

Press release

Vaerloese, 20 December 2018

After 22 years in Værløse: DAN-FORM is moving to the countryside

Furniture design and manufacturing company DAN-FORM Denmark is moving its headquarters from Vaerloese to Hoersholm after 22 years in the same location.

The new head office is going to be in a rural setting on a newly renovated farmhouse property, where DAN-FORM will extend the number of squaremeters for both showroom and offices as well as include beautiful surroundings for its employees.

Sanne Protin, CEO of DAN-FORM says: "The venue we are moving to captures the essence of what we believe DAN-FORM stands for; creativity and good, Danish design.

Most importantly our team will be getting even better surroundings to work in and we will have a bigger showroom to display our many designs, but at the same time it has been key for us to locate a property that would express who we are as a brand, especially when our overseas customers visit. Our new headquarters showcases a small piece of Denmark."

The move will be in March 2019. It could have been earlier as the property is available, but in January 2019 DAN-FORM is exhibiting at both IMM Cologne and Maison & Objet in Paris.

"January is historically one of DAN-FORM's busiest months, and with 2 furniture fairs and more than 30 new designs we have plenty to do. Therefore, we have timed the move to March where we are in a better position to do a seamless move with as little impact on our customers as possible", Sanne Protin adds.

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