

KEEP ENVIRONMENTAL DECLARATION

Built to KEEP going.

How KEEEP thinks about lifespan, modularity and responsible furniture design. A short and honest document for projects where long-term use, flexibility, smart logistics and lasting relevance matter more than fast replacement.

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01 — DECLARATION

Furniture should not become outdated just because use changes.

KEEEP is built on a simple but important environmental idea: the most responsible piece of furniture is not necessarily the one made with the most care. It is the one that continues to hold value, function and relevance over time.

Much furniture is designed for one layout, one user, one phase. When a room changes, an organisation grows, a hotel is refreshed or a home takes on new needs, replacement often becomes the easiest option. KEEEP your sofa is developed to make something else possible: modules can be reconfigured, moved, repaired, reupholstered and kept in use.

Environmental impact does not come from materials alone — it comes from everything that must be produced, transported, delivered and discarded again once a piece of furniture loses relevance. The first delivery is not an end state. It is the start of a system that can change.

STARTING POINT

- Long service life is an important foundation for responsible furniture design.
- Modularity should make change simple, not complicated.
- Repair, reupholstery and service should be more natural than replacement.
- KEEEP draws a clear line between established practice, planned development and ambition.

02 — DESIGN FOR LONGEVITY

A system that can follow the project forward.

Furniture rarely lives in a static environment. Offices are reconfigured. Hotels are refreshed. Shared spaces take on new functions. Yet much furniture is designed as if the first layout will last forever.

KEEEP your sofa starts from the opposite premise: the product should be able to change as use changes. The same modules can be arranged in multiple ways, supplemented, moved and given new roles over time.

01

Lasting relevance

Not just long life. Long use. The sofa is not locked to its first layout, room or owner. It can be reconfigured without leaving visible traces of earlier setups.

03

Distribute the wear

Rotate, move and use the parts longer. Modules can be repositioned and rotated to distribute wear, so fewer parts need replacing.

02

Replace the part

Keep the rest. One damaged module does not mean a new sofa. Back, seat and pouf can be repaired or reupholstered individually.

04

Visual longevity

Designed for multiple environments. Calm proportions and a timeless expression. The sofa is not trend-driven, but built to work across different rooms and styles over time.

03 — MATERIALS & CONSTRUCTION

Built for repair, refresh and continued use.

KEEEP your sofa is built from a relatively small number of well-defined components. This is a deliberate choice — not only for production, but because furniture that is easy to understand is easier to repair, reupholster and keep in use over time.

The textile is not glued directly to the foam. This means textile and foam can be handled more separately during reupholstery, service and refresh, while the supporting structure remains untouched. A single module can be refreshed without disturbing the rest of the sofa.

Supporting base	Plywood
Padding	Cold foam — shape-retaining and durable over time
Upholstery	Textile over foam — not glued directly to the foam
Fittings	Concealed steel connection — standard screwdriver
Module system	6 module types — repaired and reupholstered individually
Tool for reconfiguration	Screwdriver

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04 — NORWEGIAN MANUFACTURING

Norwegian idea. Norwegian design. Norwegian manufacturing.

KEEEP is a Norwegian furniture brand, established in Oslo and designed in Norway. KEEEP your sofa is manufactured in Norway in collaboration with Glomma Industrier — a production partner with expertise in upholstery, stitching, padding, repair and refurbishment of quality furniture.

For KEEEP, Norwegian manufacturing is about more than a short supply chain. It is about proximity between idea, design, production, quality assurance, service and further development.

A shorter distance between production, use and repair makes it easier to maintain quality — and easier to let the furniture continue.

FOUNDATION

- Norwegian company, Norwegian idea and Norwegian design.
- Manufactured in Norway at Glomma Industrier.
- Shorter distance between production, service and customer.
- A better basis for repair, refresh and continued use.

05 — SMART LOGISTICS

Logistics without air. More sofa per transport metre.

Environmental impact is also about transport. A traditional sofa is often packed as one large shape, with significant unused volume in the packaging. In practice, air is often what gets shipped.

KEEEP your sofa works differently. Because the sofa consists of separate, rectangular modules, it can be packed more tightly and predictably. Modules stack more efficiently, improving pallet utilisation and use of space in transport.

Compact modules also make it easier to bring furniture in through doors, stairs and lifts. When each module is packed in a more controlled and stable way, the risk of damage during handling is reduced. Fewer damages mean fewer returns, less double transport and less need for replacement parts.

LOGISTICS VALUE

- Less air in transport.
- Better use of pallet and truck space.
- Safer handling and more stable packages.
- Easier transport through doors, stairs and lifts.
- Lower risk of damage, returns and double transport.

06 — DIGITAL PRODUCT CARD

What you own should be easy to keep using.

Environmental responsibility does not stop at delivery. For products to stay in use longer, customers need to know what they own, where it is, how it can be reconfigured, and what can be repaired or supplemented.

KEEEP is planning an NFC/QR-based digital product card for KEEEP your sofa. The product card gathers information on modules, textile, colour, location and service history.

For professional customers, the module bank can support moving between rooms and locations, requests for supplementary modules, repair and refresh, and export to FDV (operation and maintenance) documentation.

Add

Build on what the customer already owns — supplementing with new modules in the right textile and size.

Rebuild

Show new layouts and new uses with existing modules.
New possibilities without a new purchase.

Repair / Refresh

Bring service, textile, foam and parts together in one place. Repair and reupholstery at module level.

Update location

Move modules between rooms, locations or owners.
Keep the module bank up to date over time.

07 — CONTINUED USE

Not one lifespan — a system for continued use.

Furniture that can be repaired, reupholstered and reconfigured has a better basis for continued use — not only with its first customer, but through service, refresh and possible use by a new owner.

Norwegian manufacturing in collaboration with Glomma Industrier makes it possible to build a future solution for take-back, refresh and continued use of pre-owned KEEEP modules. Modules can be inspected, repaired and reupholstered to a documented standard.

From first delivery, to reconfiguration, to refresh, to a new user. And onward again.

The figures below describe KEEEP's design targets and current intentions, not certified guarantees.

Target lifespan	25+ years
Planned reorder availability from the same system	15+ years
Repair at module level	All 6 modules
Flip function / wear distribution	All 6 modules
Largest module	Pouf 87 × 87 cm
Tool for reconfiguration	Screwdriver
Manufacturing	Norway — Glomma Industrier
Number of module types	6 (Small / Large: Seat, Back, Pouf)

STATUS OF THIS DOCUMENT

This is a self-declaration. It is not an EPD, not a third-party certification, and not a full life-cycle assessment. KEEEP draws a clear line between established practice, planned development and ambition. The digital product card and take-back solution are in planning.

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