

A simple design that grows with you



WO develops products designed for you who love Scandinavian design, Danish produced quality and full flexibility in the interior.

Our products are developed in close cooperation with selected Danish designers, to make their visions and ideas for design and function come true, which brings personality to expression and functionality.

We want to produce furniture of the future with focus on the use of linoleum and other sustainable materials.

Solid craftmanship since 1905

THIS WAS THE MISSION FROM
THE VERY BEGINNING AND
HAS BEEN THE TRADEMARK
OF THE COMPANY EVER SINCE.

WO was originally founded by carpenter Jens Welløv in 1905. In 2008 the name changed to WO Interior, now mostly known as WO.

Our core expertise is working with desktop linoleum. We have more than 25 years of experience in high tech, customized production of items with linoleum on surfaces and edges as well.



We have a broad line of our own designed products for private and office segments.

We also act as turnkey supplier and subcontractor with specialized competencies and do business with the public segment and privately held companies.

Perfect the first time

PERFECT THE FIRST TIME
IS ALL ABOUT TRUST.

We acknowledge that it is vital for the future success of our business that our customers have faith in our ability to transform their thoughts, ideas, sketches and drawings into specific solutions and projects.

Therefore, the guiding star at WO is to be the right partner for delivering the perfect solution the first time. Second chances are simply not an option.

Competitive

WE WANT TO BE A COMPETITIVE COOPERATION PARTNER FOR CUSTOMERS WANTING HIGH QUALITY SOLUTIONS AT ALL TIMES.

Developin relations

WE ONLY ENGAGE IN TRUSTWORTHY AND DEVELOPING RELATIONS.

Responsible

WE ARE A RESPONSIBLE PARTNER FOR OUR COOPERATION PARTNERS AND CUSTOMERS.

Solid craftsmanship

WE BASE OUR BUSINESS ON SOLID CRAFTSMANSHIP AND LONG TRADITIONS.

Professional management

WE DELIVER PROFESSIONAL MANAGEMENT AND THE NEWEST KNOWLEDGE RELATED TO OUR AREA OF OPERATIONS.

Will and ability to complex solutions

WE BASE OUR SOLUTIONS ON A HIGH LEVEL OF TESTED PROFESSIONALISM AND AN INNOVATIVE APPROACH



We have the will and the ability to solve classical solutions and demanding and complex special solutions.

WO covers all necessary techniques for tailor made solutions. Particularly our unique and patented technology enables us to make

the perfect top coating with linoleum – also in an industrialized process.

This has become a core competency, which we apply on counters, tabletops, wall fixtures, doors or other interior elements.

Solid craftsmanship

We believe that creativity, a high level of professionalism as well as great care and pride in the final product are core skills for making customized fixtures.

We work closely with designers and architects to make their visions and ideas for design and function come true. It is a great obligation to deliver perfect solutions first time. It is therefore of vital importance that we are great listeners and are able to understand the ideas and thoughts behind the specific solutions.



The future and recyclable materials

We are currently investigating what opportunities we have for participating in a "cradle to grave" process with linoleum, since it is a natural product, which can be decomposed.

This is very interesting from the point of view of recycling used furniture, but also from the perspective of offering a high quality alternative to natural wood, which increasingly is a scarce resource globally.

Living

WO living is designed for you who love Scandinavian design, Danish produced quality and full flexibility in the interior.

Our products are developed in close cooperation with selected Danish designers, to make their visions and ideas for design and function come true, which brings personality to expression and functionality.



Office

WO has many years of experience in design and production of innovative quality products for the office and business sector.

Our core expertise is production of furniture with surfaces and edge solutions in linoleum.



Contract

We act as turnkey supplier and subcontractor with specialized competencies and do business both with the public segment and privately held companies.

We base our solutions on a high level of tested professionalism and an innovative approach. We have the will and the ability to solve classical solutions and demanding and complex special solutions.



Linoleum

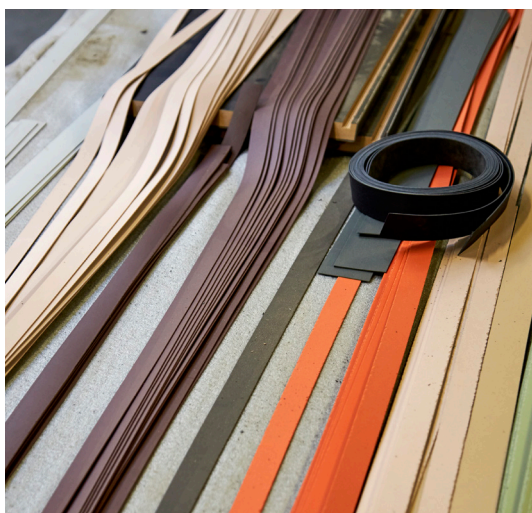


KNOW-HOW MAKES IT POSSIBLE TO LET YOUR IMAGINATION RUN WILD

We have developed our know-how about linoleum and, in particular, WO's patented linoleum edging over many years.

We have helped to create new products and application areas in collaboration with recognised designers and architects.

The high quality finish and aesthetic design solution of linoleum edging ensure a wide diversity of potential application areas. This means that ideas and innovation in the use of linoleum can now run wild.



PATENTED EDGE COATING WITH UNIQUE OPPORTUNITIES

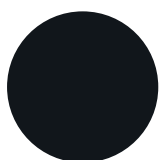
WO's linoleum edging can be used to achieve a harmonious and high quality design finish which elevates any linoleum-covered material.

The process can even be industrialised and this can often be done on existing machines!

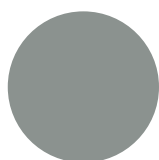
This means that our edging is a future oriented solution which will be ground-breaking in the application of linoleum.

Linoleum colours

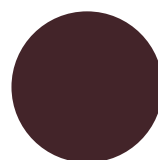
21 FORBO DESKTOP LINOLEUM COLOURS



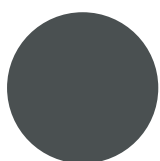
Nero
4023



Ash
4132



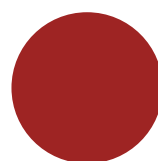
Burgundy
4154



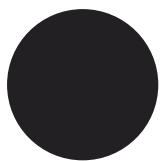
Pewter
4155



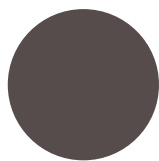
Pearl
4157



Salsa
4175



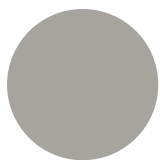
Charcoal
4166



Mauve
4172



Conifer
4174



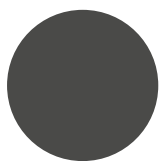
Pebble
4175



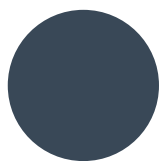
Mushroom
4176



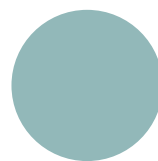
Vapour
4177



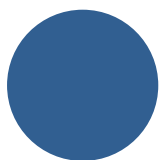
Iron
4178



Smokey blue
4179



Aquavert
4180



Midnight blue
4181



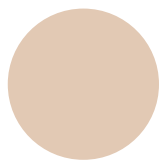
Spring green
4182



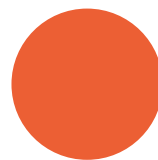
Pistachio
4183



Olive
4184



Powder
4185



Orange blast
4186