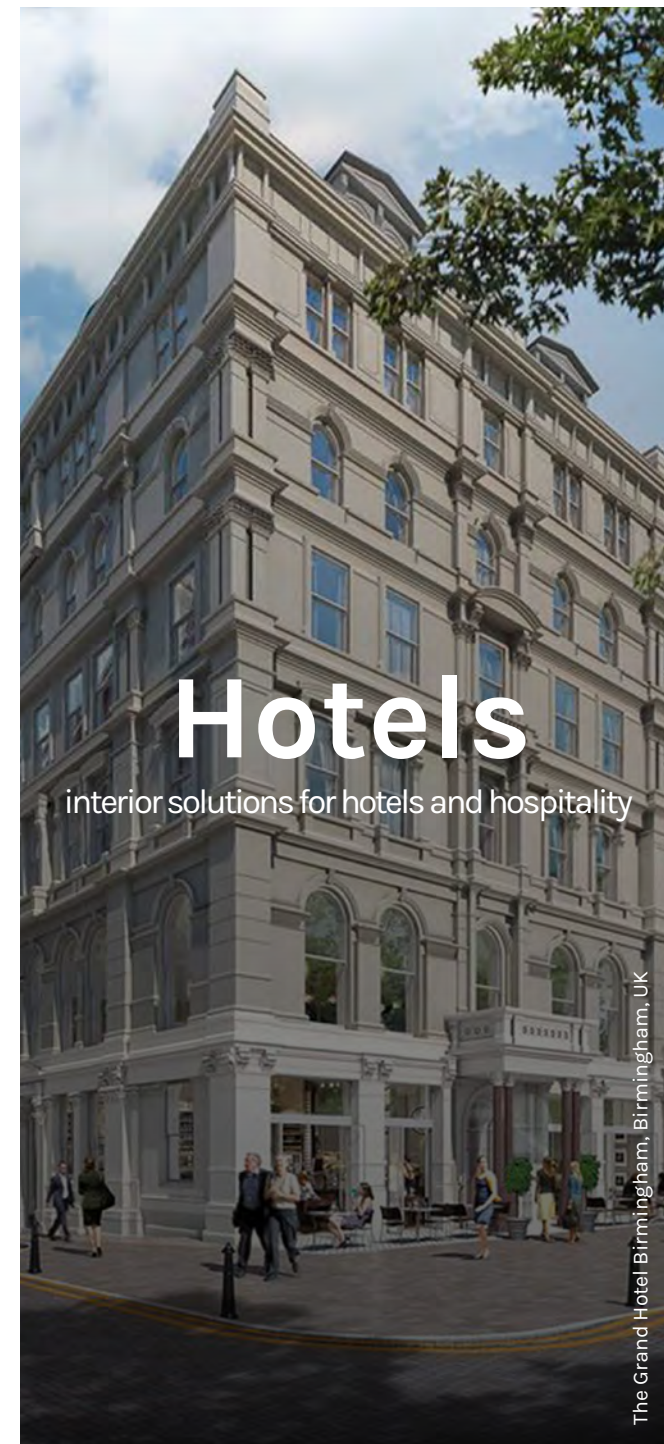
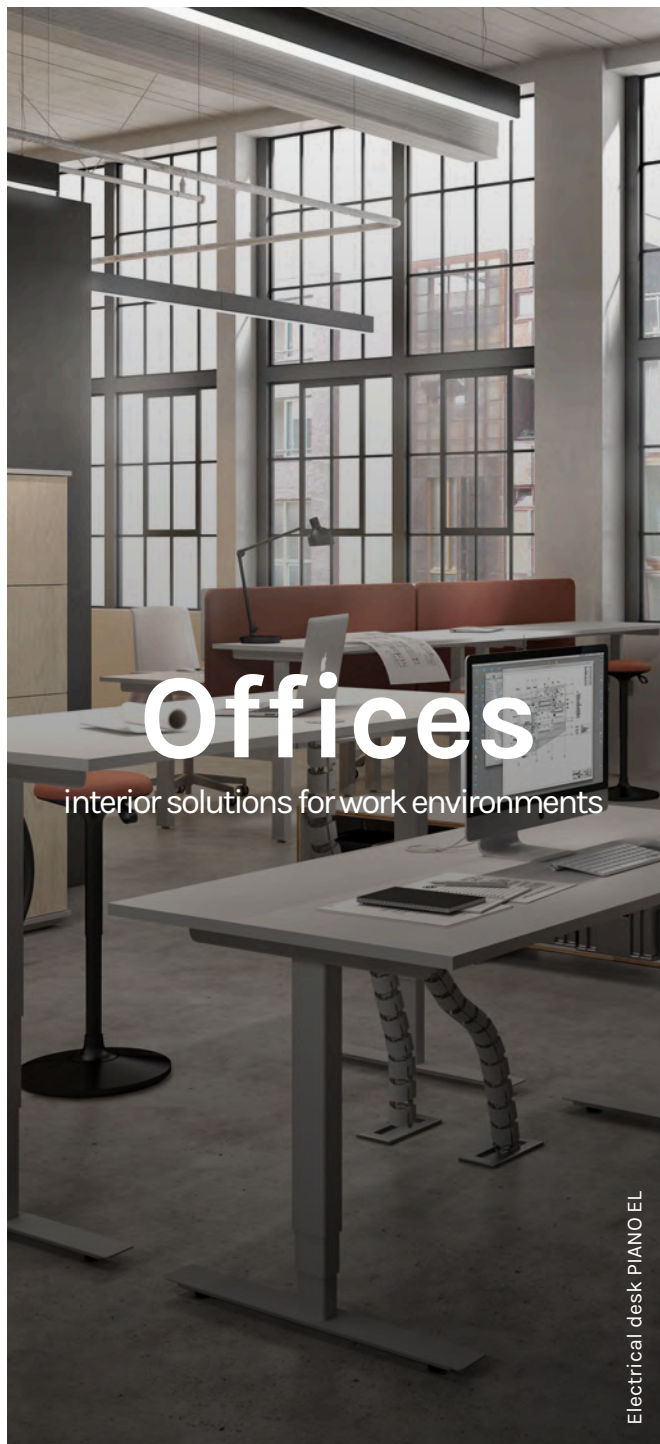


A modern office interior with dark wood desks, ergonomic chairs, and large windows. The space is bright and airy, with a concrete floor and a large potted plant in the foreground. The text "STANDARD expect excellence" is overlaid in the center.

STANDARD

expect excellence





expect simplicity in communication



expect flexibility in processes



expect quality in every detail



expect growth as an outcome



expect excellence

Standard at glance

4000

hotel rooms per year

20 000

office workstations

2500

ship cabins per year

79

years of experiences

30+

export countries



our story goes back in time

1944



An private artel Standard began its activities with only 7 employees.

1960-1970



Furniture production was defined by a new direction – **basin production on scientific knowledge.**

1980



Standard furniture was sent to **28 olympic venues** altogether during the Olympic Games.

1956

The former union of small artels grew into the **Experimental Furniture Factory Standard**



1976

The Experimental Furniture Factory was renamed into **Tallinn Scientific Furniture Production Union Standard.**



1980's

The production union was the base company for Tallinn Polytechnical Institute chemistry faculty of wood production technology.



our story goes back in time

1991

In July national company **Standard** (RAS Standard) **was formed** based on the Tallinn National Furniture Production Union.



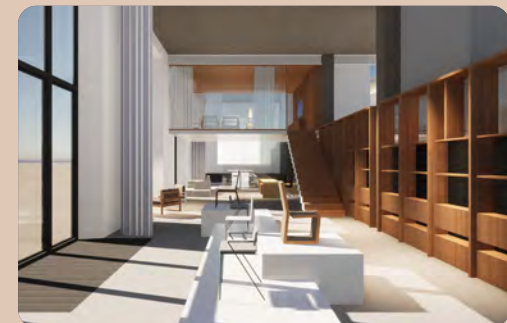
2002

The entire production was divided into two factories.



2023

Standard is opening the biggest and the most modern interior showroom in Estonia.



1994

In March RAS Standard was privatized and was named Limited Company **STANDARD** since then.



2019

Standard came out with a **new brand concept**.



our services



Design

Careful planning is the prerequisite for a user-friendly, satisfying, and successful interior project.

Our project managers have long-term international experience in the successful implementation of the most complex interior design projects. We gladly work with independent interior designers to provide the best solutions.



R&D

Excellence in product development has been one of the main strengths of Standard for decades.

In the increasing endeavor for growing complexity in interior projects, it is vital to find the solutions that work best for the client – the materials used and the durability of engineered solutions. Design and aesthetics channel the character of the client, and this is where Standard allows itself no compromise.



Production & delivery of furnishings (FF&E)

Our own production facility and broad trusted network of partners give us a great opportunity to provide furnishings for any interior project.

Flexibility and technical capacity allow us to keep several large-scale projects simultaneously in the production chain. Digital planning process and our able engineers uphold our vision – masters of quality both in delivery reliability and product details. We make your work easier.



Installation & site management

The installation teams of Standard and our partners are trained, representative and hold permits required for working in various countries.

In addition to the project manager, each project team also includes a site manager responsible for the site and any current installation matters.



Project management in international languages

Our experienced project managers help to manage various projects in different languages – Estonian, English, Finnish and Russian.



Production unit over 8000 m²
is situated near Tallinn, Estonia



An architectural line drawing of a restaurant interior, rendered in blue. It shows a curved wooden table, a dark red leather booth, and a wall with a rope lattice pattern. The drawing is a perspective view, showing the spatial layout and design details.

from drawing

A photograph of the same restaurant interior, showing the actual implementation of the design. The curved wooden table, dark red leather booth, and rope lattice wall are visible, along with the warm lighting and wooden ceiling structure. The photograph is a perspective view, matching the drawing's angle.

to reality

certified excellence

We have grown in size, quality and numbers, which today makes us the oldest and largest furniture manufacturer in the region.

We are active members in various unions:



The Estonian Chamber of
Commerce and Industry



Estonian-Swedish
Chamber of Commerce



The German-Baltic
Chamber of Commerce



Estonian Marine and
Manufacturing Initiative

vastuugroup

Vastuu Group



The Estonian Furniture
Manufacturers' Association



ISO Certified
9001:2015
14001:2015



Credit rating by Creditinfo
AAA Excellent



our team



Märt Israel
Sales Director
mart.israel@standard.ee



Sten Põldoja
Head of Dealerships
sten.poldoja@standard.ee



Kaile Kullamaa
Key Account Manager
kaile.kullamaa@standard.ee



Jonatan Karjus
CEO
jonatan.karjus@standard.ee



Mihkel Martin
COO
mihkel.martin@standard.ee



Priit Tamm
Growth Manager
priit.tamm@standard.ee



experience matters

AGA

elisa

ABB

 Telia

coop

Swedbank 

KESKO
— GSS —
SENUKAI


Eesti Energia

S|E|B

 DANPOWER
BALTIC

 TransferWise


Manpower®

Nordea 

TECHNOPOLIS

 TALLINK

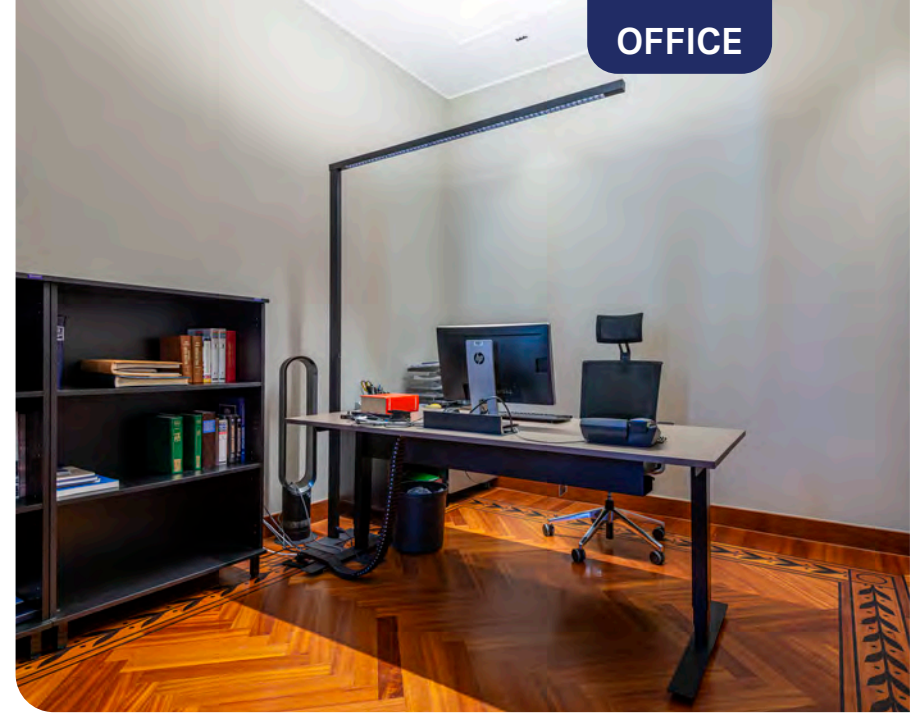
 Rimi

Embassy of Estonia in Rome, Italy

2021

workspaces and meeting room





Superministry, Tallinn, Estonia

2017

1 000 workspaces and public space solutions





Hammerhead, Tallinn, Estonia

2017

workspaces, meeting rooms and a public areas



Hammerhead Tallinn, Estonia, 2017



OFFICE



Age Creative, Tallinn, Estonia

2020

workspaces, meeting rooms and public areas





Chemi-Pharm, Estonia

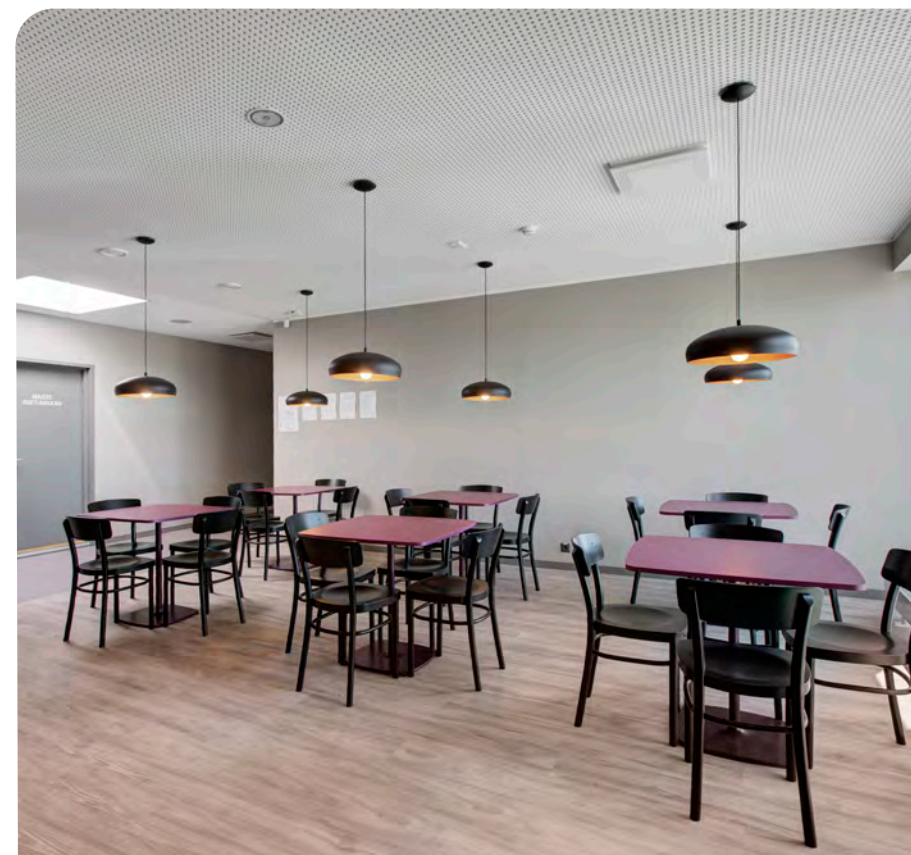
2019

workspaces, meeting rooms and public areas





OFFICE

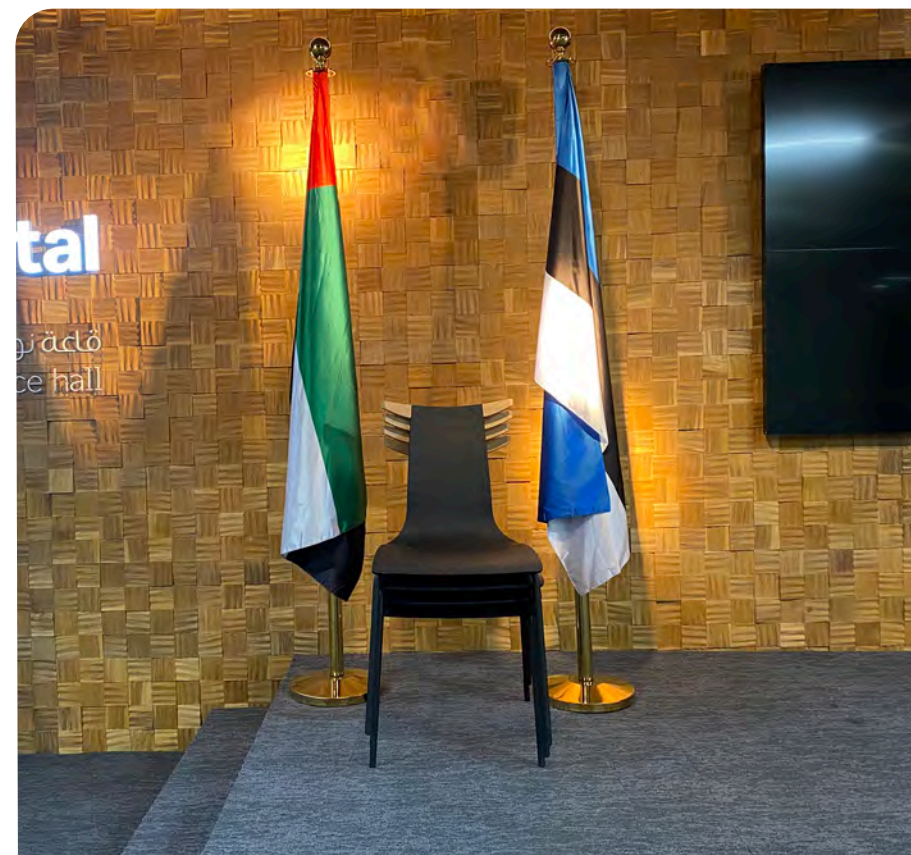


EXPO Estonia, Estonia

2022

workspaces, meeting rooms and public areas





Cruise Ship Cabins

since 2011

Up to **6000** Ship Cabins furniture sets per year



experience matters

Scandic

Hilton

SOKOS  HOTELS


Marriott
HOTELS · RESORTS · SUITES


STARWOOD
CAPITAL GROUP

FOSSHOTEL

capri
BY FRASER
hotel residences

 **RADISSON**
HOTELS

IHG[®] HOTELS &
RESORTS



The Grand Hotel Birmingham, UK



2020

185 guest rooms and suites





The Grand Hotel Birmingham, UK, 2020



HOTEL



The Westin London City, UK



2022

222 guest rooms with upholstered seating furniture





The Westin London City, UK 2022



HOTEL



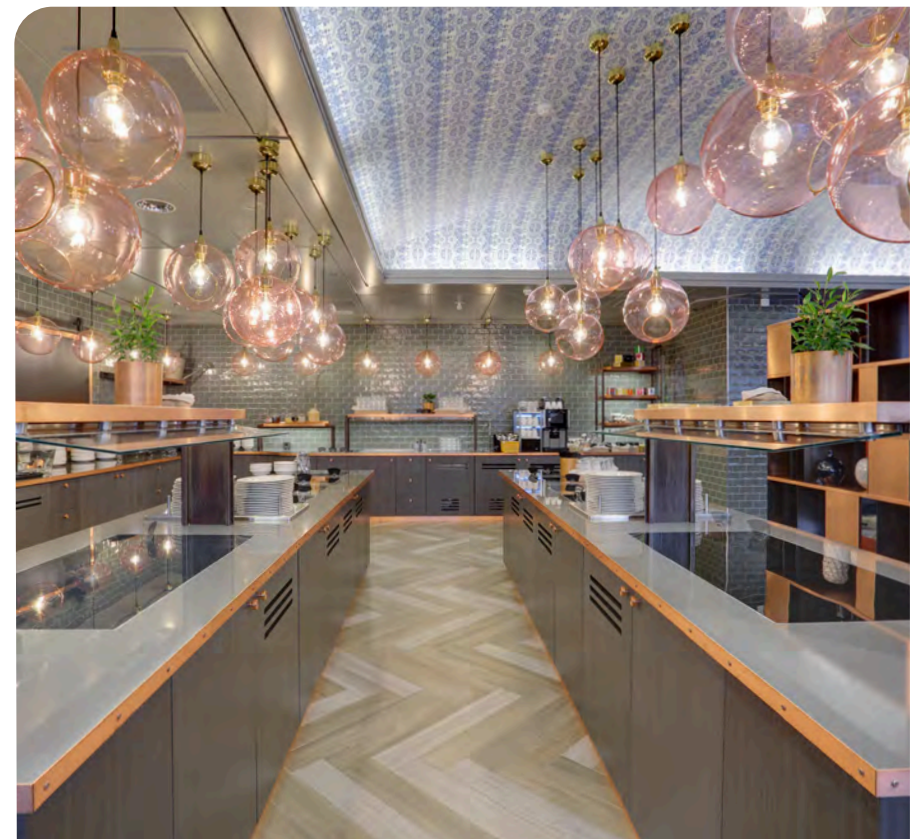
Hilton Helsinki Strand, Finland



2015

190 guest rooms and public areas





Radisson Collection Royal, Copenhagen, Denmark

2018

Guest rooms and public areas





Radisson Collection Royal, Copenhagen, Denmark, 2018



Radisson Collection Grand Place, Brussels



2019

282 guest rooms





Capri by Fraser, Leipzig, Germany



2020

151 guest rooms





Hilton Munich Airport, Germany



2017





Radisson Collection, Tallinn, Estonia

2022

296 guest rooms and public areas





Radisson Collection, Tallinn, Estonia 2022



HOTEL



Photographer: SØREN DAM THOMSEN, sorendam.dk

STANDARD

expect excellence



Märt Israel
Sales Director

✉ mart.israel@standard.ee
☎ +372 504 9333

AS Standard

Marja 9/2, 10617
Tallinn, Estonia

✉ standard@standard.ee
☎ +372 650 9300



Radisson Collection Royal Hotel Copenhagen, Sweden, 2018