

Press release

14 June 2022

DAN-FORM overwhelmed by the interest at Salone Del Mobile in Milan

From 7-12 June DAN-FORM exhibited at Milan's international furniture fair Salone Del Mobile. They were taken by surprise by the overwhelmingly high number of visitors from new and existing clients looking to purchase from the new collection.

DAN-FORM's CEO, Sanne Protin says: "After a few years of cancellations, it was finally time to meet our customers face-to-face. And although we looked forward to it, we were also hesitant as to what to expect from the furniture fair.

Would our customers visit the fair and would those that did be hesitant with their investments in new product lines due to uncertainties around the world economy, inflation etc.?"

But DAN-FORM was pleasantly surprised – overwhelmed to be exact:

"Visitor numbers skyrocketed. I can't remember the last time we have been this busy in Milan, trying to find the time to meet with everyone who visited our stand.

And not only visitor numbers were up – the interest in investing in new designs followed the same trend. We only heard a few small comments as to what is going on around the world. The majority were very positive about the future and our new collection was well received.

When I left the fair, I was enthused by the experience" Sanne Protin says.

Historically, the Milan fair has for DAN-FORM seen a higher share of customers looking to buy larger quantities in direct containers. In that way Milan differs from the Cologne fair, which so far has been the largest fair for DAN-FORM when compared on turnover.

Sanne adds: "As mentioned we were worried about whether customers would come to the fair but luckily they have missed being able to see, feel and experience furniture in person.

At DAN-FORM we pride ourselves in making furniture that offers a high comfort – but that is not easily conveyed online. The details that indicate quality you can attempt to show through videos and close ups but they just make a better impression in real life.

I am convinced that there is a place for furniture fairs for many years ahead."

--- END ---