

## Understanding the stakeholders SWING – a new fabric by Gabriel

### Description

Stakeholders are important to business, and knowing what the stakeholder expects is essential. Gabriel is constantly in dialogue with key stakeholders about their views of our company, to ensure the best development of the company and the products we offer. We work with expectations on three levels: what is required by law, what is expected in the market and what will differentiate us significantly from other companies in the industry.

Swing is inspired by the world of handi-crafts. It is woven of New Zealand wool and 44% postconsumer recycled polyester and its geometric structure creates a wonderful, living impression.



### Results

We worked with the Stakeholder Analysis tool, to ensure that we got 'blind spots' covered.

The tool is very comprehensive, both in terms of potential stakeholders, and the list of CSR (Corporate Social Responsibility) -issues to uncover. We sought also to prioritize the views of stakeholders in the process, to get to the core of why Gabriel is here and what we offer to whom.

Gabriel's CSR work is developed continuously, and it is increasingly implemented in close partnership with the company's main customers, who we find to be the most important stakeholder.

As an example, the market have started to ask for recycled input material, and we have therefore recently launched three new products based on recycled input material – one of these is Swing.

#### Company information:

Gabriel is a niche company which, in the entire value chain from concept to furniture user. Develops, manufactures and sells upholstery fabrics, components, upholstered surfaces and related products and services.  
More info: [www.gabriel.dk](http://www.gabriel.dk)

**Gabriel**

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The SInnDesign project is conducted by a consortium from Portugal, Spain, Austria and Denmark.

