

# JOKIPIIN

PELLAVA 1920

## CATALOGUE

2023/1

## Sauna and Bath textiles



### Kierto - Cycle

Sauna Pillows

### Collections

Laituri, Villa  
Koivu, Kuusi, Naava  
Orchard

Linkki, Mänty  
Poro, Kivetys  
Tellus  
Kaiku, Saunatikut  
Rungot, Santtu

Koivikko  
Tuuli  
Virta  
Throw Blanket  
Cosmetics Bags  
Soaps

Terms  
Contact information





## KIERTO – CYCLE – RECYCLE

We have always been thrifty. For us, it is a familiar, everyday way to operate that characterizes everything we do. That is also why we want to be among the first ones in exploring different circular economy solutions in our production. In 2022 we tested to combine Lounais-Suomen Jätehuolto's recycled yarn with our linen yarn and made custom-made OmaDesign kitchen towels for Länsi-Suomen Jätehuolto (a Finnish waste management company).

Now we proudly present KIERTO (in English cycle) textiles, where Jokipiin Pellava's linen warp is combined with Lounais-Suomen Jätehuolto's recycled yarn made from post consumer textile waste. The yarn consists of 80% recycled fibre and 20% recycled polyester. The first yarn lot is made from post consumer denim textiles. Therefore, the product color is very fresh: white and denim blue. The final product consists of 50% linen, 40% recycled denim fibre and 10% recycled polyester.

### First KIERTO product: Väre towel /solo seat cover

The designer of Väre pattern Sini Henttonen:

*The cycle and the beginning of something new have been my inspiration for Väre. Vibrating lines can be seen as yarns or waves that together form a rhythmic surface. I have drawn Väre by hand which makes it organic, whereas the bonding of the fabric tells a story of the yarn origin; recycled denim.*



#### VÄRE Seat Covers – **available now**

Flat woven linen 50% LI, 40% reCO, 10 % rePes

3860	reDenim/white	45 x 55 cm
3859	white/reDenim	45 x 55 cm

#### VÄRE products **available in April 2023**

color reDenim/white

3863	Sauna Pillow	20 x 40 cm
xxxx	Roll Towel	80 x 145 cm
xxxx	Seat Cover	45 x 160 cm



## Sauna Pillows

The filling of our sauna pillows is safe, dust-free and fire safe **Ecosoft recycled fibre (made of PET-bottles)**, awarded by INNOFINLAND prize.

Pillows are machine washable,  
60° C

22 x 40 cm



3863 VÄRE reDenim/white – available in April 2023

Now we proudly present KIERTO (in English Cycle) textiles, where Jokipiin Pellava's linen warp is combined recycled yarn made from post consumer textile waste.

The final fabric consists of 50% linen, 40% recycled denim fibre and 10% recycled polyester.

Rea more: [Kiertto – Jokipiin Pellava](#)



3652 LAITURI white /beige



3648 LAITURI natural / black



2181 SAARISTO white/l. blue



3351 LINKKI white / dark grey



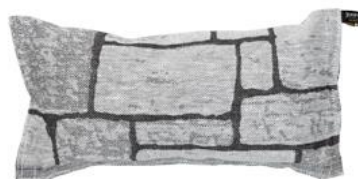
3352 LINKKI natural / black



3353 LINKKI natural / dark plum



3041 KAIKU reversable  
white /dark gray



3024 KIVETYS white / black



2893 KOIVIKKO white / black



2175 LIITURAITA natural



2176 LIITURAITA black



3670 Rungot white / black



## Sauna Pillows

The filling of our sauna pillows is safe, dust-free and fire safe **Ecosoft recycled fibre (made of PET-bottles)**, awarded by INNOFINLAND prize.

Pillows are machine washable,  
60° C

22 x 40 cm



3021 SAUNATIKUT white/black



3674 Santtu white / black



3032 Nimikko white/gray



3033 Nimikko gray/white



3516 Poro white/black



3391 MÄNTY natural / black



3392 MÄNTY white / black



3149 VIRTA white/black



3150 VIRTA white/plum



3151 VIRTA white/light blue



2185 TUULInatural/opt. white



2184 TUULI natural/black



2425 TUULI white/light green

# LAITURI

design Vappu Pimiä

Linen terry 70% LI, 30% CO

Towels

Soap Pouch Wash Mittens

Bath Mats

Bath Robes, Hair Turbans



Towels linen terry 70% LI 30% CO

white/dark blue

3400 75 x 50 cm

3404 75 x 150 cm

white/beige

3399 75 x 50 cm

3403 75 x 150 cm

3719 75 x 200 cm

3605 90 x 180 cm

natural/black

3398 75 x 50 cm

3402 75 x 150 cm

3720 75 x 200 cm

3604 90 x 180 cm

white/gray

3437 75 x 50 cm

3428 75 x 150 cm

white/opt.white

3436 75 x 50 cm

3429 75 x 150 cm

Soap Pouch Wash mitten

terry 70% LI 30% CO, 13 x 13 cm

3407 white/dark blue

3406 white/beige

3405 natural/black

3445 white/gray

3444 white/opt.white

Bath Mat natural/black-white/beige

3408 75 x 50 cm

Kilt natural/black

3514 70 x 145 cm

Wrap Towel white/beige

3515 85 x 145 cm



# LAITURI

design Vappu Pimiä

Linen terry 70% LI, 30% CO

Towels

Soap Pouch Wash Mittens

Bath Mats

Bath Robes, Hair Turbans



Laituri Bath Robe natural/black  
linen terry 70% LI 30% CO

- 3495 Size S
- 3496 Size M
- 3497 Size L
- 3498 Size XL
- 3499 Size XXL
- 3500 Size XXXL



Laituri Bath Robe white/beige  
linen terry 70% LI 30% CO

- 3501 Size S
- 3502 Size M
- 3503 Size L
- 3504 Size XL
- 3505 Size XXL
- 3506 Size XXXL



Laituri Sauna Hair Turban one size  
70%LI 30% CO prewashed

- 3583 beige
- 3584 nat/black



Laituri TUPAS Sauna Hat one size  
70%LI 30% CO NOT prewashed

- 3664 beige
- 3668 nat/black

Bath robe sizes	S	M	L	XL	XXL
Ladies	34	36-38	40-44	46-48	
Gents	46	48-50	52-54	56	58-60

Shrinkage (appr. 10%) added before cutting the fabric. The robe should be a bit too large before first wash.

# LAITURI Flat woven

design Vappu Pimiä

Linen terry 50% LI, 50% CO

Rolltowels

Seat Covers

Pillows

Bath Robes



## LAITURI Seat Covers

Flat woven linen 50 % LI, 50 % CO

3646 nat/black	45 x 55 cm
3650 white/beige	45 x 55 cm
3647 nat/black	45 x 160 cm
3651 white/beige	45 x 160 cm

## LAITURI Pillow 22 x 40 cm

3648 nat/black  
3652 white/beige

## LAITURI Roll Towel 80 x 145 cm

3649 nat/black  
3653 white/beige



## LAITURI Sauna Back Rest

Plywood 34 x 19 x 1,5 cm with  
Linen hood  
Ergonomic product

3810 nat/black  
3809 white/beige



# LAITURI Flat woven

design Vappu Pimiä

Linen terry 50% LI, 50% CO

Rolltowels

Seat Covers

Pillows

Bath Robes , Ponchos



Laituri TUPAS Sauna Hat one size  
50%LI, 50% CO NOT prewashed

3801 nat/black  
3802 beige



LAITURI Kilt and Wrap Towel (picture above)  
Flat woven linen 50 % LI, 50 % CO

3804 Kilt nat/black 70 x 145 cm  
3806 Wrap Towel white/beige 90 x 145 cm



LAITURI Sauna Poncho  
Flat woven linen 50 % LI, 50 % CO  
Unisex model, 145 x 110 cm

3797 natural/black  
3798 white/beige

LAITURI Bath Robe natural/black  
Flat woven linen 50% LI 50% CO  
SPRING 2022

3654 Size S  
3655 Size M  
3656 Size L  
3657 Size XL  
3658 Size XXL

LAITURI Bath Robe white/beige  
Flat woven linen 50% LI 50% CO  
SPRING 2022

3659 Size S  
3660 Size M  
3661 Size L  
3662 Size XL  
3663 Size XXL



Bath robe sizes	S	M	L	XL	XXL
Ladies	34	36-38	40-44	46-48	
Gents	46	48-50	52-54	56	58-60

Shrinkage (appr. 10%) added before cutting the fabric. The robe should be a bit too large before first wash.



# VILLA

Towels  
Wash Mittens  
Back Rubs  
Sauna Hats  
Slippers



VILLA  
NATURAL/BLACK TOWEL  
Towels linen terry 70% LI 30% CO  
2012 75 x 50 cm  
2033 75 x 150 cm  
2701 75 x 200 cm



Back rub linen terry 70% LI 30% CO  
2102 10 x 75 cm

Wash mitten linen terry 70% LI 30% CO  
2085 15 x 20 cm

VILLA  
NATURAL/BLACK TOWEL  
Towels linen terry 70% LI 30% CO  
2533 60 x 40 cm  
2546 60 x 110 cm  
2681 60 x 130 cm



VILLA  
WHITE/BEIGE TOWEL  
Towels linen terry 70% LI 30% CO  
2013 75 x 50 cm  
2034 75 x 150 cm  
2612 75 x 200 cm



Back rub linen terry 70% LI 30% CO  
2103 10 x 75 cm

Wash mitten linen terry 70% LI 30%  
2086 15 x 20 cm

VILLA  
WHITE/BEIGE TOWEL  
Towels linen terry 70% LI 30% CO  
2933 60 x 40 cm  
2534 60 x 110 cm  
3440 60 x 130 cm



Slippers 70%LI 30% CO  
3586 Villa, beige M  
(size 36-42)  
3585 Villa, natural/black L  
(size 43 up)



Villa Sauna Head Wear beige  
70%LI 30% CO prewashed  
3588 one size

Villa Sauna Hat natural/black  
70%LI 30% CO prewashed  
3587 one size

**KOIVU off-white**  
**Kuusi natural**  
design Jokipiin Pellava

Towels  
Sauna Hats  
Slippers



**KOIVU off-white**

Towels linen terry 70% LI 30% CO

2529	60 x 40 cm
2460	60 x 110 cm
2684	75 x 50 cm
2619	75 x 150 cm
3002	75 x 200 cm

**KUUSI natural**

Towels linen terry 70% LI 30% CO

2530	60 x 40 cm
3410	60 x 110 cm
2687	75 x 50 cm
2618	75 x 150 cm
2821	75 x 200 cm

Kuusi Sauna Hat natural  
70%LI 30% CO prewashed  
2116 one size

Koivu Sauna Head Wear off-white  
70%LI 30% CO prewashed  
2117 one size

Slippers 70%LI 30% CO  
2458 Koivu, off-white M  
(size 36-42)  
2124 Kuusi, natural L  
(size 43 up)





# NAAVA

Towels  
Wash mittens  
Back rubs



## NAAVA TOWELS

Towels linen terry 50% LI 50% CO

White

2003 75 x 50 cm

2024 75 x 150 cm

2574 75 x 200 cm

Gray

2011 75 x 50 cm

2032 75 x 150 cm

2569 75 x 200 cm



## NAAVA WASH MITTENS

Wash mittens linen terry 50% LI 50% CO

2090 white 15 x 20 cm

2098 gray 15 x 20 cm



## NAAVA BACK RUBS

Back rubs linen terry 50% LI 50% CO

2107 white 10 x 75 cm

2115 gray 10 x 75 cm

## ORHCARD

design Kuovi Oy  
Birger & Pekka Kaipainen

Flat woven Roll Towels  
Tea Towels / Sauna Seat Covers



### JOKIPIIN PELLAVA x KUOVI

Kuovi is a family company founded by the heir of Birger Kaipainen, to foster and develop the rich and colorful cultural heritage of Birger.

Jokipiin Pellava x Kuovi collaboration aims to recreate Birger Kaipainen's iconic artwork into high quality and timeless linen textiles for home.

We have woven probably Birger's most famous artwork "Orchard" into beautiful and durable home textiles. "Orchard" (Tarha in Finnish) was launched already in 1969 when it was used for ceramics decoration. "Orchard" contains many elements that are typical for Birger's ceramics, like violas, fruit and berries.

The fabric pattern is designed by Pekka Kaipainen who has freely modified the artwork of Birger Kaipainen. Orchard products are sustainably produced of natural raw materials (linen and cotton) in Finland.

#### ORCHARD Towels

Flat woven linen 50% LI 50% CO

##### Roll Towel

3856	white/light gray	80 x 145 cm
3857	white/dark gray	80 x 145 cm

##### Hand Towel

3847	white/dark gray	45 x 55 cm
3848	white/light gray	45 x 55 cm
3849	white/plum	45 x 55 cm
3850	white/dark green	45 x 55 cm
3851	white/dark blue	45 x 55 cm





# LINKKI

design Mika Sahikallio

Flat woven Roll Towels

Sauna Seat Covers

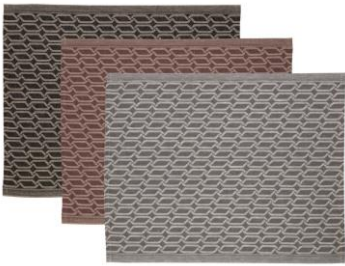
Pillows

Bath Mats

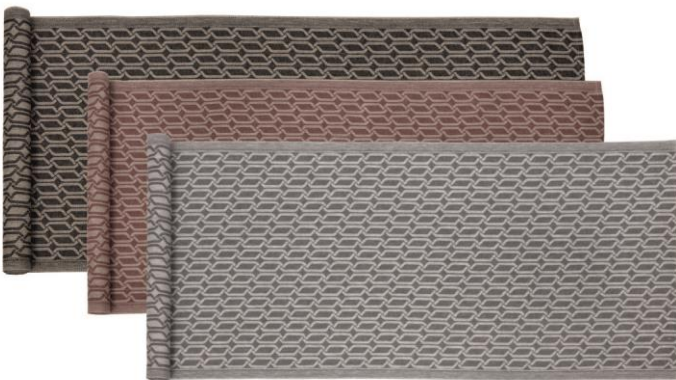


## LINKKI Seat Covers

Flat woven linen 50% LI 50% CO



- 3348 white/gray 45 x 55 cm
- 3349 natural/black 45 x 55 cm
- 3350 natural/dark plum 45 x 55 cm
- 3354 white/gray 45 x 160 cm
- 3355 natural/black 45 x 160 cm
- 3356 natural/dark plum 45 x 160 cm



## LINKKI Pillow 22 x 40 cm

- 3351 white/gray
- 3352 natural/black
- 3353 natural/dark plum



- 3590 LINKKI Oat Pad natural/black 14x45 cm
- 3589 JUGEND Oat Pad white/gray 14x 45 cm



- LINKKI Roll Towel 80 x 145cm
- 3357 white/gray



# MÄNTY

design Vappu Pimiä

Sauna Seat Covers

Pillows

Fire Blanket

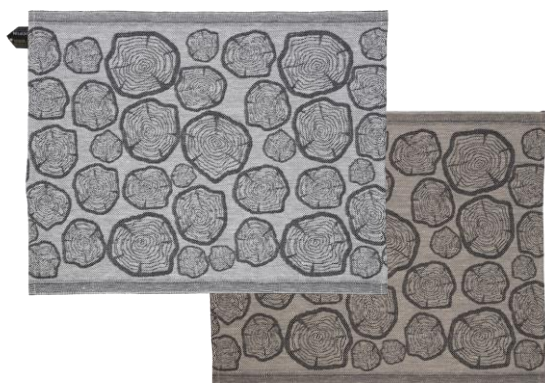
Flat woven Roll Towels



## MÄNTY Seat Covers

Flat woven linen 50% LI 50% CO

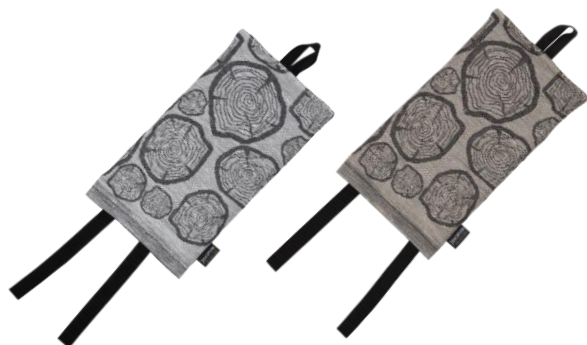
3387	white/black	45 x 55 cm
3388	natural/black	45 x 55 cm
3390	white/black	45 x 160 cm
3389	natural/black	45 x 160 cm



## MÄNTY Pillow 22 x 40 cm

3392 white/black

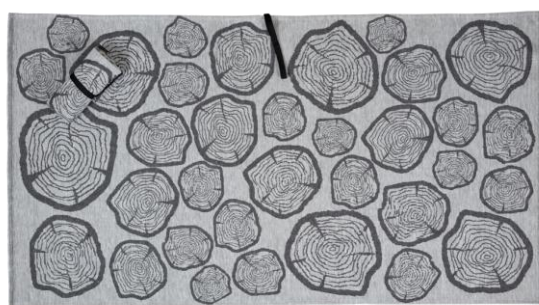
3391 natural/black



## MÄNTY Fire Blanket 30 x 17 cm

3395 white/gray

3396 natural/black



## MÄNTY Roll Towel 80 x 145cm

3394 white/black



## MÄNTY Sauna thermometer 13,5 x 15 cm

heat-treated birch

LI40



**PORO**  
design Saara Sarparanta  
Flat woven linen

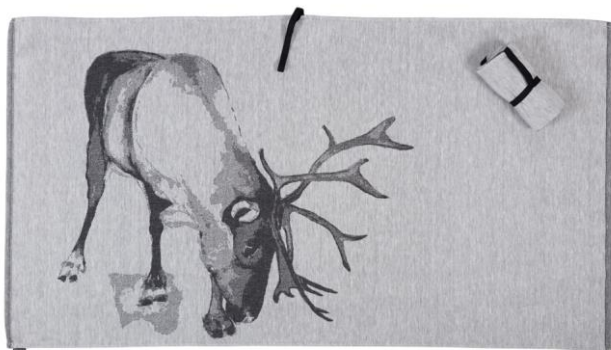
Kitchen Towels  
Seat Covers  
Pillows  
Roll Towels



Poro Pillow white/black  
3516 22 x 40 cm

Poro Tea Towel white/black  
3494 45 x 55 cm

Poro Roll Towel white/black  
3491 80 x 145 cm



Poro white/black  
Seat Covers  
Flat woven linen 50% LI 50% CO  
3492 45 x 55 cm  
3493 45 x 160 cm



## KIVETYS

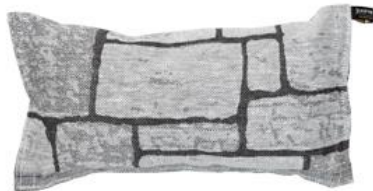
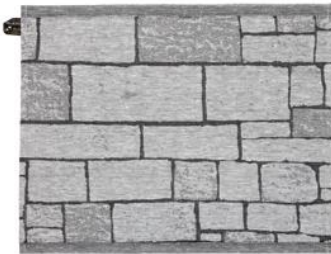
design Katri Koivisto  
Flat woven linen

Seat Covers  
Pillows  
Roll Towels

## TELLUS

design Jokipiin Pellaav  
Flat woven linen

Roll Towel



KIVETYS white/black  
Seat Covers  
Flat woven linen 50% LI 50% CO

3022 45 x 55 cm

3023 45 x 160 cm

3024 KIVETYS Pillow EUR

3080 KIVETYS Roll Towel 80x145 cm



3666 TELLUS Roll Towel 80x145 cm



## KAIKU

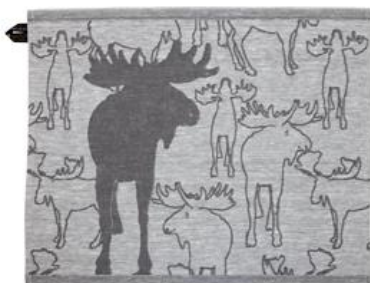
design Irina Ylänné

Sauna Seat Covers  
Pillows  
Roll Towels

## SAUNATIKUT

design Katri Koivisto

Sauna Seat Covers  
Pillows



KAIKU white/gray

Seat Covers

3043 45 x 55 cm

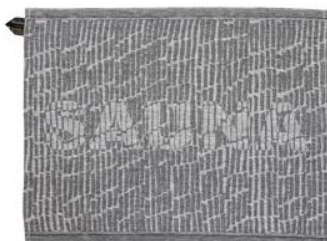
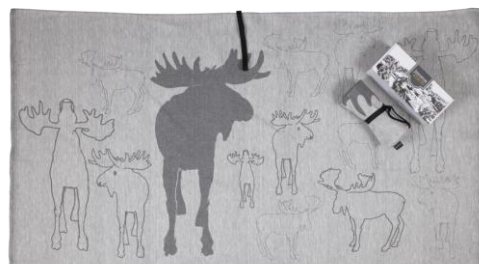
3042 45 x 160 cm

Pillow

3041 22 x 40 cm

Roll Towel

3044 80 x 145 cm



SAUNATIKUT white/black

Seat Covers

3019 45 x 55 cm

3020 45 x 160 cm

Pillow

3021 22 x 40 cm

## RUNGOT

design Juha Ilen

Sauna Seat Covers

Pillows

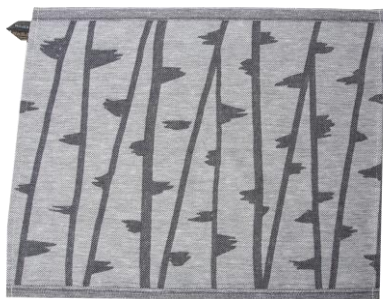
Roll Towels

## SANTTU

design Pia-Maria Pohto

Sauna Seat Covers

Pillows



RUNGOT white/black

Seat Covers

3669 45 x 55 cm

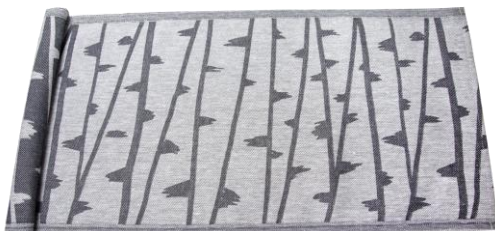
3671 45 x 160 cm

Pillow

3670 22 x 40 cm

Roll Towel

3667 80 x 145 cm



SANTTU (the Sauna Elf) white/black

Seat Covers

3673 45 x 55 cm

3672 45 x 160 cm

Pillow

3674 22 x 40 cm





## KOIVIKKO

design Alissa Koski

Seat Cover

Pillow

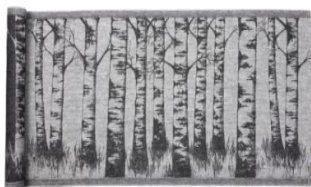
Roll Towel

## TUULI

design Anu Saari

Seat Cover

Pillow



KOIVIKKO seat cover

Flat woven linen 50% LI 50% CO

2891 45 x 55 cm

2892 45 x 160 cm

2893 KOIVIKKO pillow

KOIVIKKO roll towel

Flat woven linen 50% LI 50% CO

2894 80 x 145 cm



TUULI White/light green, seat cover,

Flat woven linen 50% LI 50% CO

2165 45 x 55 cm

2166 45 x 160 cm

2425 TUULI White/light green pillow



TUULI Natural/optical white, seat cover,

Flat woven linen 50% LI 50% CO

2161 45 x 55 cm

2162 45 x 160 cm

2185 TUULI Natural/optical white pillow



TUULI Natural/black, seat cover,

Flat woven linen 50% LI 50% CO

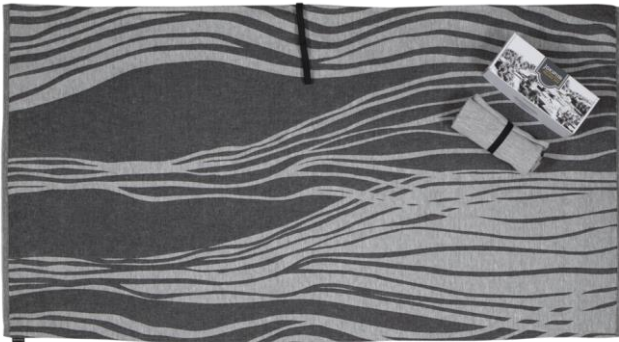
2159 45 x 55 cm

2160 45 x 160 cm

2184 TUULI Natural/black pillow

**VIRTA**  
design Johanna Aalto

Seat Cover  
Pillow  
Roll Towel



VIRTA Roll Towel, rolled with a rubber band, white/black  
Flat woven linen 50% LI 50% CO  
3155 80 x 145 cm

VIRTA towel, seat cover  
Flat woven linen 50% LI 50% CO  
3145 white/light blue 45 x 55 cm  
3143 white/black 45 x 55 cm  
3144 white/plum 45 x 55 cm



3148 white/light blue 45 x 160 cm  
3146 white/black 45 x 160 cm  
3147 white/plum 45 x 160 cm

3151 VIRTA pillow white/light blue  
3149 VIRTA pillow white/black  
3150 VIRTA pillow white/plum





## Throw Blankets

design Jokipiin Pellava  
Wool 60% LI 40%

Graniitti Grey

Graniitti Brick



GRANIITTI GREY THROW BLANKET

Wool 60% LI 40%

2657 130 x 170 cm

GRANIITTI BRICK THROW BLANKET

Wool 60% LI 40%

2909 130 x 170 cm

We developed a special throw blanket that is very light but still warm and airy. The roughness of linen and softness of wool relate directly to Jokipii history. These items are of especially high quality, warm and luxurious. Suits well for relaxing after the sauna bathing!

## Cosmetics Bags

Material: PES/lining PA

Care: With wet cloth

Size: L 23 x W 13 x H 20 cm



SAVU Cosmetic Bag

dark gray or black

LI29 gray

LI37 black

## Soaps

The soap base is natural

vegetable oil, real fruits/berries  
and genuine, domestic pine tar.



LI09 Apple Shower Gel

LI10 Tar Shower Gel

LI11 Blueberry Shower Gel

- 100 ml



LI06 Buckthorn Soap

LI05 Apple Soap

LI07 Blueberry Soap

LI04 Tar Soap

- 60 g

21

TERMS AND  
CONDITIONS



**Prices are quoted net VAT 0% FCA factory, Jokipii Finland.**

By orders and deliveries reaching up to EUR 2500 we include the freight in price within EU.

Regarding:

Linen terry towels

The prices for the towel sizes 75x150cm, 90x150cm and 90x180cm include a gift packaging.  
The towel size 75x 200cm is packed in a transparent plastic bag.

Bath robes, Kilts, Wrap towels

Gift box included in the price.

Export sales contacts in Jokipii:

[jussi.laurila@jokipiinpellava.fi](mailto:jussi.laurila@jokipiinpellava.fi)

+358 50 381 2237

[majju.alatalo@jokipiinpellava.fi](mailto:majju.alatalo@jokipiinpellava.fi)

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Export sales contact (eg. Germany, Austria, Switzerland, Poland, Czech Republic, Netherlands, Belgium, Slovakia):

[thomas.hernberg@finnsauna.fi](mailto:thomas.hernberg@finnsauna.fi)

Tel. +358 40 5122545

Export sales contacts in Japan:

**Business Design HUG**

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