

# DAN-FORM Denmark

Danish design with a twist

[www.dan-form.com](http://www.dan-form.com)

# DAN-FORM Denmark – in short

- Founded in 1992, HQ in Denmark.
- DAN-FORM Denmark designs and produces high quality furniture, including chairs and armchairs, bar & counter stools, lounge chairs, office chairs and tables.
- We export our designs to more than 50 countries.
- Our customers are leading design stores, retail chains, architects and renowned hotels, restaurants and bars.
- DAN-FORM Denmark exhibits at leading trade shows throughout the year.
- New designs are typically introduced in Cologne in January and in Milan in April.
- Furniture design from DAN-FORM Denmark is set at a price point that makes the designs available to the wider public.



# Our Vision

At DAN-FORM, we are inspired by beautiful designs that add a visual and functional value to everyday life.

We spot tomorrow's trends and translate them into our designs, and we continuously introduce new models and designs.

Good quality and design value must go hand in hand and at the same time be within (financial) reach of design enthusiasts around the world.

"Affordable Luxury for Everyone"

# Our story

**1992** The young and passionate Jørgen Mensen just couldn't help it. With sparkling enthusiasm, he occupied the basement in his house and **in 1992 he created the first bentwood chair**. A chair that would turn out to be the first cornerstone of DAN-FORM Denmark.

- The JACKPOT chair was introduced on the market and since then DAN-FORM Denmark has evolved by adding more designs as well as employees, widening the range to include tables, lounge and bar chairs, and for a period even accessories and lighting.

**2004** Sanne Protin joined Jørgen Mensen as co-owner of DAN-FORM Denmark, after 5 years in the company.

**2014** In 2014, **Sanne Protin took over the CEO position** from Jørgen Mensen. Jørgen Mensen continues his involvement as Chairman of the Board.

- Under Sanne Protin's leadership, DAN-FORM Denmark has continued its steep growth path, and introduced more collaborations with external designers. Continuing to be innovative with our additions to the product range, whilst staying true to our core strengths of contemporary designs, high quality and reasonable prices.

**2021** Founder Jørgen Mensen sells the share majority to the investment company Röko. Sanne Protin continues as CEO and drives sales to new heights.

**2022** Today, **DAN-FORM Denmark is renowned for our high quality and innovative designs.**



# Our Designs

- DAN-FORM Denmark takes pride in our continuous work to create and find new designs that suit our contemporary DAN-FORM brand.
- Our designs come from in-house designers and well-known Danish designers, who bring both experience and innovation to our brand. Through a careful selection process, the most contemporary, Nordic style designs are selected for production under the DANFORM brand.
- Our design co-operations include the Danish designer duos Says Who and Steffensen & Würtz, Danish designers Marianne Bjarløv, Morten Georgsen, Bjarke Nielsen, Ebbe Gehl, Jacob Amtorp and our in-house designers Finn Nielsen and Sanne Protin.



# Awards



## **DAN-FORM awarded Børsen Gazelle for 2 consecutive years**

- The Børsen Gazelle award is given to companies with extraordinary growth.



## **DAN-FORM awarded Successful Business in 2020**

- The award as a Successful Business is given to SMEs in Denmark who contributes to the continued growth in Danish economy.

# Bestsellers

HYPE



GLAM



FLAIR



CLOUD



# Sustainability

- In October 2021, DAN-FORM obtained its FSC certification.

The certification is an important step in DAN-FORM's sustainability journey, as it ensures the use of wood from responsibly managed forests and good working conditions for those working in the forests. It also allows us traceability through our supply chain.

DAN-FORM has committed to using only FSC certified wood in all new product designs from 2022, and to continue the work to switch all current models to FSC certified wood no later than 1<sup>st</sup> of January 2025

- Other sustainability initiatives are on their way through 2022 and 2023.



# Projects

- Furniture from DAN-FORM Denmark can be found around the globe. We are a **preferred interior design partner** at several high-end hotels, bars, restaurants, airports etc.
- The DAN-FORM distribution model is perfect for both smaller and larger projects;
  - We carry stock of all products from our current range, most for shipping within a few weeks.
  - For larger projects, we offer to manufacture products from current and previous ranges to order, and we can also offer fully customised designs (COM).
  
- See cases on the following slides



# Reference Case 1

- **HOTEL FORZA TERRA**  
Kotor, Montenegro
- Project by UnionDrvo
- **Products featured:**
  - HYPE chairs in petroleum blue art. leather (PU).
  - ROMBO chairs in light brown art. leather (PU).



# Reference Case 2

- **STAGE RESTAURANT, COPULA THEATER  
Hawaii**
- Project by INspiration Interiors.
- **Products featured:**
  - HYPE chair, customised with black leather upholstery



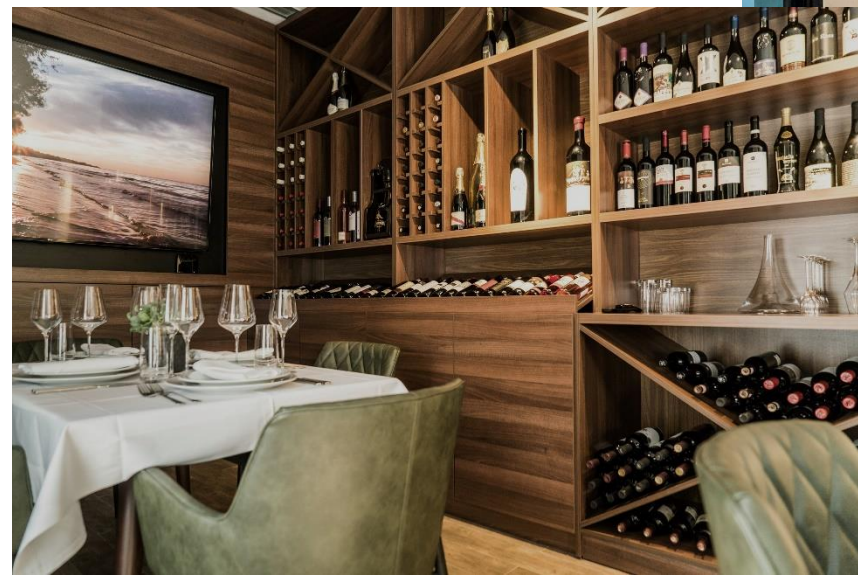
# Reference Case 3

- **HELSINKI AIRPORT**  
Finland
- **Products featured:**
  - PITCH chairs in light brown art. leather (PU)
  - PITCH chairs in black art. leather (PU)
  - PITCH bar stools in light brown art. leather (PU).



# Reference Case 4

- **HOTEL NATALIJA RESIDENCE**  
Beograd, Serbia
- Project by UnionDrvo
- **Products featured:**
  - MANTLE sofa and lounge chair in petroleum blue velvet.
  - ROMBO chair in vintage green art. Leather (PU).



# Reference Case 5

- **XL RESTAURANT & GRILL**  
Prague, Czech Republic
- **Products featured:**
  - DOLPHIN chair in black leather w. contrast stitching and oak veneer legs
  - VETRO chair in black fabric w. oak legs



# Lifestyle pictures from customers



# Resources available online

- **Image Bank**  
Includes product pictures, lifestyle images and 3D models
- **News**  
Includes press releases and other news items from DAN-FORM
- **Downloads**  
Includes our brochures and catalogue with links to our range of products online.
- **Collection**  
Product details, assembly instructions and care instructions.
- **Social Media**  
Follow us on our social media channels for inspiration



