20x3 cm | 6 | Girdle |



Coffee & More bowl 5018102 | Terracotta | ø12x7 cm | 6 | Girdle |







Coffee & More coffee mug, 2-pcs 5018371 | Grey | 12x8x9 cm 30c1 | 6 | Box |



Coffee & More tea mug, 2-pcs 5018502 | Grey | 14x10x9 cm 50c1 | 6 | Box |



Coffee & More espresso mug, 4-pcs 5018070 | Grey | 9x6x7 cm 10c1 | 6 | Box |



Coffee & More bowl 5017882 | Grey | ø12x7 cm | 6 | Girdle |



Coffee & More plate 5018147 | Grey | ø27,5x3 cm | 4 | Girdle |



Coffee & More side plate 5017348 | Grey | ø20x3 cm | 6 | Girdle |



Coffee & More deep bowl 5018154 | Grey | ø17x7 cm | 2 | Girdle |



Coffee & More tea pot 5017886 | Grey | 26x15x14 cm 1,21 | 6 | Box |



Coffee & More jug 5018072 | Grey |
20x11x19 cm 1 | | 4 | Box |



Coffee & More milk jug 5017885 | Grey | 10x8x9 cm 25c1 | 6 | Box |



Coffee & More small bowl, 2-pcs 5018071 | Grey/brown | ø8x13 cm | 6 | Box |



Coffee & More coffee mug, 2-pcs 5018369 | White | 12x8x9 cm 30c1 | 6 | Box |



Coffee & More tea mug, 2-pcs 5018503 | White | 14x10x9 cm 50cl | 6 | Box |



Coffee & More espresso mug, 4-pcs 5017880 | White | 9x6x7 cm 10 c | | 6 | Box |



Coffee & More bowl 5017881 | White | ø12x7 cm | 6 | Girdle |



Coffee & More plate 5018146 | White | ø27,5x3 cm | 4 | Girdle |



Coffee & More side plate 5017347 | White | e20x3 cm | 6 | Girdle |



Coffee & More deep bowl 5018153 | White | ø17x7 cm | 2 | Girdle |



Coffee & More coffee mug, 2-pcs 5018524 | Yellow | 12x8x9 cm 25c1 | 6 | Box |



Coffee & More tea mug, 2-pcs 5018525 | Yellow | 14x10x9 cm 50cl | 6 | Box |



Coffee & More side plate 5017349 | Yellow | ø20x3 cm | 6 | Girdle |



Coffee & More bowl 5017883 | Yellow | ø12x7 cm | 6 | Girdle |

Margot Barolo

Designer Margot Barolo was educated at Beckmans and also has a master's degree in ceramics from Konstfack. She has for a long time successfully worked with the Swedish art industry and during recent years also started challenging the picture of the production around this. Margot Barolo's unique design language and her love of ceramics shows in Coffee & More, the dinner service designed for Sagaform. Included in the series are stackable bowls, coffee cups, latte mugs and plates with inspiration from the 70's and its passion for ceramics with straight lines broken off by a multitude of patterns and playfulness. Her design language is tied together in peaceful nuances, high-gloss glazing and ornamented throughout in relief.





Brazil

Brazil, Sagaform's trusted classic and the most popular coffee mug. Available in 15 delightful colors, ensuring you'll find one that suits you. The Brazil mugs feature drainage channels on the bottom to allow water to flow away after dishwasher cleaning.

Made of durable stoneware, the mugs are dishwasher and microwave safe.





Printing area for pad printing (max): 40x40 mm lub 35x65 mm

Brazil Mug

Dimensions: 11.5x8.5x8 cm, 25 cl | Material: Stoneware | Packaging: Bulk | Print Code: 13, 20 | Care Instructions: Dishwasher safe. Food safe.

5016644 | Black

5016642 | White

5017854 | Beige Pantone 3C

5017853 | Gray Pantone 429C

5017253 | Red Pantone 200C

5016645 | Dark Blue Pantone 2757C **5017255** | Medium Blue Pantone 647C

5017254 | Light Blue Pantone 651C

5017258 | Purple Pantone 265C

5017855 | Pink Pantone 1905C

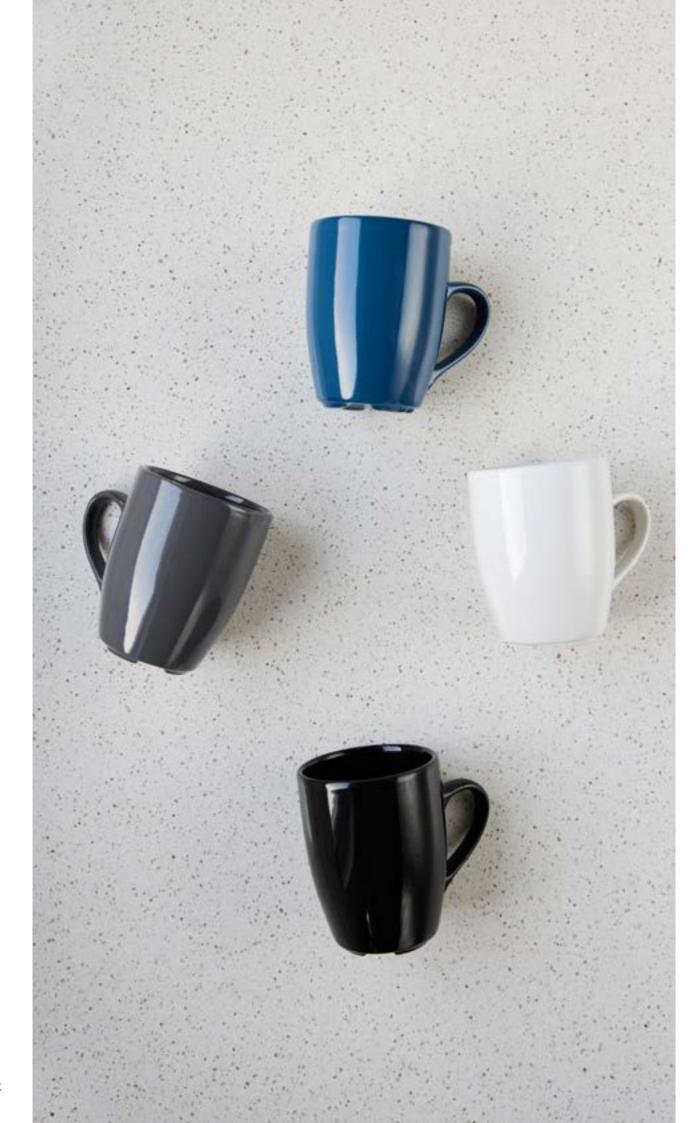
5017259 | Orange Pantone 152C

5017260 | Yellow Pantone 107C **5016643** | Lime Green Pantone 583C

5017256 | Light Green Pantone 324C

5017257 | Green Pantone 7740C





Borneo

A stylish and modern stoneware mug from Sagaform. The mug features drainage channels at the bottom to prevent water accumulation during washing. Available in several delightful colors.





Printing area for pad printing (max): 40x40 mm or 35x65 mm

Borneo Mug

Dimensions: 11.5x8x10.5 cm, 32 cl | Material: Stoneware | Packaging: Bulk | Print Code: 13, 20 | Care Instructions: Dishwasher safe. Food safe.

5018193 | Black

5018198 | White

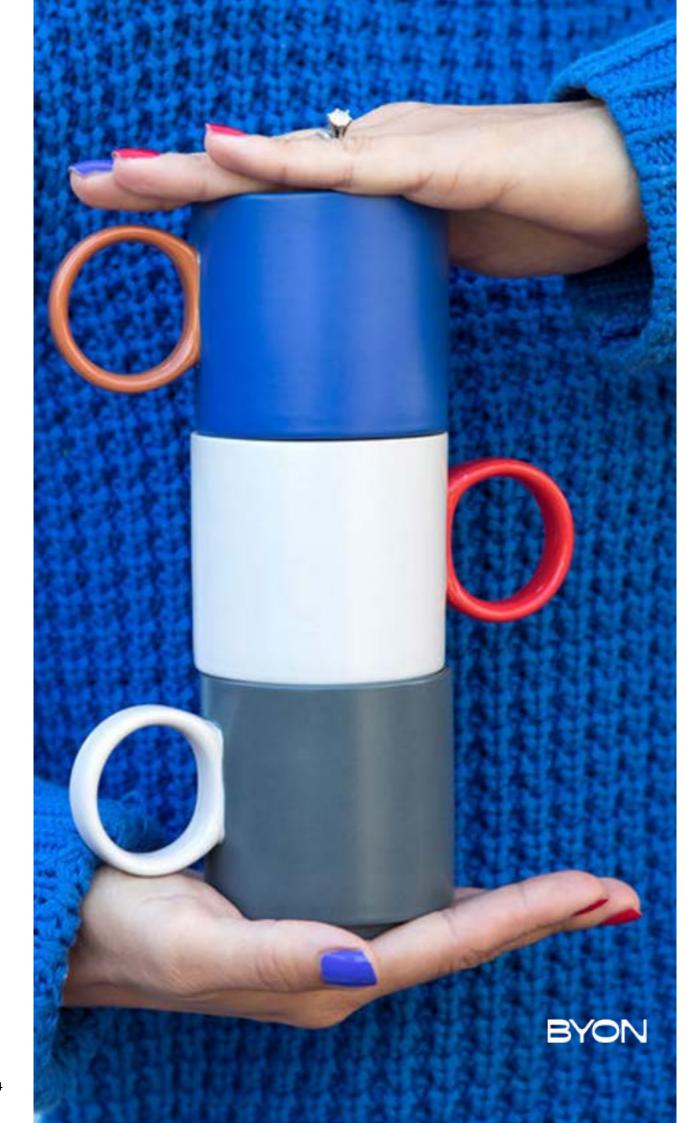
5018195 | Gray Pantone 425C

5018194 | Blue Pantone 7463C

5018192 | Yellow Pantone 117C

5018197 | Green Pantone 5753C **5018196** | Terracotta Pantone 7586C





Niki & Noor

Nikki and Noor is a playful and modern series in a retro color palette from Byon. The series' straight shapes combined with oversized details are both surprising and attractive. Perfect for the office.



Cup Noor

Dimensions: 12x7.5x8 cm, 26 cl | Material: Porcelain | Packaging: Hangtag | Print Code: 13 | Care Instructions: Dishwasher safe. Food safe.

5275001205 | Beige/Red **5275001201** | Black/Beige **5275001213** | Blue/Brown **5275001212** | Green/Beige



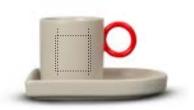
Espresso cup with saucer Niki

Dimensions: 8x5.5x6 cm / 11.5x8x1.5 cm, 8 cl | Material: Porcelain | Packaging: Hangtag | Print Code: 13 | Care Instructions: Dishwasher safe. Food safe.

5275001305 | Beige/Red **5275001301** | Black/Beige **5275001313** | Blue



Pad printing area (max) 40x40 mm or 35x65 mm



Pad printing area (max) 25x40 mm

Aroma

A stylish yet durable stoneware coffee mug. Perfect for both the office and the workshop. This mug features a matte exterior and a glossy interior. Make it even more attractive and personal by adding your company logo.





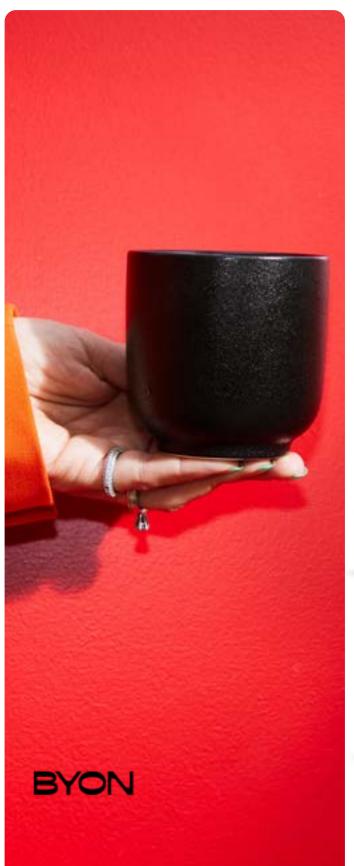


Aroma Mug

Dimensions: 11x8x8 cm, 24 cl | Material: Stoneware | Packaging: Bulk | Print Code: 13, 20 | Care Instructions: Dishwasher safe. Food safe. 5016139 | Black

5016142 | Biały **5016139** | Czarny

ByOn mugs





Cup Blackroot
5275000501 | Color: Black |
Dimensions: ø9x9 cm, 36 cl |
Material: Bone China | Print Code: 13 |
Packaging: Bulk |
Care Instructions: Dishwasher safe.



Cup Asparagus
5275000503 | Color: Beige |
Dimensions: ø9x9 cm, 36 cl |
Material: Bone China | Print Code: 13 |
Packaging: Bulk |
Care Instructions: Dishwasher safe.
Microwave safe.



Cup Fumiko
5288200503 | Color: Beige/Black |
Dimensions: ø7.5x7.5 cm, 24 cl |
Material: Porcelain | Print Code: 13 |
Packaging: Bulk |
Care Instructions: Dishwasher safe.
Food safe.



Mug Fumiko

5288200403 | Color: Black/Beige | Dimensions: 10x7x8 cm, 22 cl | Material: Porcelain | Print Code: 13 | Packaging: Hangtag | Care Instructions: Dishwasher safe. Food safe.

Daniel kitchen and serving tools



Daniel kitchen tools from Sagaform are designed for everyday cooking. The set includes a pasta server and a spatula in soft matte silicone with a sturdy iron core, perfect for both hot and cold dishes.

Dishwasher safe and presented in Sagaform's classic colours, bordeaux and green, combining style with practical function. Food safe.



Daniel kitchen tools, 2-pcs 5018577 | Green | 29x7x2,5 cm/28,5x5,5x4 cm | 6 |



Daniel serving tools, 2-pcs
5018578 | Green |
27x6x2 cm/27x6x2 cm | 6 | Box |



Daniel kitchen tools, 2-pcs 5018579 | Bordeaux |
29x7x2,5 cm/28,5x5,5x4 cm | 6 | Box |



Daniel serving tools, 2-pcs
5018580 | Bordeaux |
27x6x2 cm/27x6x2 cm | 6 | Box |

Flora

Flora oven dish is a series of oven pans provided with Sagaform's characteristic stripes. Classic, familiar and useful. Made of durable stoneware. A perfect gift for someone who already has everything.

Designed by Studio Sagaform. Packed in a beautiful Sagaform box. Oven safe up to 220 degree. Made of stoneware. Dishwasher safe.



Flora oven dish mini, 2-pcs 5018355 | White | 12,5x9x4,5 cm | 6 | Box |



Flora oven dish mini, 2-pcs 5018356 | Beige | 12,5x9x4,5 cm | 6 | Box |



Flora oven dish medium

5018280 | Beige | 36x23x7 cm | 4 | Box |



Flora oven dish small 5018279 | Beige | 29,5x18,5x6 cm | 6 | Box |

Hanna family

Hanna is a series in a durable material. The products in natural wood colour is made by certified red oak and the black products are made in certified wenge wood. Wood feels close to nature, warm and easy to love. In addition, it looks good in all homes. The design is straight and simple with bent edges. An appreciated series which is developed for the future.

Designed by Studio Sagaform. Foodsafe. Do not machine wash.



Hanna long plate 5018522 | Black | 34x15x1 cm | 12 | Bulk |



Hanna tray 5018521 | Black | 35x28x4,5 cm | 4 | Box |



Hanna plate 5018523 | Black | 19x13x1,5 cm | 12 | Bulk |



Hanna bed tray 5018419 | Brown | 50x30x19 cm | 6 | Box |



Hanna tray 5018338 | Brown | 35x28x4,5 cm | 4 | Box |



Hanna plate
5018340 | Brown | 19x13x1,5 cm | 12 | Bulk |

Accent

Design and function in its prime. Accent, the thermos jug designed by Gustav Hallén, won the design-award Formex Formidable 2014 and the Red Dot Award 2016 for its beautiful design and ergonomic shape. The thermos is drip-free and keeps the heat for 12 hours. It has a stainless insert with double walls for an even better way of keeping the heat and for durable quality.

Do not machine wash. Packed in a beautiful Sagaform box.



Accent coffee jug 5018110 | Black | Ø11x31 cm 11 | 6 | Box |



Accent coffee jug 5018111 | White | Ø11x31 cm 1 | | 6 | Box |



Accent coffee jug
5018199 | Green | Ø11x31 cm 11 | 6 | Box |

Cutting boards

A lovely cutting board made of quality material facilitates and lifts the impression in a kitchen. Put it straight on the table or let it do its job on the workbench. Feel free to mix different shapes and sizes for a naturally stylish effect.



Ante cutting board small

5018380 | Dark brown |

30x13,5x2 cm | 6 | Girdle | Certified acacia wood



Nature chopping board small 5018058 | Brown | 27x13x2 cm | 6 | Girdle | Bamboo



Nature chopping board large 5018057 | Brown | 54x20x2 cm | 6 | Girdle | Bamboo



Ante cutting board medium

5018381 | Dark brown |

50x22,5x2cm | 6 | Girdle | Certified acacia wood



Nature chopping board round 5018056 | Brown | 42x30x2 cm | 6 | Girdle | Bamboo



Nature serving board

5017769 | Brown |

75x15x2 cm | 6 | Girdle | Bamboo

Estelle

Rounded shapes with the classic Sagaform stripes characterize this series from Sagaform, which we can call a Swedish Original for sure. In the Estelle series you will find Estelle cake cutter and Estelle salad servers.

Packed in a beautiful Sagaform box. Made of Nickel-plated brass/stainless steel. Dishwasher safe.



Estelle cake cutter

5018426 | Silver |

26x6x2.5 cm | 6 | Box |



Estelle salad servers
5018427 | Silver |
21.5x6x2 cm | 6 | Box |

Sivan seafood cutlery & Sivan cracker seafood/nuts

The tastiest titbits are always carefully hidden, and that is why Sivan seafood cutlery and seafood cracker is the most important details when eating seafood. Eating seafood is a wonderful tradition which should be celebrated as often as possible, and together with Sivan seafood cutlery, of course. Packed in a beautiful Sagaform box. Dishwasher safe.



Sivan shellfish cutlery, 4-pcs 5018406 | Silver | 20x2 cm | 12 | Box | Stainless steel



Sivan shellfish cracker 5018408 | Silver | 13,5x5,5x1,5 cm | 12 | Box | Zinc-alloy/chrome plated



Astrid

Astrid is a series of classic kitchenware in a modern and conscious version. A series which combines function and design in the very best way. The blades of the series are made of stainless steel and the handles of beautiful, chocolate-brown wenge wood. Wenge wood is heavy, durable, shockproof and moisture resistant. Also, it's lively-looking and lovely with its decorative veining. The combination wenge wood and stainless steel is an exciting contrast between hard and soft, a classic with a tougher touch. Series Astrid is definitely a Swedish Original which never goes out of fashion.

Packed in a beautiful. Sagaform box. Do not machine wash.



Astrid cheese knife set, 3-pcs 5018351 | Dark brown/silver |
17,5x3x2,5cm/14,5x5x2,5cm/14,5x3x2,5cm|



Astrid cheese slicer and butter knife, 2-pcs 5018352 | Dark brown/silver | 17x7x2,5 cm/15x2x2,5 cm | 6 | Box |



Astrid pizza-/pie set, 2-pcs 5018353 | Dark brown/silver | 22,5x6x2,5 cm/15,5x6x2,5 cm | 6 | Box |



Astrid salad server set, 2-pcs 5018354 | Dark brown/silver | 23x6x2,5 cm | 6 | Box |



Astrid grater 5018552 | Black/silver | 32x3,5x2,5 cm | 6 | Bulk |

Astrid grater

The ultimate tool for grating hard foods like cheese and chocolate. With a surface covered in sharp teeth, this grater provides simplicity and precision in the kitchen. Let your guests grate their own parmesan at the table for an extra touch of interactivity during the meal. Handle is made of ash tree from responsibly managed forests and stained black for a modern and stylish look.







Tradition

We care for Scandinavian traditions and the familiar feeling of experiencing them together. Under "tradition" you will find the products which create that extra spark to get in the mood for that season's special traditions, like for example easter holidays.

Ellen Easter collection

Traditions, big and small, are important to us at Sagaform, which our stoneware series Ellen shows. Here you will find products for our most beloved traditions like Christmas, Easter and Midsummer, but also for the lovely everyday traditions like morning coffee in bed or the Friday fika (coffee moment). Cups, mugs, bowls and storage products made of stoneware in stylish design with billowing stripes in nature-inspired colours.

Designed by Studio Sagaform. Packed in a beautiful Sagaform box. Dishwasher safe.



Ellen egg hen 5018456 | Off white | 16x15x15 cm | 6 | Box |



Ellen jar with lid bunny 5018449 | Off white | ø11,5x18,5 cm | 6 | Box |



Ellen jar with lid hen
5018450 | Yellow | ø11,5x19 cm | 6 | Box |



Ellen egg tray 5018455 | Yellow | 15x10x5 cm | 6 | Box |



Ellen egg cup, 2-pcs
5018452 | Yellow | ø5x5 cm | 6 | Box |



Eilen egg cup, 2-pcs 5018451|Off white|Ø5x5 cm|6|Box|



Ellen cup, 2-pcs
5018344 | Off white | Ø7x7,5 cm 18c1 | 6 | Box |



Ellen cup, 2-pcs
5018345 | Green | ø7x7,5 cm 18c1 | 6 | Box |



Ellen serving plate
5018422 | Off white | ø20x4 cm | 6 | Box |



Ellen mug, 2-pcs 5018420 | Off white | 12x8,5x9 cm 37c1 | 6 | Box |



Eilen mug, 2-pcs 5018421 | Green | 12x8,5x9 cm 37c1 | 6 | Box |



Nature mulled wine set

5018364 | Clear/brown | ø16x32,5 cm 1,81 | 6 |
Box | Mouth-blown borosilicate glass/
bamboo |



Textile

Few things change and renew a room the way textile does. Add a colour, a pattern or both and everything will feel a little softer, newer or in any case different and nicer. Made in a timeless design created for many purposes.

Plaids & Throws

Wrap yourself in comfort and warmth with Sagaform's collection of throws, where style meets functionality in every piece. Designed to blend seamlessly with any decor, our plaids bring together a variety of textures, materials, and patterns—each with a unique touch.



Emilie throw

5018598 | Green/white | 130x170 cm | 6 | Hangtag | 70% recycled cotton/30% recycled polyester, 200gsm



Emilie throv

5018599 | Black/white | 130x170 cm | 6 | Hangtag | 70% recycled cotton/30% recycled polyester, 200gsm



Ulli throw

5018553 | Bordeaux | 130x170 cm | 6 | Hangtag | 100% New Zealand wool, 340gsm



Anni fleece plaid

5018555 | Beige | 130x170 cm | 6 | Box | 100% rPET, 320qsm



Anni fleece plaid

5018556 | Grey | 130x170 cm | 6 | Box | 100% rPET, 320qsm



Esther fleece plaid

5018357 | Off white | 130x170 cm | 10 | Box | 100% polyester, 340gsm



Alba plaid

5018562 | Grey/black/white | 130x170 cm | 6 | Hangtag | 100% polyester, 350gsm



Rut fleece plaid

5018411 | Black | 130x170 cm | 10 | Box | 100% polyester, 220/180gsm



Agnes fleece plaid

5018254 | Beige | 130x170 cm | 10 | Box | 100% polyester, 280gsm



Ulli throw

5018554 | Grey | 130x170 cm | 6 | Hangtag | 100% New Zealand wool, 340gsm



Esther fleece plaid

5018358 | Grey | 130x170 cm | 10 | Box | 100% polyester, 340gsm



Agnes fleece plaid

5018255 | Dark grey | 130x170 cm | 10 | Box | 100% polyester, 280gsm

Eden collection

The Eden collection features a classic floral pattern in soft, painted pastels, evoking the gentle feel of a summer breeze year-round. Choose between a palette of yellow, beige, and green, or blue, green, and beige. The collection includes a kitchen towel, a hamam towel, and a waxed tablecloth—perfect for adding a touch of timeless charm to any setting.



Crafted from 70% recycled cotton and 30% recycled polyester. Designed by Studio Sagaform.



Eden kitchen towel, 2-pcs
5018486 | Mixed yellow | 50x70 cm | 6 | Girdle |
Normal machine wash at 40 degrees.



Eden hamam 90x170cm
5018487 | Mixed yellow | 90x170 cm | 8 | Girdle |
Normal machine wash at 40 degrees.



Eden round waxed tablecloth

5018602 | Mixed yellow | 180x180 cm | 6 | Girdle |
Gentle machine wash at 30 degrees.



Eden waxed tablecloth

5018485 | Mixed yellow | 150x250 cm | 6 | Girdle |
Gentle machine wash at 30 degrees.



Eden waxed tablecloth

5018601 | Mixed blue | 150x250 cm | 6 | Girdle |
Gentle machine wash at 30 degrees.



Eden Denim

Discover the Eden Denim kitchen textile series, made from certified cotton denim. Soft napkins and kitchen towels feature a beige embroidered flower, complementing the Eden series. The cool denim color adds character and a timeless feel to your decor.

Napkins measure 45x45 cm, towels 50x70 cm, and both come in a two-pack with a paper girdle, combining elegance with practicality.



Eden denim napkin, 2-pcs 5018583 | Blue | 45x45 cm | 6 | Girdle |



Eden denim kitchen towel, 2-pcs 5018584 | Blue | 50x70 cm | 6 | Girdle |



Edith

Discover Edith, the timeless textile series in Sagaform's collection of Swedish originals. This series includes charming tablecloths and napkins, all adorned with a contrasting edge stitch that adds a beautiful and decorative touch to your table setting. This series provides a soft and warm feel that is perfect for all occasions and gatherings throughout the year, elegantly completing your table setting. Available in two colour combinations with a base in grey or beige, which harmonize beautifully with the rest of the collection. Explore the timeless beauty of Edith and let it elevate every meal into a special experience.

70% recycled cotton and 30% recycled polyester. Designed by Sagaform studio.



Edith round tablecloth 5018559 | Grey | ø180 cm | 6 | Hangtag |





Edith napkin, 2-pcs 5018561 | Beige | 45x45 cm | 6 | Hangtag |



Edith napkin, 2-pcs 5018558 | Grey | 45x45 cm | 6 | Hangtag |



Edith tablecloth 5018560 | Beige | 150x280 cm | 6 | Hangtag |



Edith tablecloth 5018557 | Grey |
150x280 cm | 6 | Hangtag |

Ella Hamam

Ella is a series of napkins, towels, tablecloths and bags adorned with Sagaform's characteristic stripes in different patterns. Ella is available in four nature-inspired colour combinations with varying striped patterns depending on the colour. Ella is created to add some beauty in the garden, on the beach as well as in your home. Ella hamam is available in three sizes.

Made of recycled cotton (70%) and polyester (30%). Designed by Studio Sagaform. Normal machine wash at 40 degrees.



Ella hamam napkin, 4-pcs 5018385 | Yellow | 45x45 cm | 8 | Girdle | Made of 100% organic cotton



Ella hamam cotton bag 5018472 | Yellow | 41x38 cm | 6 | Hangtag |



Ella hamam cotton bag 5018469 | Grey | 41x38 cm | 6 | Hangtag |



Ella hamam cotton bag 5018470 | Blue | 41x38 cm | 6 | Hangtag |



Ella hamam cotton bag 5018471 | Green | 41x38 cm | 6 | Hangtag |



Ella hamam 50x70cm, 2-pcs 5018464 | Yellow | 50x70 cm | 8 | Girdle |



Ella hamam 50x70cm, 2-pcs 5018461 | Grey | 50x70 cm | 8 | Girdle |



Ella hamam 50x70cm, 2-pcs 5018462 | Blue | 50x70 cm | 8 | Girdle |



Ella hamam 50x70cm, 2-pcs 5018463 | Green | 50x70 cm | 8 | Girdle |



Ella hamam 90x170cm 5018468 | Yellow | 90x170 cm | 8 | Girdle | Ella hamam 145x250cm

5018460 | Yellow |

145x250 cm | 6 | Girdle |



Ella hamam 90x170cm 5018465 | Grey | 90x170 cm | 8 | Girdle | Ella hamam 145x250cm 5018457 | Grey |

145x250 cm | 6 | Girdle |



Ella hamam 90x170cm 5018466 | Blue | 90x170cm | 8 | Girdle |





5018467 | Green | 90x170 cm | 8 | Girdle | Ella hamam 145x250 cm 5018459 | Green | 145x250 cm | 6 | Girdle |

Ella hamam 90x170cm

Carl bed set

Let the hotel feeling move into your home. The Carl duvet cover and pillowcases are wonderfully crisp and comfortable. The design is stylish and classic with a beige/grey or white base adorned with stitching, a type of embroidery called "baratta". A bedding set that lasts forever, equally appreciated to receive as it is to give. Sold in a set with duvet cover and pillowcase.



Normal machine wash at 60 degrees. Designed by Sagaform Studio.



Carl duvet cover set

5018527 | Beige/bordeaux |

501852/|Beige/bordeaux| 150x210 cm/50x60 cm|6|Girdle| 100% organic percale cotton. Thread density 200.



Carl pillow case

5018528 | Beige/bordeaux | 50x60 cm | 6 | Girdle | 100% organic percale cotton. | Thread density 200.



Carl duvet cover set

5018442 | White | 150x210 cm/50x60 cm | 6 | Girdle | 100% organic cotton. | Thread density 144. |



Carl pillow case

5018447 | White | 50x60 cm | 6 | Girdle | 100% organic cotton. |
Thread density 144.

Ella waxed tablecloth

AND SOLUTION OF STEP

Ella waxed tablecloth is classically patterned with stripes and made of recycled cotton (70%) and recycled polyester (30%). The surface is coated which makes the tablecloth water repellent and therefore perfect to use both indoors and outdoors. The stripes as well as the nature-inspired beige tones are characteristic for Sagaform.

Gental machine wash at 30 degrees. Available in size 150x250 cm. Packaged in nice paper girdle.



Ella waxed tablecloth 5018484 | Grey/beige | 150x250 cm | 6 | Girdle |





Outdoor living

Nature is important to us and also how we live in it. In this category you will find everything you need to really enjoy the Scandinavian nature, whether it's in the forest, on the terrace, on the road or at sea. Functional, durable and familiar are the keywords when we have developed this category and its products.

Doris enamel

The favourite Doris unites utility with pleasure, or rather design with function. Here it is the material which provides character. Enamel is durable, doesn't weigh much and with its capacity to withstand heat up to 225 degrees from an open fire, induction or in an oven, it becomes as functional outdoors as stylish looking indoors. The design is timeless with a discreet splash pattern. A classic, multifunctional and durable series containing mug, bowl, plate and pan in two sizes. Doris is available in black, green and beige. Withstands machine washing in upper basket on low temperature.

Made in Enamelled carbon steel and designed by Studio Sagaform. Don't use sharp items in the pan.



Doris enamel mug 5018175 | Beige | 11x9x8 cm 38c1 | 6 | Hangtag |



Doris enamel bowl 5018176 | Beige | Ø16x5 cm | 12 | Bulk |



Doris enamel plate
5018177 | Beige | ø20x2,5 cm | 12 | Bulk |



Doris enamel mug
5018212 | Green | 11x9x8 cm 38c I | 6 | Hangtag |



Doris enamel bowl 5018213 | Green | ø16x5 cm | 12 | Bulk |



Doris enamel plate
5018214 | Green | ø20x2,5 cm | 12 | Bulk |



Doris enamel mug 5018412 | Black | 11x9x8 cm 38c | | 6 | Hangtag |



Doris enamel bowl 5018413 | Black | Ø16x5 cm | 12 | Bulk |



Doris enamel plate 5018414 | Black | ø20x2,5 cm | 12 | Bulk |



Doris enamel pan medium 5018416 | Black | 37,5x31,5x7,5 cm | 6 | Girdle |



Doris enamel pan small 5018415 | Black | 30x23,5x5,5 cm | 6 | Girdle |

Juni

The picnic series Juni is the saviour of us all, on the beach, in the outdoor room and by the pool. Simply during every moment that wants a silver lining. The series is made of acrylic plastic and includes cutlery, glasses and coffee cups. We dare say that this is a series everybody needs at home, filling a function which is often missing, in a design which cheers everybody up who sees it.

Designed by Studio Sagaform. Packed in beautiful Sagaform box. Machine wash upper shelf.



5018574 | Clear | ø8x10 cm 28c1 | 6 | Box |



Picnic Juni water glass, 4-pcs
5018575 | Amber | Ø8x10 cm 28c1 | 6 | Box |



Picnic Juni glass, 4-pcs 5018576 | Amber | Ø8x11 cm 30cl | 6 | Box |





Picnic Juni coffee mug, 4-pcs 5018171 | White | ø8x8 cm 20c | | 6 | Box |



Picnic Juni glass, 4-pcs 5018174 | White | Ø8x11 cm 30c1 | 6 | Box |



Picnic Juni glass high, 4-pcs 5018173 | White |

ø6x14cm 20c1 | 6 | Box |



Picnic Juni bowl, 4-pcs 5018172 | White |
ø13x7 cm 60c1 | 6 | Box |



Picnic Juni coffee mug, 4-pcs 5018222 | Clear | ø8x8 cm 20c1 | 6 | Box |



Picnic Juni glass, 4-pcs 5017851 | Clear | Ø8x11 cm 30c1 | 6 | Box |



Picnic Juni glass high, 4-pcs 5017784 | Clear | 96x14 cm 20c1 | 6 | Box |



Picnic Juni tumbler, 4-pcs 5017340 | Clear |

ø8x14 cm 40c | | 6 | Box |



Picnic Juni plate, 2-pcs 5017896 | Clear | ø26x2 cm | 6 | Box |



Picnic Juni side plate, 4-pcs 5017336 | Clear | ø20x2 cm | 6 | Box |



Picnic Juni bowl small, 4-pcs 5017338 | Clear | ø13x7 cm 60c | | 6 | Box |



Picnic Juni bowl big 5018224 | Clear |

ø26x12 cm 3,61 | 6 | Box |



Picnic Juni jug 5017339 | Clear |
ø11x17 cm 1,21 | 6 | Box |



Picnic Juni salad server 5018223 | Clear | 26,5x7x2 cm | 6 | Box |



Picnic Juni cutlery set, 12-pcs 5018136 | Clear | 13x23x4 cm | 6 | Box |

Billi collection

A future Swedish original made from 100% recycled plastic. A series of glasses in various models and accessories in a unique design. Billi is the obvious choice for outdoor activities, caravan vacations, boating, and for all moments worth celebrating a little extra. Stackable design makes it perfect for the caravan or boat where space is limited. With rounded, generous cups adorned with the classic Sagaform stripe, the family members of the series have a modern, sleek design with an exciting character developed for an active life and moments together.





Billi wine glass rPET, 2-pcs
5018477 | Clear |
ø9x11 cm 35c1 | 6 | Box |
Do not machine wash. Food safe.



Billi beer glass rPET, 2-pcs
5018479 | Clear |
ø10x14,5 cm 50c1 | 6 | Box |
Do not machine wash. Food safe.



Billi coupe glass rPET, 2-pcs
5018478 | Clear |
ø10x9,5 cm 30cl | 6 | Box |
Do not machine wash. Food safe.



Billi wine glass rPET, 4-pcs
5018491 | Clear | ø9x11 cm 35c | | 6 | Box |
Do not machine wash. Food safe.



Billi beer glass rPET, 4-pcs
5018493 | Clear | Ø10x14,5 cm 50c1 | 6 | Box |
Do not machine wash. Food safe.



Billi coupe glass rPET, 4-pcs

5018492 | Clear | ø10x9,5cm 30c1 | 6 | Box |
Do not machine wash. Food safe.





What is rPET?

rPET stands for "Recycled Polyethylene Terephthalate,". PET is a type of thermoplastic polymer used to manufacture many common products, such as plastic bottles for beverages and food packaging. rPET is simply recycled PET plastic. It is produced by recycling used PET products from the consumer stream, primarily plastic bottles. The process involves collecting plastic bottles, crushing them, and melting them down to create new plastic material. The recycled material can then be used to manufacture a variety of products, including bottles, packaging, textiles, and other plastic products. In this case, Billi.



Billi water glass rPET, 2-pcs 5018480 | Clear | ø8,5x9,5 cm 40c1 | 6 | Box |



Billi bowl rPET, 2-pcs 5018483 | Clear |
ø12,5x6,5 cm 70c I | 6 | Box |



Billi carafe rPET 5018482 | Clear | ø12x22,5 cm 1,4 | | 6 | Box |



Billi wine cooler rPET 5018481 | Clear |
ø18x18 cm 31 | 6 | Box |

City rPET collection

The City collection includes cooler bags in various sporty-looking styles adapted to an active life. They comes in colours inspired of nature and are both stylish and functional. City is making us longing for adventures both in nature and in the city. Our beige, black, blue and green city has outer material in rPET, a material made from recycled PET bottles.

Wipe with cloth. Hand wash is recommended for City picnic blanket.





City cooler backpack rPET 5018588 | Beige | 30x19x44 cm 211 | 6 | Hangtag |



City cooler bag large rPET 5018589 | Beige |

34x24x28 cm 201|6 | Hangtag |



City cooler bag high rPET 5018590 | Beige | 24x11x35 cm 91|6 | Hangtag |



City picnic blanket rPET 5018591 | Beige | 130x170 cm | 6 | Hangtag |





City cooler backpack rPET 5018506 | Black | 30x19x44 cm 211 | 6 | Hangtag |



City cooler bag large rPET
5018507 | Black |
34x24x28 cm 201 | 6 | Hangtag |



City cooler bag high rPET 5018508 | Black | 24x11x35 cm 91 | 6 | Hangtag |



City picnic blanket rPET 5018509 | Black | 130x170 cm | 6 | Hangtag |



City cooler backpack rPET 5018377 | Blue | 30x19x44 cm 211 | 6 | Hangtag |



City cooler bag large rPET 5018378 | Blue | 34x24x28 cm 201 | 6 | Hangtag |



City cooler bag high rPET 5018379 | Blue | 24x11x35 cm 91 | 6 | Hangtag |



City picnic blanket rPET 5018387 | Blue | 130x170 cm | 6 | Hangtag |



City cooler backpack rPET 5018309 | Green | 30x19x44cm 211 | 6 | Hangtag |



City cooler bag large rPET

5018310 | Green |

34x24x28 cm 201|6 | Hangtag |



City cooler bag high rPET 5018311 | Green |
24x11x35 cm 91|6 | Hangtag |



City picnic blanket rPET 5018305 | Green | 130x170 cm | 6 | Hangtag |



City cooler bag mini rPET 5018324 | Green | ø10x23 cm 1,21 | 6 | Hangtag |

Why do we use rPET?

The use of rPET plastic in products has several advantages, in our opinion. By recycling plastic bottles and other PET materials, the need to produce new plastic is reduced. This saves energy and reduces the amount of waste. The production of rPET plastic also requires less energy and resources compared to producing new plastic. By recycling and reusing plastic materials like PET, the concept of circular products and systems is promoted, where products and materials are reused instead of being discarded.

City rPET stripe collection

The City collection includes cooler bags in various sporty-looking styles adapted to an active life. They comes in colours inspired of nature and are both stylish and functional. City is making us longing for adventures both in nature and in the city. Our striped city has outer material in rPET, a material made from recycled PET bottles. Wipe with cloth.





City stripe cooler bag small rPET 5018592 | Black/white | 24x15x17 cm 3,21 | 6 | Hangtag |



City stripe cooler bag high rPET 5018595 | Green/white | 24x11x35 cm 91 | 6 | Hangtag |



City stripe cooler bag large rPET 5018596 | Green/white | 34x24x28 cm 201|6 | Hangtag |



City stripe cooler bag small rPET 5018593 | Green/white | 24x15x17 cm 3,21|6|



City stripe cooler bag high rPET 5018594 | Black/white | 24x11x35 cm 91 | 6 | Hangtag |



City stripe cooler bag large rPET 5018597 | Black/white | 34x24x28cm 201|6|



Aron

Aron is a Swedish Original for every kitchen or outdoor barbeque. Textile which protects both clothes and hands. Aron apron together with Aron barbeque glove is the only outfit you need when cooking, regardless if it's indoors or outdoors. Aron is designed in close-to-nature colours in blue and black in combination with Sagaform's classic stripes and in denim blue.



Aron denim bbq glove
5018586 | Blue |
16x30 cm | 6 | Hangtag |
Normal machine wash at 40 degrees.



Aron denim apron

5018585 | Blue |

70x90 cm | 6 | Girdle |

Normal machine wash at 40 degrees.



Aron apron & bbq glove set

5018402 | Black/beige |
65x81 cm/20x29 cm | 12 | Girdle |
Normal machine wash at 30 degrees.



Aron apron & bbq glove set

5018403 | Blue/beige |
65x81 cm/20x29 cm | 12 | Girdle |
Normal machine wash at 30 degrees.

Fredde BBQ

Fredde BBQ is a family of products touching up your days by the barbeque. Supersmart gadgets for the grill. Always function and design in one. Do not machine wash.



Fredde BBQ basket 5017804 | Silver/brown | 38x35x7,5 cm | 6 | Box |



Fredde BBQ knife, 4-pcs 5018398 | Silver | 22,5x2x2 cm | 12 | Box |



Fredde BBQ set, 3-pcs 5018181 | Black/silver | 47x38x20 cm | 12 | Hangtag |



Fredde sausage fork 5018399 | Brown/silver | 27x1,5x1,5cm, 82cm |

Vide Cooler 💌 Backpack



The Vide Cooler Backpack is a modern, innovative, and practical solution for all adventures from Sagaform. With its sporty design and muted tones, it is perfect for both the forest and the beach. The bag is divided into two sections: a lower section with a cooling function and an upper section for dry goods. Made from 50% recycled material and equipped with waterproof seams. Two elastic bands keep bottles in place, and practical pockets around the bag provide extra storage. Reflective details enhance safety in the dark. A practical cooling element is included.

Clean with a damp cloth. Water column: 20,000 mm. Capacity: 21 liters (12 liters cooling compartment and 9 liters dry compartment). Designed by Studio Sagaform.



Vide Cooler Backpack 5018603 | Color: Black | Dimensions: 32x23x50 cm, 2111 Material: rPET/PEVA | Print Code: 11 | Packaging: Hangtag | Care Instructions: Wipe with a soft cloth.



Vide Cooler Backpack 5018604 | Color: Green | Dimensions: 32x23x50 cm. 2111 Material: rPET/PEVA | Print Code: 11 | Packaging: Hangtag | Care Instructions: Wipe with a soft cloth.

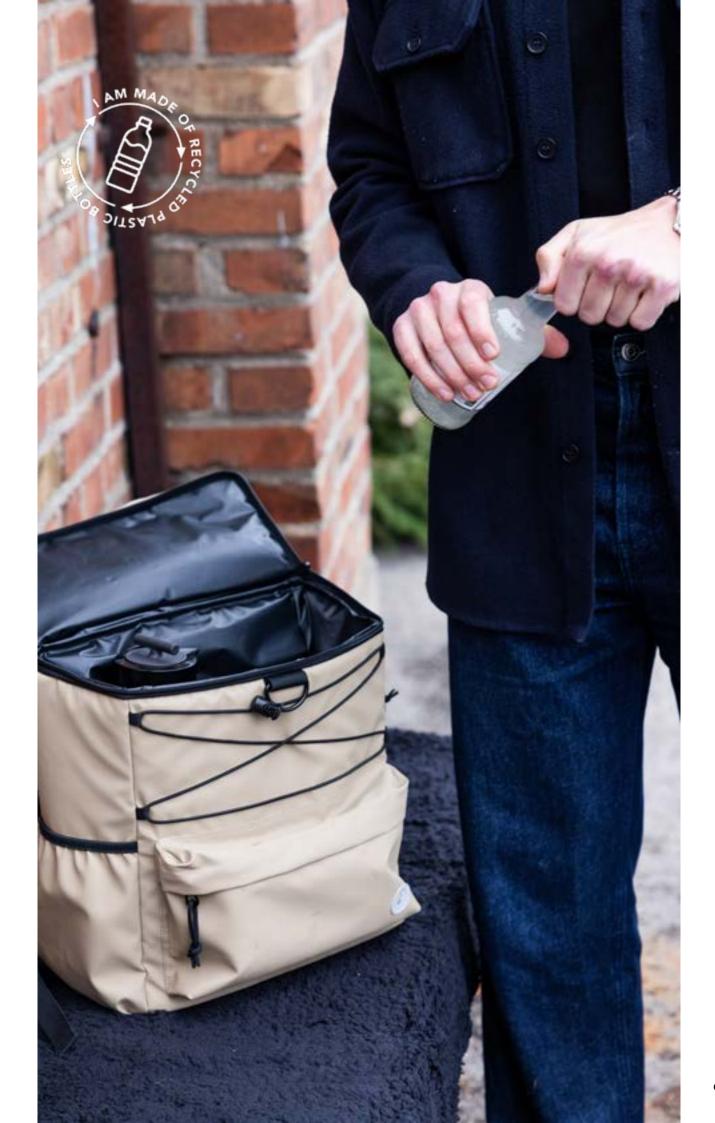


Vide Cooler Backpack 5018605 | Color: Beige | Dimensions: 32x23x50 cm, 2111 Material: rPET/PEVA | Print Code: 11 | Packaging: Hangtag | Care Instructions: Wipe with a soft cloth.



Vide Cooling Element, 2-pack. 5018618 | Color: Black | Dimensions: 25x14x1.5 cm | Material: PE Plastic/Water | Packaging: Strap | Care Instructions: Wipe with a soft





Food thermos Mark

This is Mark, a handy food flask in stylish design with that little bit extra. The outer lid also serves as mug/bowl. The inner lid holds a small foldable spoon and can also be opened to store accessories/ spices. The large neck makes it easy to fill and clean. Construction with double walls in stainless steel and copper covering to maintain temperature for longer time.

Do not machine wash.



Mark food thermos powder coated 5018363 | Green | ø9x20 cm 60c1 | 6 | Box |



Mark food thermos 5018183 | Gold | Ø9x20 cm 60c1 | 6 | Box |



Mark food thermos 5018182 | Black | ø9x20 cm 60c1 | 6 | Box |



Blanket/sit pad 5018294 | Green | 150x50 cm | 6 | Hangtag | Wipe with cloth.



Blanket/sit pad 5017638 | Black | 150x50 cm | 6 | Hangtag | Wipe with cloth.



Blanket/sit pad 5018109 | Grey | 150x50 cm | 6 | Hangtag | Wipe with cloth.



Sit pad small 5018188 | Green | 50x30 cm | 6 | Hangtag | Wipe with cloth.



Sit pad small
5018189 | Black | 50x30 cm | 6 | Hangtag |
Wipe with cloth.



Sit pad small
5018187 | Grey | 50x30 cm | 6 | Hangtag |
Wipe with cloth.



Mushroom knife in case
5017685 | Black/brown |
15x6x3 cm | 12 | Box |
Do not machine wash. Food safe.



Karl-Johan bag with mushroom knife 5018342 | Beige/black | 4 0x19x22 cm | 6 | Hangtag | Wipe with cloth. Food safe.



Sit pad small 5018564 | Grey/dark grey | 50x30 cm | 6 | Hangtag | Wipe with cloth.

Stig foldable bottle

Stig is a lightweight and practical water bottle for the whole family in foldable BPA-free plastic. It can easily be hooked onto the backpack and be stored folded in the bag. Easily unfolded when water is added. Available in three lovely colours and can be used for leisure as well as in the big city.

Do not machine wash.



Stig foldable bottle
5018348 | Black |
ø7x25 cm 55c | | 12 | Hangtag |



Stig foldable bottle

5018347 | Blue |

ø7x25 cm 55c | | 12 | Hangtag |



Stig foldable bottle

5018346 | Green |

ø7x25 cm 55c | | 12 | Hangtag |





Jens cooler bag small 5018307 | Green | 24x15x17 cm 3,21 | 6 | Hangtag | Wipe with cloth.



Jens cooler bag small 5016077 | Black | 24x15x17 cm 3,21 | 6 | Hangtag | Wipe with cloth.



Jens cooler bag small 5017365 | White | 24x15x17 cm 3,21 | 6 | Hangtag | Wipe with cloth.



Jens cooler bag big 5018306 | Green | 34x22x18 cm 6,31 | 6 | Hangtag | Wipe with cloth.



Jens cooler bag big 5018308 | Black | 34x22x18 cm 6,31 | 6 | Hangtag | Wipe with cloth.

Tova



Tova is a future classic for those on the go. A travel mug for anyone who wants to enjoy their beverage anytime. Its double-walled, vacuum-insulated design features a high-quality thin copper layer on the outside of the inner wall, providing superior insulation to maintain temperature. The ceramic interior and 360-degree drinking capability bring you closer to your beverage for the perfect drinking experience.

Tova's sleek, powder-coated look is crafted from seamless recycled stainless steel and patterned with Saga's signature stripe. The mug is easy to disassemble and simple to clean, making it ideal for drinks like smoothies. Dishwasher safe and leakproof.

Capacity: 32 cl. Designed by Studio Sagaform. Delivered in a classic Sagaform box.



Tova Travel Mug

Dimensions: Ø7.5x14 cm, 32 cl | Material: Recycled steel/recyclable plastic | Packaging: Box | Print Code: 16, 17, 21 | Care Instructions: Dishwasher safe. Food safe.

5018538 | Beige Pantone Warm Gray 3C

5018537 | Black **5018543** | Silver **5018542** | Gray

5018541 | Blue Pantone 2379C **5018540** | Green Pantone 4228C **5018539** | Wine Red Pantone 7624C



Twist the lid 360° to remove it completely.



Twist 90-180° to reach the drinking position.



Pad printing area (max): 40x40 mm (non-ribbed surface).



Engraving area (max): 35x40 mm (non-ribbed surface).







Ted



The Ted travel mug quickly becomes a favorite for those who like to always have a hot or cold drink on hand.

Made from recycled stainless steel, its design is easy to grip with a practical handle and a smart push function. It features a clean, minimalistic look with Saga's characteristic stripe pattern. The double-walled, vacuum-insulated design includes a high-quality thin copper layer on the outside of the inner wall for superior insulation to maintain temperature.

Drink from the mug 360 degrees, as if there were no lid – providing the feel of drinking from your favorite cup. Powder-coated for durability. Dishwasher safe. Capacity: 28 cl. Designed by Studio Sagaform. Delivered in a classic Sagaform box.





Pad printing area (max): 40x40 mm or 35x65 mm



Engraving area (max): 35x65 mm

Ted Travel Mug

Dimensions: 10.5x7.5x14 cm, 28 cl | Material: Recycled steel/recyclable plastic |

Packaging: Box | Print Code: 16, 17 |

Care Instructions: Dishwasher safe. Food safe.

5018547 | Beige Pantone Warm Gray 3C

5018546 | Black

5018544 | Silver

5018545 | Gold

5018548 | Blue Pantone 2379C

5018549 | Green Pantone 4228C

5018550 | Fudge Pantone 4261C

5018551 | Wine Red Pantone 7624C













Loke Travel Mug with Lockable Push Function (Large)

Dimensions: Ø9x20 cm, 40 cl | Material: Double-walled stainless steel/plastic | Packaging: Box | Print Code: 6, 17, 21 | Care Instructions: Not dishwasher safe. Food safe.

5017712 | Black **5017787** | Silver

Loke

The Loke travel mug simplifies everyday life, and that's just one of the reasons why people love it. Its construction is outstanding. Double-walled stainless steel keeps drinks warm, while the easy open-and-close function allows for one-handed use. Most importantly, it's leakproof.

Loke is available in several colors and comes packaged in a Sagaform box.



Loke Travel Mug with Lockable Push Function (Small)

Dimensions: Ø8x15 cm, 24 cl | Material: Double-walled stainless steel/plastic |

Packaging: Box | Print Code: 6, 17, 21 |

Care Instructions: Not dishwasher safe. Food safe.

5018566 | Gray Pantone 433U

5018207 | White

5018096 | Black

5018362 | White/Black

5018361 | Black/White

5018359 | Red Pantone 7418C | Rubberized surface

5018360 | Black | Rubberized surface

5018404 | Dark Blue Pantone 2767C

5018206 | Blue Pantone 294C

5018208 | Green Pantone 574U 5018209 | Yellow Pantone 145C

5018097 | Gold Pantone 4525U

5018098 | Silver



Engraving area (max): 50x80 mm Note: Different dimensions for rubberized mug: 35x80 mm

Nils

Our best-selling steel bottle. A classic and durable bottle with a modern design. The steel bottle features unique properties, including double-walled stainless steel with vacuum insulation and a copper coating.

It keeps drinks cold for up to 24 hours and hot for up to 12 hours. Capacity: 50 cl.



Keeps heat for up to 12 hours

Keeps cold for up to 24 hours

Insulated screw cap

Three different practical sizes

Advanced vacuum construction

Double steel walls & copper layer





Pad printing area (max): 40x40 mm or 35x65 mm



Engraving area (max): 50x80 mm Note: Different dimensions for rubbercoated bottle: 35x80 mm

Nils Steel Bottle

Dimensions: Ø7x26 cm, 50 cl | Material: Stainless steel with a copper layer, double-walled | Packaging: Box | Print Code: 6, 17, 21 |

Care Instructions: Not dishwasher safe. Food safe.

Standard Finish:

5018565 | Gray Pantone 433U 5018318 | White/Black 5018317 | Black/White

5018319 | Dark Green Pantone 4209C **5018405** | Dark Blue Pantone 2767C

5018218 | White 5017707 | Black

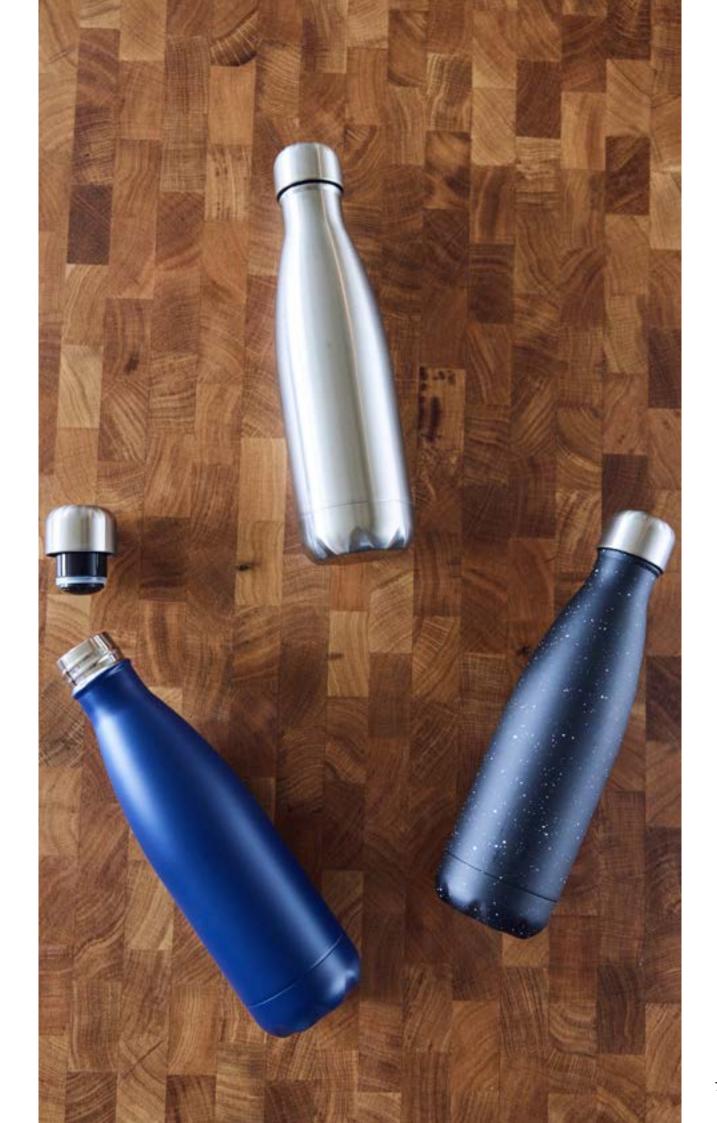
5017708 | Gold Pantone 4023C

5017897 | Silver

Rubberized Finish:

 | Yellow Pantone 7564C 5018082 | Green Pantone 4214C | Blue Pantone 7699C | Light Blue Pantone 285C

5018321 | Black





Nils Large Steel Bottle

Dimensions: Ø8x30 cm, 75 cl | Material: Stainless steel with a copper layer, double-walled | Packaging: Box | Print Code: 6, 17, 21 |

Care Instructions: Not dishwasher safe. Food safe.

5017706 | Black **5017845** | Gold **5017898** | Silver



Nils Small Steel Bottle

Dimensions: Ø7x20 cm, 26 cl | Material: Stainless steel with a copper layer, double-walled | Packaging: Box | Print Code: 6, 17, 21 | Care Instructions: Not dishwasher safe. Food safe.

5018225 | Black **5018226** | Gold



Keeps beverages hot for 8 hours and cold for 16 hours.

Olle Steel Bottle

Dimensions: Ø7x26 cm, 50 cl | Material: Stainless steel, double-walled | Packaging: Bulk | Print Code: 6, 17, 21 | Care Instructions: Not dishwasher safe. Food safe.

5018144 | Black **5018142** | Gold **5018143** | Silver



Nils PL

This variant is made from recycled steel with a powder-coated surface, providing a comfortable grip and an exclusive feel.

The steel bottle has unique features, including advanced vacuum construction with double steel walls and a copper layer, offering excellent insulation without condensation. The bottle keeps beverages ice-cold for up to 24 hours or hot for up to 12 hours. Capacity: 50 cl. Dishwasher safe. Packaged in a beautiful Sagaform box.

Colors can be perfectly matched with Tova and Ted.



Nils Steel Bottle PL

Dimensions: Ø7x26 cm, 50 cl | Material: Recycled stainless steel with copper layer, double-walled, and powder-coated surface | Packaging: Box | Print Code: 6, 17, 21 | Care Instructions: Dishwasher safe. Food safe.

5018617 | Beige Pantone Warm Gray 3C **5018615** | Blue Pantone 2379C **5018614** | Green Pantone 4228C

Nils EP



This chrome variant is made from recycled steel and electroplated.

Electroplating is a process that uses the principle of electrolysis to deposit a thin layer of other metals or alloys on the surface of certain metals, enhancing its appearance.

The steel bottle has unique features, including advanced vacuum construction with double steel walls and a copper layer, providing excellent insulation without condensation. The bottle keeps beverages ice-cold for up to 24 hours or hot for up to 12 hours. Capacity: 50 cl.

Hand wash only. Packaged in a beautiful Sagaform box.



Nils Steel Bottle FP

5018616 | Color: Silver Chrome |
Dimensions: Ø7x26 cm, 50 cl | Material:
Recycled stainless steel with a copper layer,
double-walled, and electroplated surface |
Print Code: 6, 17, 21 | Packaging: Box |
Care Instructions: Not dishwasher safe.
Food safe.

Ture 💌

Ture is the perfect water bottle for any occasion - from the beach to the gym, in the car, at the office, or on a walk. Made from rPET (recycled PET) with a lid crafted from recycled PP or certified bamboo. BPA-free. The rounded lid design and subtle stripes on the bottle's body provide a modern and functional style. A practical loop in TPR (thermoplastic rubber) makes it easy to carry and can be removed if needed. Available in several nature-inspired colors, it complements Tova and Ted for a cohesive set.

Hand wash only. Capacity: 60 cl. Designed by Studio Sagaform.











Printing area for pad printing (max): 40x40 mm or 35x65 mm







Ture Water Bottle

Dimensions: Ø7x22.5 cm, 60 cl | Material: rPET/ Recycled PP/TPR | Packaging: Hangtag | Print Code: 6, 21

Care Instructions: Not dishwasher safe. Food safe.

5018608 | Black

5018612 | Beige Pantone Warm Gray 3C

5018611 | Gray Pantone 433U

5018607 | Green Pantone 4228C

5018609 | Wine Red Pantone 7624C

5018610 | Blue Pantone 2379C

5018613 | Fudge Pantone 4261C



Ture Bamboo Water Bottle

5018606 | Color: Fudge Pantone 4261C | Dimensions: Ø7x22.5 cm, 60 cl | Material: rPET/Certified Bamboo/TPR Print Code: 6, 16, 21 | Packaging: Hangtag | Care Instructions: Not dishwasher safe. Food safe.







Room fragrance

Scent is about trying to communicate emotions. Our scented candles fill every room with joy, and our fragrances are designed to convey a sense of radiance, elegance, and everyday luxury. Here, you'll find seasonal scents, and an engraving on the candle adds an extra touch.

Which one is your favorite?



Promotion Candle Crisp Blossom & Apricot Cream

5392451201 | Color: Black |
Dimensions: Ø7x8.5 cm |
Material: 90% soy wax, 5% fragrance, 5% vegetable oil |
Print Code: 17 |
Packaging: Bulk |



Promotion Candle Fresh Cotton

5392451202 | Color: White |
Dimensions: Ø7x8.5 cm |
Material: 90% soy wax, 5% fragrance, 5% vegetable oil |
Print Code: 17 |
Packaging: Bulk |

Vakinme



Vakinme Promo Hand Cleanser Gel 250ml 540106901 | Color: Black | Volume: 250ml | Material: The packaging is made of recyclable plastic. | Packaging: Bulk |



Vakinme Promo Hand Cleanser Gel 55ml

540107001 | Color: Black | Volume: 55ml | Material: The packaging is made of recyclable plastic. | Packaging: Bulk |

