

Press release

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### **DAN-FORM extends collection with more tables**

At the IMM Cologne Furniture Fair, which runs from 14-19 January, DAN-FORM will be showing a larger collection of tables than previous years.

DAN-FORM Denmark started with design and production of primarily dining chairs and even though the current collection includes a few dining tables, DAN-FORM's focus has been on what they do best; creating chairs with great durability, extra seating comfort and designs that fit with the trends of tomorrow.

Now the time has come to extend the range to include even more dining chairs, according to DAN-FORM's CEO, Sanne Protin.

"Most of our chairs are purchased with the purpose of being used around a dining table, so there is a natural connection between our core products and the tables. We also have many customers, both in Denmark and around the world, who are looking for the possibility of purchasing dining table sets. This, combined with the fact that we have experienced a great success with our PASSO table which was launched last year at IMM Cologne, makes me confident that it is the right time for us to increase the share of tables in our range." Sanne Protin says.

At IMM Cologne, DAN-FORM will show a variety of new table designs. All are designed by Danish designers and each have their own individual character. As an example, the CU table is plated with copper, and the BONE table has a herringbone pattern.

In addition to the new dining tables, DAN-FORM is also introducing console tables as well as counter tables, which are slightly higher, and for which you would use counter stools.

Product Manager and In-house designer at DAN-FORM, Finn Nielsen, is pleased with the many new designs to be shown at Cologne, and adds: "We have a record number of new items to show this year; more than 30 different designs. It is one of our strengths to continuously develop our range and I am looking forward to showing the news as well as our new trend colours for season 19/20."

DAN-FORM will be at IMM Cologne from 14-20 January, in Hall 10.1, stand E59.

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