

A Swedish Perspective



Product catalogue 2026

## We care about you.

We're here to make your workday easier – every detail matters.

At Optergo, we design ergonomic vision solutions that reduce strain and improve comfort for eye care and dental professionals. We believe that small adjustments can make a big difference – for your body, your workflow, and your quality of life.

That's why our products are user-centered, thoughtfully developed, and tested in real-world settings.



# The Optergo Concept



## Unique optics

In addition to vision correction and object magnification, we can also redirect the line of sight, which is often required to work with better posture. We manufacture optical solutions in our production facilities in Finland and Sweden, using self-developed methods and the latest technology.



## Individual ergonomics

We work in continuous co-operation with leading experts and apply the latest research findings from the field of ergonomics. Our solutions have been proven to have a positive effect on reducing problems experienced by dental professionals in the neck and shoulder area.



## Lightweight products

Our product development is guided by user requirements. Lightweight products are comfortable to wear even throughout a long working day. Well-thought-out details ensure smooth use enabling the user to focus entirely on the task at hand.



## Specialized service

Not even the best product can be fully utilized if it is not appropriately fitted for the user. For this reason, Optergo products are sold only by trained specialists. Quick and reliable after-sales services are also an important part of our operations.



**Strainless Optics** is a combination of product features and optical technologies that enable us to minimize the need to bend the neck when looking downwards at an object.

**Compared to traditional solutions, the achieved benefit is approximately 20 - 25°**, which has been proven to be crucially important in preventing and relieving problems with the neck and shoulders.

# The Optergo Method

## 1. Appointment



Producing a customized vision solution requires exact individual measurements of the user. In addition, individual requirements must often be clarified, and different options compared to select the most appropriate product combination. The first step is to book an appointment with one of our specialists. We come out to your clinic to be able to deliver the best possible results for your working conditions. On-site, a real-life analysis is made of how you work today, a solid ergonomic review is carried out where you will get an opportunity to try out our various solutions.

## 2. Visual acuity



The required vision correction and the most suitable lens type are specified. The results of a standard eye test are used as starting values and adjusted further to match any specific needs in the working environment. Therefore, we highly recommend you have your vision checked by an optician before the appointment with one of our specialists.

## 3. Ergonomic analysis



The fitting session starts when a complete analysis is made of how you carry out tasks in your daily environment, this involves a complete ergonomic review, where you get an opportunity to try out our various solutions. We make a comprehensive analysis of what system best fits your work practices and what solution and magnification are both most preferred and best suited to you. Any related problems are identified, and a means to improve the situation with environmental changes combined with optics are examined.

## 4. Selecting and fitting products



There are thousands of combinations of Optergo products. Based on the information obtained in the previous phases, our specialist will help you to find a product combination that ensures the best possible results for both visual acuity and ergonomics. Accurate individual measurements are then entered into our ordering system which forwards them directly to our production team.

## 5. Delivery



Your tailor-made vision solution is delivered ready for use. You will see better; with the system guiding you to work in an improved ergonomic posture. It might take a while to get accustomed to the new way of working, as the difference from the previous situation may be significant. However, after a short getting-used-to period you will not consider going back to the old way.

Unmatched

# VinKep™



The Optergo VinKep™ loupes' Keplerian-type telescopes provide strong magnification and a large field of vision together with an edge-to-edge accurate image. The size, weight and ergonomic problems typical for traditional Keplerian loupes have been avoided with innovative design and choice of materials. The loupes' downward-tilting structure provides unobstructed general visibility and the relatively small telescopes can be positioned exceptionally low in the eyeglass lenses.

- Improved balance and less than half of the weight of traditional Kepler systems
- Optimal neck bending – patented Pentaroom Prism system shifts the magnified image up and forward
- Individually customized with no standard angles
- Customised working distance to the centimeter
- Easy to clean and disinfect
- Three different frame sizes; M, L, XL

## Magnification



### MAGNA

Magnification 3.5x (Angular)  
Field of view ~ 10 cm  
Depth of field ~ 10 cm



### MAXIM

Magnification 4.3x (Angular)  
Field of view ~ 8 cm  
Depth of field ~ 6 cm



### XTREM

Magnification 5.3x (Angular)  
Field of view ~ 6 cm  
Depth of field ~ 3 cm

## Compatible carrier lens

Plano	•
Single vision	•
Progressive	•
Bifocal	

## Temple tip colour



## Available frames colours



## Available frames

Titan B4  
Sport B8

Magnification booster

# Optergo AddX™

Experience the best of both worlds with AddX™ - an intelligent magnification booster designed to enhance your VinKep™ loupe system. With a seamless switch between standard and boosted views, AddX™ delivers 50% increased magnification for tasks that demand extra precision.

AddX™ offers effortless adaptability, allowing you to fine-tune your visual detail without compromising comfort or workflow. Ideal for procedures requiring enhanced focus, it's the perfect accessory to elevate your VinKep experience. Other solutions mean compromises – smaller field of view, shallower depth of field, or heavier gear. AddX™ preserves both field of view and depth of field, so the work feels the same – just sharper.



Increase your magnification

**+50%**

Magnification	VinKep	VinKep+AddX
Magna	3.5x	→ 5.3x
Maxim	4.3x	→ 6.5x
Xtrem	5.3x	→ 8.0x



Light and slim

# KepLite™



The Kepler optics in the Optergo KepLite™ high magnification loupes provide a wide and sharp field of view. Innovative design and choice of materials have minimized the size and weight problems typical of traditional Kepler loupes. The design of the Optergo KepLite™ loupes does not hide the general vision at all and the slim size of the loupe houses allows the magnification area to be placed exactly where you want it in the field of view.

- Less than half the weight against traditional Kepler loupes
- Individually customized with no standard angles
- Customised working distance to the centimeter
- Easy to clean and disinfect
- Three different frame sizes; M, L, XL

## Magnification



### MAGNA

Magnification 3.5x (Angular)  
Field of view ~ 10 cm  
Depth of field ~ 10 cm



### MAXIM

Magnification 4.3x (Angular)  
Field of view ~ 8 cm  
Depth of field ~ 6 cm



### XTREM

Magnification 5.3x (Angular)  
Field of view ~ 6 cm  
Depth of field ~ 3 cm

## Compatible carrier lens

Plano	•
Single vision	•
Progressive	•
Bifocal	

## Temple tip colour



## Available frames colours



## Available frames

Titan B4  
Sport B8

OPTERGO

Precision meets purpose.  
Ergonomics that elevate  
your everyday.



Only 42 grams

# TTL Orbit



The Optergo Ultralight™ TTL Orbit loupes are designed to naturally guide you into an ergonomically correct working posture. By utilizing Strainless Optics, they overcome the common issue of limited declination angle typically found in Galilean TTL Orbit loupes. Their simple design, paired with optimally sized telescopes, ensures clear overall visibility, while the magnification area can be freely adjusted within the lower field of vision.

- Lightweight, only 42 grams (complete system)
- Individually customized with no standard angles
- Customised working distance to the centimeter
- Easy to clean and disinfect
- Three different frame sizes; M, L, XL

## Magnification



### ENSI

Magnification 2.1x (Angular)  
Field of view ~ 12 cm  
Depth of field ~ 30 cm



### EASY

Magnification 2.6x (Angular)  
Field of view ~ 10 cm  
Depth of field ~ 25 cm



### ERGO

Magnification 3.2x (Angular)  
Field of view ~ 8 cm  
Depth of field ~ 15 cm

## Compatible carrier lens

Plano	•
Single vision	•
Progressive	•
Bifocal	

## Temple tip colour



## Available frames colours



## Available frames

Titan B4  
Sport B8

Worlds lightest loupes

# UltraLight™ Flip-Up



The world's lightest loupes with adjustable working distance. Easy removal when cleaning. Can be customized for a new user. A perfect combination of glasses and loupes.

- Individually customized with no standard angles or other technical limitations
- 25% lighter than the average loupes on the market
- Customised working distance to the centimeter and adjustable
- Telescopes can be detached from the glasses – easy to clean and disinfect
- Quick and economic power updates – only the eyeglass lenses need to be replaced
- Telescopes can be re-mounted on another pair of glasses and even to a new user
- Three different frame sizes; M, L, XL

## Magnification



### ENSI

Magnification 2.1x (Angular)  
Field of view ~ 12 cm  
Depth of field ~ 30 cm



### EASY

Magnification 2.6x (Angular)  
Field of view ~ 10 cm  
Depth of field ~ 25 cm



### ERGO

Magnification 3.2x (Angular)  
Field of view ~ 8 cm  
Depth of field ~ 15 cm

## Compatible lens types

	Standard	ErgoLens
Plano	•	•
Single vision	•	•
Progressive	•	•
Bifocal	•	•

## Temple tip colour



## Available frames colours



## Available frames

Titan B4  
Sport B8

# Available magnifications

Optergo TTL Orbit and Flip-Up feature Galilean-type binoculars. Colour dispersion of the magnified image is minimized by an achromatic lens system. Coated glass lenses, together with the treatment of the binoculars' internal surfaces, effectively eliminate reflections. The result is a sharp and bright image with exceptionally light optics. The field of view and depth of field of the loupes are determined by the type, size and magnification of the loupe. Flip-Up and TTL are available in three different models:



## ENSI

Magnification 2.1x (angular)  
Magnification 1.6x (Spatial)  
Field of view ~ 12 cm  
Depth of field ~ 30 cm



## EASY

Magnification 2.6x (angular)  
Magnification 2.0x (Spatial)  
Field of view ~ 10 cm  
Depth of field ~ 25 cm



## ERGO

Magnification 3.2x (angular)  
Magnification 2.5x (Spatial)  
Field of view ~ 8 cm  
Depth of field ~ 15 cm

Optergo VinKep™ and KepLite™ magnifiers are made with Kepler-type telescopes that allow for a larger field of view for stronger magnifications. Multi-coated glass lenses together with the telescope's anti-glare inner surfaces eliminate unwanted reflections. The result is image sharpness of the highest standard, achieved with an exceptionally lightweight system.

The field of view and depth of field of a magnifier system are determined by the type, size and magnification power of the telescope. VinKep™ and KepLite™ are available in three models for optimal performance in different conditions and for different users.



## MAGNA

Magnification 3.5x (angular)  
Magnification 2.5x (Spatial)  
Field of view ~ 10 cm  
Depth of field ~ 10 cm



## MAXIM

Magnification 4.3x (angular)  
Magnification 4.0x (Spatial)  
Field of view ~ 8 cm  
Depth of field ~ 6 cm



## XTREM

Magnification 5.3x (angular)  
Magnification 5.1x (Spatial)  
Field of view ~ 6 cm  
Depth of field ~ 3 cm



**Built for today.  
Designed for the future.**

Real result, proven by Science

# PrismSpecs™



The function of prism glasses is to promote normal neck and head posture using an optical correction in a prism segment at the bottom of the lenses. The PrismSpec™ glasses can be used separately during clinical work with patients when looking through the prism segment. The upper part of the lens can be corrected to allow the glasses to also function as glasses for computer work.

The lenses are made of 1.5 index glass with a hard surface treatment that repels dirt and water and resists scratches. The titanium and acetate frames can be fitted with a mount for Optergo Flip-Up loupes and DeLight™ loupe light..

- Scientific studies have shown a significant impact on the reduction of neck, shoulder and back problems
- Tailored individually to the user
- Enables 50 degree's visual inclination
- Less image distortion due to unique lens manufacturing technology
- Weight: 25 grams
- Three different frame sizes; M, L, XL

## Compatible lens types

	Standard	ErgoLens
Plano	•	•
Single vision	•	•
Progressive	•	•
Bifocal	•	•

## Compatible with Flip-Up loupes



Optergo PrismSpec™ glasses together with Flip-Up loupes further promotes normal neck and head posture, as the combination enhances the ergonomic effect by allowing a more natural working angle.

## Temple tip colour



## Available frames colours



\*Source: Effects of prismatic glasses including optometric correction on head and neck kinematics, perceived exertion and comfort during dental work in the oral cavity - A randomized controlled intervention, 2012. Authors: A. Lindegård, M. Gustafsson, G.-Å. Hansson.

Suitable with all lens types

# ProSpec™



Optergo ProSpec™ work glasses provide the best possible vision for different viewing objects in the work environment. Functional and practical eyeglasses are also stylish and professional in appearance. A comprehensive range of Optergo frame models and lens types designed for special uses allows you to build work eyeglasses for even the most demanding needs.

We have a wide range of prescription lens types is available for Optergo ProSpec™ work glasses. This enables functional all-in-one solutions even in the most demanding work environments.

## Compatible lens types

	Standard	ErgoLens
Plano	•	•
Single vision	•	•
Progressive	•	•
Bifocal	•	•

## Temple tip colour



## Available frames colours



# Lens types

Optergos loupe glasses work with all prescription lens types, allowing you to combine magnification with clear vision—even in challenging work environments. Whether you use single vision, bifocal, or progressive lenses, you'll get a tailored solution that supports both precision and comfort. For added ergonomic benefit, our ErgoLens helps you improve your posture and reduce neck strain.



## Progressive

Smooth transition from near to distance vision for effortless focus at all ranges. In combination with a loupe/ErgoSeg this optical solution will offer a sharp image to people in the room, to the instruments/computer on intermediate distance and to the mouth/wound.



## Bifocal

Two defined zones for near and distance vision, providing wide and sharp viewing fields. Could be used together with a Flip-Up loupe.



## Single vision

Consistent correction across the entire lens, ideal for clear near or distance vision. Will for people with presbyopia limit the sharp vision to only one distance above the loupe/ErgoSeg.



## Plano

No correction power – used as a carrier lens only



## ErgoLens

With the same type of basic lenses as above, an ErgoLens is created by incorporating an optical segment (Called ErgoSeg) in the lower area. The ErgoSeg includes a prism with the base down, which lifts the image. The low placement together with the prism will assist and guide the wearer to a better and more upright sitting posture.

Designed for professionals

# Optergo Titan B4 frame



## Temple tip colour



The Titan B4 is made from lightweight titanium with a brushed finish, designed to deliver both style and durability. Its built-in pantoscopic tilt ensures lenses are angled to match your natural posture, improving visibility and reducing neck and shoulder strain. The tilt is customized for each user based on posture, working conditions, and loupe selection.

## Experience the perfect fit with our fully adjustable frame:

- Compatible with all prescription lenses, Optergo loupe models and ErgoLens
- Each frame is individually adjusted to match the user's facial and head shape.
- Three different frame sizes; M, L, XL
- Three different sizes of nose-pads; S, M, L

## Compatible lens types

	Standard	ErgoLens
Plano	•	•
Single vision	•	•
Progressive	•	•
Bifocal	•	•

## Available frames colours



## Engineered for ergonomic excellence

What sets our frame apart, except for its super light weight and quality is our pantoscopic tilt – a downward declination angle in the frame that provides users with more angle in the frame, reducing the need to lean forward. The exact tilt is individually customized based on each user's unique posture, working conditions, and the specific loupes selected for the frame.



- Average tilt for frames
- Average Optergo tilt

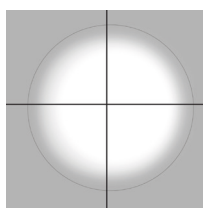
Light up your day

## DeLight™ loupe light



### ProgBeam

ProgBeam is a lighting concept designed to give you full control – precision where you need it, comfort where you expect it, and power that lasts all day. ProgBeam produce a light pattern with a bright center that gradually softens toward the edges.



Type of lightbeam

### Features

Hands-free:	Yes
Yellow-filter:	Yes
Lux:	up to 36 000
Weight:	6 grams
Daylight color:	Yes
Dimable:	Yes

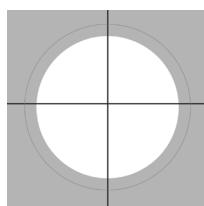
### UniBeam

UniBeam is designed to deliver powerful, even illumination in every situation. With a bright, neutral light that stays consistent across the entire field of view, the lightbeam UniBeam produces is a consistent light pattern with equal brightness across the entire illuminated area.



### UniBeam Features

Hands-free:	Yes
Yellow-filter:	Yes
Lux:	up to 36 000
Weight:	10 grams
Daylight color:	Yes
Dimable:	Yes



Type of lightbeam

### EndoBeam Features

Hands-free:	Yes
Yellow-filter:	Yes
Lux:	up to 50 000
Weight:	8 grams
Daylight color:	Yes
Dimable:	Yes

Both UniBeam and ProgBeam are fully compatible with the DeLight™ Battery 4.0 and 5.0, ensuring reliable power and seamless integration across all Optergo lighting solutions.

Unleash the power

# DeLight™ battery units

DeLight™ Battery unit 4.0 & 5.0 deliver reliable, long-lasting power for all Optergo lighting solutions. Compact, lightweight, and built for professional use, they ensure consistent performance throughout the day – so you can focus on precision, not charging.

Both models feature a hands-free switch enabling aseptic operation, and a durable design that stands up to daily use. Whether you prefer the simplicity of the 4.0 or the extended performance of the 5.0, each battery is engineered to provide seamless integration and dependable energy for your UniBeam or ProgBeam light.

## Battery unit 4.0



### Features

Dimensions:	110x60x25 mm
Output:	3,7V
Capacity:	5500 mAh
Battery life:	Up to 10h
Fully aseptic use:	Yes
Charger included:	Yes
Stepless dimmer:	Yes

## Battery unit 5.0



### Features

Dimensions:	125x70x15 mm
Output:	3,7V
Capacity:	6000 mAh
Battery life:	Up to 10h
Fully aseptic use:	Yes
Charger included:	Yes
Stepless dimmer:	Yes

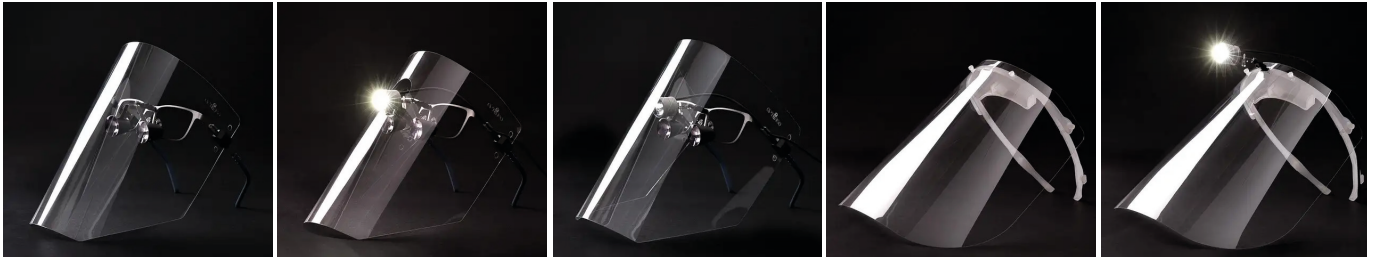
## Hands-free loupe light switch

Both Battery Unit 4.0 & 5.0 comes with our multifunctional Switch which enables fully hands-free aseptic use.

- Can be operated with the elbow, ideal for sterile environments.
- Easily adjust light intensity without compromising hygiene.
- Adjustable strap with a sealed cable channel for comfort and cleanliness.
- Built to meet the demands of dental and surgical environments.



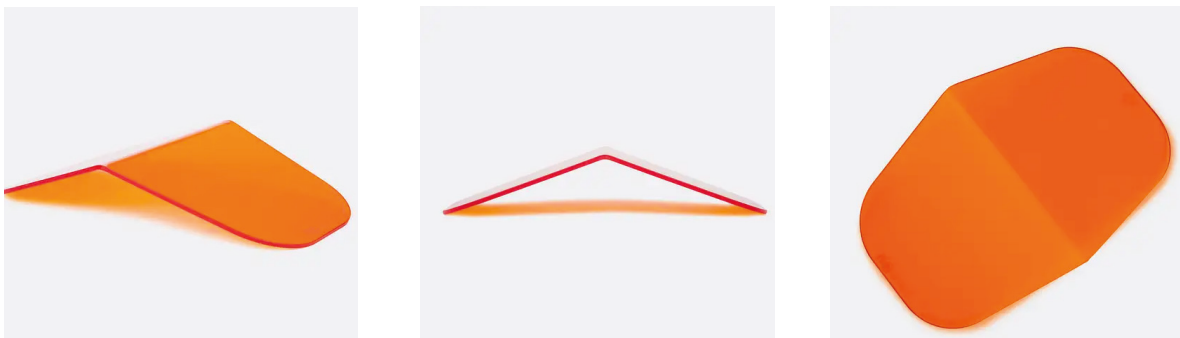
# Protection shields



The Optergo ViShield™ visor has a simple and robust attachment to the temples of the glasses or a headband. The light visors are comfortable to wear and provide an unlimited field of vision for the entire work environment. There is enough space for the magnifiers and, depending on the model, the magnifier light can be used behind, though, or outside the visor.

The protective film is of high quality and anti-fog treated. The sheets are replaceable and durable to be used, cleaned, and disinfected several times. Additional protective films are available in packs of six.

# Optergo Wing



Ineffective protection during light curing is a health risk to the eyes. The effects of exposure to short-wave radiation usually only appear in a later phase of life. Traditional incandescent light shields are often deficient in both the coverage and the material, which means that harmful light can hit the eyes both as stray light and directly through the shield. Incandescent light covers in our range are world-class in terms of performance and functionality.

## PJ Chair



Designed by dental professionals, for dental professionals – the PJ Chair is the result of years of ergonomic insight and hands-on experience. Named in honor of our founder, Per Johan Petterson, whose vision for a healthier and more sustainable work life inspired its creation.

With its precision-engineered lumbar support, hands-free foot pedal for seamless height adjustment, and a range of smart add-ons, the PJ Chair helps guide you into optimal working posture without compromising on comfort or efficiency. It's not just a chair - it's a commitment to better care, for both practitioner and patient.

## SitUp



Our work chair SitUp has been developed in collaboration with leading Nordic physiotherapists. It combines the advantages of a traditional office chair and a saddle chair, without their typical disadvantages. The higher seating position enables an active position of the hips and back, while the design of the seat minimizes pressure on the inner thighs and hips.

Thanks to its extensive adjustability, the chair can be adapted to individuals' needs and it is easy for different users to achieve a balanced sitting position. The artificial leather of the seat is easy to clean and can also be disinfected. The compact footrest with large wheels facilitates movement in the treatment room and allows unlimited use of the patient chair pedals.



# The Optergo way of working

When you choose us for your loupes, you're choosing a consultative, on-site process that begins long before your final product is delivered. A certified specialist with deep expertise in both optics and ergonomics will visit **you at your clinic** to understand how you work in your real environment - not in a showroom.

Our specialists are trained and certified as part of our quality assurance system, ensuring consistent methodology and expertise wherever you are in the world.

## Here's how we work with you on the visit:

### 1. In-depth analysis of your current work ergonomics

We start with a detailed conversation and observation of your daily workflow. This includes how you sit, stand, and move, as well as your posture, seating height, chair support, and positioning relative to the patient. The aim is to identify opportunities for a balanced, natural working posture that supports comfort and performance.

### 2. Ergonomic review and education

We explore how your current posture and setup may contribute to strain - for example, leaning forward can dramatically increase load on your neck and spine. We discuss how improved ergonomics can reduce fatigue and long-term musculoskeletal issues.

### 3. Precise optical measurements

Accurate measurements are essential for true customization. We measure working distances, interpupillary distance, and visual distances to ensure your loupes are positioned exactly where they need to be for optimal clarity and comfort.

### 4. Frame adaptation and fitting

Your frames are selected and individually adapted for the perfect fit. We ensure the loupe system sits correctly relative to your eyes and posture so that you can maintain a healthy working position without strain.

### 5. Personalized consultation

We take time to understand your specialization, magnification needs, visual challenges, and any specific goals you have for your practice. This ensures the solution we design is truly built around you.

### 6. Choosing the best system for you

We present options from our range of loupe systems and help you try them on so you can feel how your view improves as posture and optical alignment come together.

### 7. Final delivery of your customized loupe system

After the visit and measurements, we craft your loupes to your exact specifications. This is a state-of-the-art, personalized product — not an off-the-shelf item.

At the end of the process, your Optergo solution is 100% tailored to you, your work performance, and your well-being - designed to suit you and no one else. To emphasize this, your name is engraved on the frames.

## Choose the Optergo way today

Compare our loupes

# Find the perfect system for your needs!



VinKep



KepLite

Magna

Maxim

Xtrem

Magna

Maxim

Xtrem

	Magna	Maxim	Xtrem	Magna	Maxim	Xtrem
<b>Magnification</b>	3.5X	4.3X	5.3X	3.5X	4.3X	5.3X
<b>With AddX</b>	5.3X	6.5X	8.0X	-	-	-
<b>Weight</b>	63 grams	63 grams	63 grams	54 grams	54 grams	54 grams
<b>Lens types</b>	- Plano - Single vision - Progressive	- Plano - Single vision - Progressive	- Plano - Single vision - Progressive	- Plano - Single vision - Progressive	- Plano - Single vision - Progressive	- Plano - Single vision - Progressive

## Built around you.

When you choose Optergo, you get more than just loupes – you get a complete ergonomic vision system, built entirely around you. Every solution is created through precise measurements and expert analysis of your posture, working distance, and visual needs. This ensures not only perfect optical performance but also long-term comfort and prevention of strain.

Our approach is grounded in experience and science. Each Optergo solution is individually calibrated to support your natural position, enhance visual clarity, and work seamlessly with your lighting system. The result is a tool that empowers you to work more efficiently, more comfortably, and for longer – without compromise.



Flip-Up



TTL Orbit

	Ensi	Easy	Ergo	Ensi	Easy	Ergo
<b>Magnification</b>	2.1X	2.6X	3.2X	2.1X	2.6X	3.2X
<b>ErgoLens</b>	Yes	Yes	Yes	-	-	-
<b>Weight</b>	35 grams	36 grams	36 grams	42 grams	42 grams	42 grams
<b>Lens types</b>	<ul style="list-style-type: none"> <li>- Plano</li> <li>- Single vision</li> <li>- Bifocal</li> <li>- Progressive</li> </ul>	<ul style="list-style-type: none"> <li>- Plano</li> <li>- Single vision</li> <li>- Bifocal</li> <li>- Progressive</li> </ul>	<ul style="list-style-type: none"> <li>- Plano</li> <li>- Single vision</li> <li>- Bifocal</li> <li>- Progressive</li> </ul>	<ul style="list-style-type: none"> <li>- Plano</li> <li>- Single vision</li> <li>- Progressive</li> </ul>	<ul style="list-style-type: none"> <li>- Plano</li> <li>- Single vision</li> <li>- Progressive</li> </ul>	<ul style="list-style-type: none"> <li>- Plano</li> <li>- Single vision</li> <li>- Progressive</li> </ul>

## Working Distance

Your ideal working position defines the setup – not the other way around. We determine your optimal distance and fine-tune your loupes accordingly, ensuring perfect clarity, balance, and ergonomic comfort in every procedure.

## Customized for you

Every pair is unique. Based on your posture, facial structure, and visual measurements, we create loupes tailored exclusively to you – delivering precision, comfort, and support for lasting performance every day.

## DeLight compatible

All Optergo loupes integrate seamlessly with the DeLight lighting system, providing consistent, shadow-free illumination that enhances precision, improves focus, and maintains visual comfort throughout the day.



## A Swedish Perspective

Sweden is home to many renowned international brands across industries such as automotive, engineering, medtech, and computing – all known for their innovation and craftsmanship. Much of this success stems from the legacy of Scandinavian design.

Globally, Swedish brands are seen as reliable, well-designed, forward-thinking, and committed to sustainability. At Optergo, we proudly share these values. Born in this environment, we've naturally embraced its ideals – from innovation to integrity. The Swedish mindset also reflects humanitarianism and honesty. However simplified that image may be, we remain committed to offering the world the Swedish perspective – and living by it every day.

