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K & H Annala Ltd has signed a collaboration agreement with Metsovaara Ltd for the reproduction of beloved textile designer Marjatta Metsovaara designs. Annala x Metsovaara collection combines Finnish textile expertise, and the handicraft of an internationally known artist.

The first four sections of Annala x Metsovaara are presented at the Habitare fair in Helsinki from 12 to 16 September 2018. In addition to the most famous patterns of Metsovaara, like Simpukka and Elle-Kukka, there are also less known patterns to be seen. In the whole collection, there are colorful colors, like the originals, as well as colors used today.

"The magnificent collection of Metsovaara is large. The challenge was to retain most of the original idea, but to bring the designs to the present day, as a good combination of color, material and unique feeling. We wanted to create a collection which is easy to combine and that fits into a

Scandinavian home," says Annala's Managing Director Hanna-Maria Kortesoja. "In particular, Pioni and Primavera patterns we applied harmonious color combinations."

Annala's own Autumn collection new products Alava and Vellamo are high-quality natural fiber fabrics in sophisticated colors. The materials used are mainly flax and cotton. "We prefer highquality materials in our production. In contrast to common habit, we do not use chemical aftertreatment or backing in our fabrics," says Hanna-Maria Kortesoja. "It is important for us, that our products are high quality, beautiful and safe for users. It is also important to minimize the burden on the environment at every step in the production chain. "

K & H Annala Ltd is the only Finnish furniturefabric producer in Finland and its production is entirely in Finland. K & H Annala Ltd roots go back to 1917 when its daughtercompany was established and it is still running in the same original spot of beautiful place in Lankilankoski by the Lapua river.

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