



THE INNOVATION JOURNEY

After many years of being passionate about and competitive riding, in 2021, Linda Gustafsson formed her vision of Freelayer. At that time, she bought a young foal but could not find suitable blankets for the animal. So, Linda took matters into her own hands and decided to sew and create top-quality horse blankets. In 2023, Linda officially established her company, Freelayer, on the picturesque island of Öland, Sweden.

Today, Freelayer produces high-quality blankets that are modular in construction. The horse owner can choose and adapt the blankets' sizes, fillings, and materials. These blankets stand out on the market for their innovative features, providing horses with ample freedom of movement, ensuring they stay dry, and effectively regulating their temperature. The company's goal is to sell between 150 to 200 specialized blankets in the upcoming year.

THE INNOVATION IMPACT

Freelayer is a pioneer in the horse blanket industry by focusing on innovation, sustainability, and horse welfare. In 2023, Linda Gustafsson received the prestigious scholarship, *ÅForsk for entrepreneurs*, and 200 000 SEK.

Sustainability is a core issue for Freelayer and is integral to every aspect

of the company's operations. Freelayer's vision is to create excellent blankets for horses while not damaging the planet.



Sustainable material. Freelayer uses materials that have a low impact on animals, nature, and human health. This entails that the company avoids using toxic chemicals and chooses certified and tested materials.

Sustainable design. Freelayer seeks to minimise its ecological footprint by using as little material as possible in an effort to reduce waste in its production and packing. A fundamental consequence of their modular construction is that Freelayer offers the horse owner an opportunity to replace just one part of the blanket when it is worn out. This reduces textile waste and unnecessary consumption.

Sustainable technology. Freelayer incorporates new technology in their blankets to reduce material usage and improve the horses' well-being.

USEFUL LINKS

<https://www.freelayer.se/en>