

From Basement to Boardroom: AJ Products marks 50 years of workplace evolution

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Workplace furniture manufacturer and supplier, [AJ Products](#), is celebrating its 50th anniversary this week, marking five decades of designing, manufacturing and delivering end-to-end workplace solutions around the world.

AJ Products started in a Swedish basement in 1975 and has since expanded across the globe. Last year, the company launched AJ Products Netherlands, bringing the total number of worldwide offices to 21. Their mission, to create happiness at work, through wellbeing and workplace health, whether in an office, warehouse, industrial facility or a school.

Founded by 19-year-old Anders Johansson, and unable to get backing from a bank, he turned to his family, AJ Products thrived thanks to the support and belief of his family. Now led by Anders' son, Enock Johansson, the company operates three European manufacturing facilities and boasts 54,000m² a central hub in Halmstad, Sweden, which doubled in size in 2023 and features a range of over 14,000 products.

"The last 50 years have seen profound changes in how the workplace operates", said UK Managing Director, Helen Beebe. "The challenges have been continuous, from rigid conforming spaces to the growing need to create flexible spaces where employees genuinely thrive. What sets AJ Products apart is our integrated commitment to solving these challenges. We don't simply supply furniture, we partner with businesses to reimagine their entire workplace environment, ensuring that every element, from ergonomics to sustainability to investment, contributes to both productivity and wellbeing."

This anniversary coincides with global recognition that workplace design directly impacts employee

satisfaction, retention and performance. A recent study from Cornell University found that ergonomic improvements can boost productivity by 10-15% in some sectors. Research from The Chartered Institute of Ergonomics and Human Factors pushes that figure even higher, suggesting improvements of up to 25% are achievable in some sectors.

Beebe continues, “Part of AJ Products’ growth is down to commitment to consistency, quality and listening to what our customers need. Many of our products can be recycled, repaired and made from recycled products and all come with a seven-year guarantee.”

As organisations navigate the ever changing workplace environment, the demand for flexible, modular workplace solutions has never been higher. AJ Products’ 50-year track record of listening to market needs and delivering quality solutions positions them well for the future; defined by sustainability, adaptability and the continued recognition that workplace design is a sound business investment.