

BRAND BOOK

normann
C O P E N H A G E N

ABOUT NORMANN COPENHAGEN

- Normann Copenhagen is a global design company that designs, develops, manufactures, markets and distributes furniture and design products
- Founded in 1999 by Poul Madsen and Jan Andersen, who still own the company today
- Employs 100 people worldwide
- Normann Copenhagen have productions in China, India, Europe and Denmark

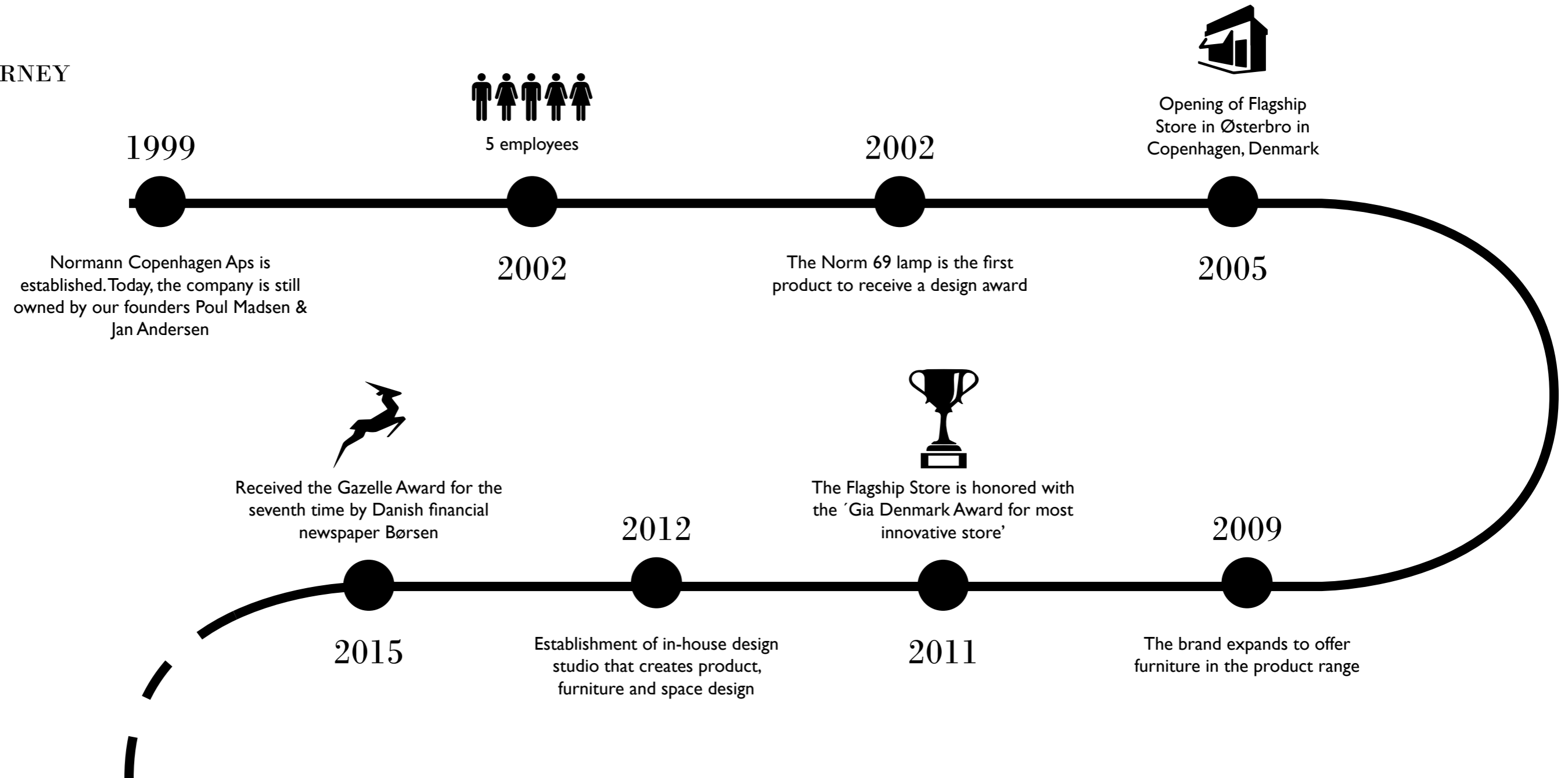


WHAT WE DO

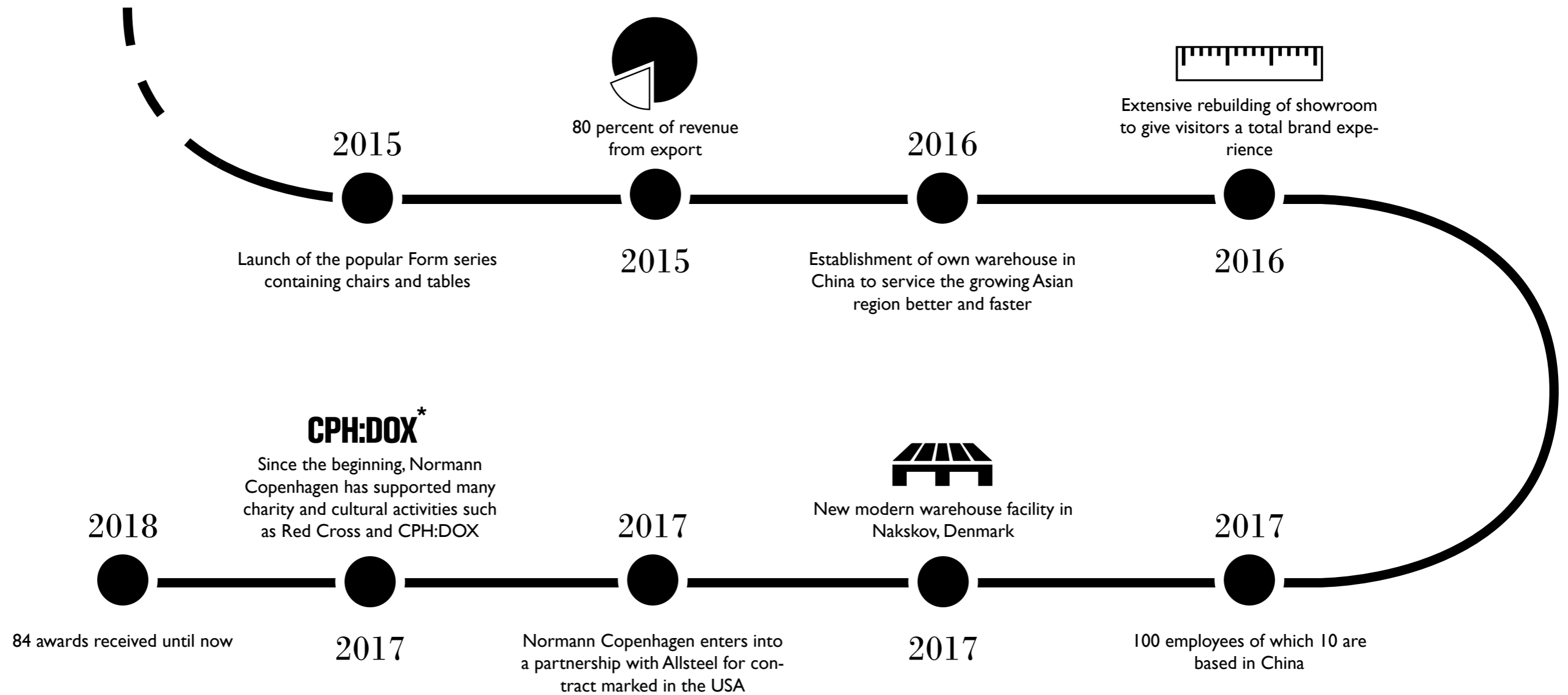
- Normann Copenhagen is a Danish design company with the mission to create original, bold and eye-catching products in a simple and contemporary design that withstands the test of time.
- We want to challenge conventional thinking and make the ordinary extraordinary through great and innovative design, which we believe can improve people's lives
- We want to offer our B2C customers products that fulfill all interior needs in private homes
- We want to be our B2B customers' preferred partner for professional interior projects



OUR JOURNEY



OUR JOURNEY



OUR PRODUCTS

- We offer a wide selection of products
- Our product range includes lighting, accessories and furniture
- Normann Copenhagen expands its product line with new designs every year
- Target groups include B2C and B2B

PRODUCT RANGE

55% FURNITURE



27% ACCESSORIES



18% LIGHTING



NORMANN COPENHAGEN'S CSR EFFORTS

- We want to run a responsible and conscious business that provides a positive impact on our surroundings
- We do so by designing products in the best materials that are made to last
- Normann Copenhagen has always been an active partner of sponsorships for charity and cultural projects

CSR STRATEGY

PRODUCTION



DESIGN

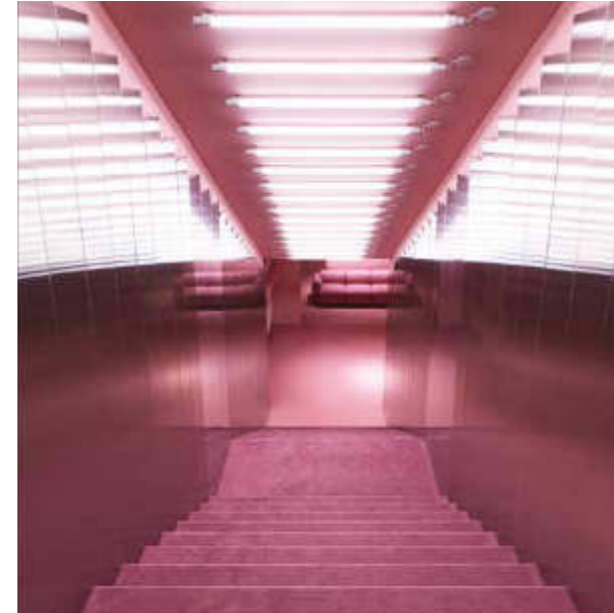
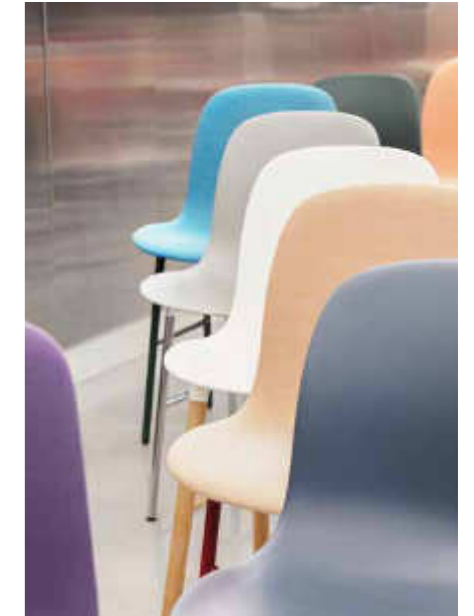


SPONSORSHIP



SHOWROOM AND HEADQUARTERS

- Normann Copenhagen's headquarters is located in Copenhagen, Denmark
- The combined flagship store and showroom presents an exclusive and bold design concept that captures the essence of the Normann Copenhagen brand



OUR DESIGNERS

- Normann Copenhagen works with a large external group of international designer
- Our collection includes products by 66 different designers from all around the world
- Normann Copenhagen started its in-house design studio in 2012
- The in-house design studio includes 4 designers, 6 to 8 interns and 3 engineers



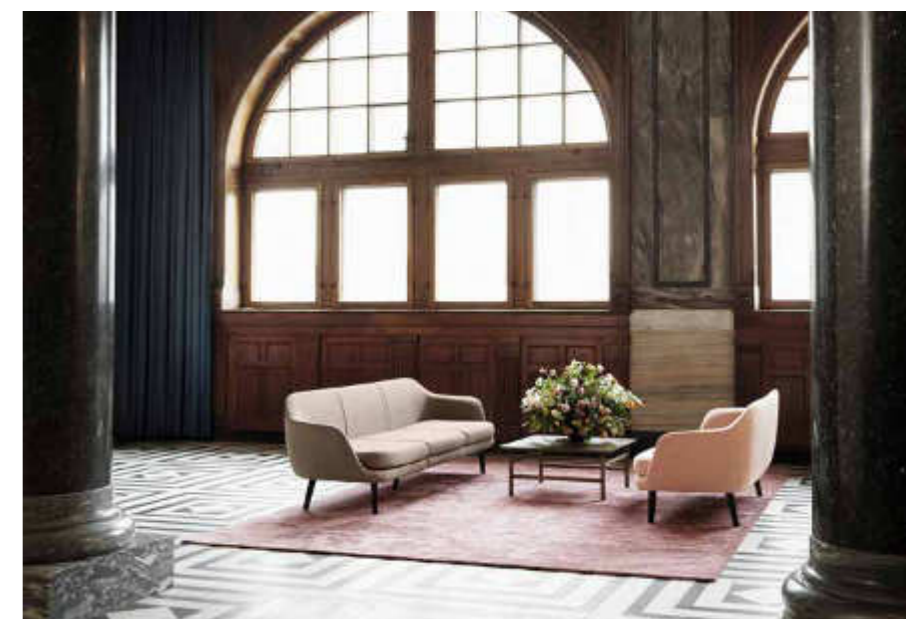
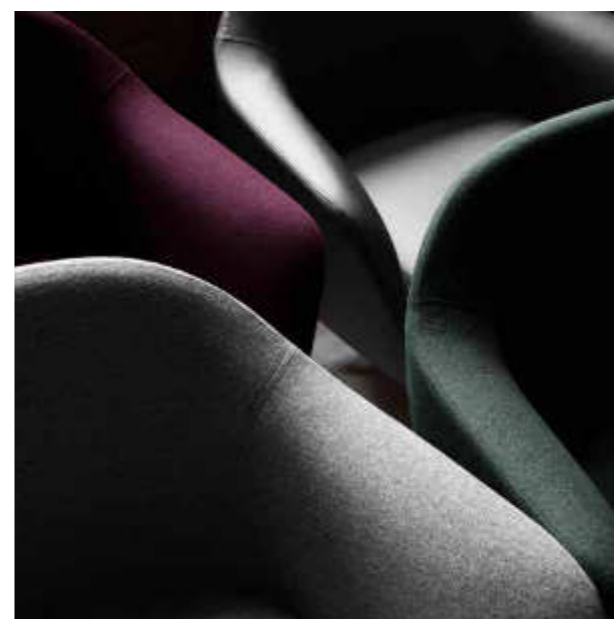
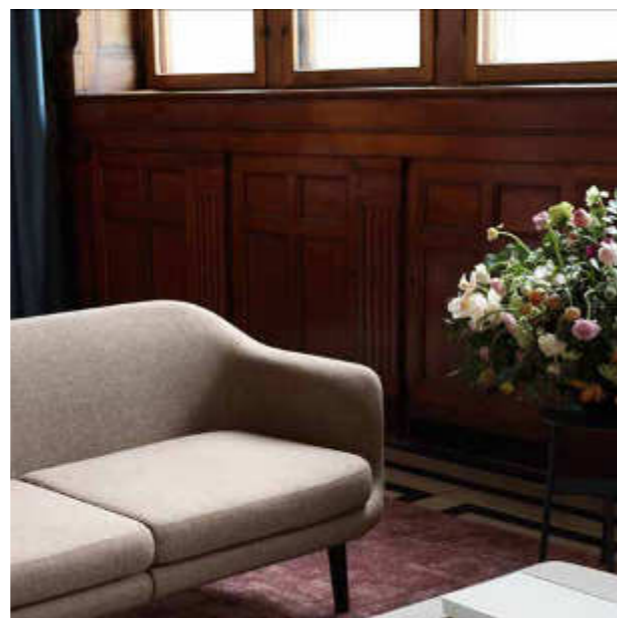
HERIT

- Combines the simple and honest style that characterizes Danish furniture history with innovative production methods.
- A small factory in Northern Italy has invented a new technique by which a core of foam is injected into the plastic, enabling large variations in thickness without the plastic subsiding. This technique made it possible to create the sweeping lines of Herit's armrest.
- Transcends styles and periods. Inhabits any space with natural ease.
- A hard-wearing, maintenance-friendly and accessible design, made for modern life.
- The path of the curves is precisely designed to follow the shape of the body and create the correct support in the seated position.



SUM

- A harmonious modular concept - Sum has the same complete appearance, whether it is set up in a two-seater version or as a several meter long sofa.
- Has a lighter, more elegant, expression than the boxy look that often characterizes modular sofas.
- Moulded in foam the slim design provides maximum comfort.
- The design is stringent and focused, but invitingly open in character: the sofa spreads out its armrests and invites you into its soft and homely space.



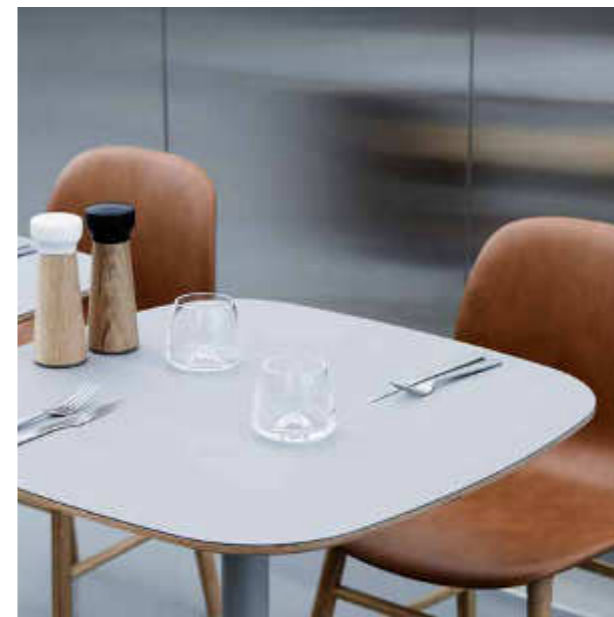
HYG

- Inspired by the famous Danish concept of 'Hygge', Hyg is an exclusive range, in which soft lines and encircling contours create a cozy and pleasant space.
- The design's concave form invites for contemplation. You can snuggle into the armchair with a cup of coffee and a book, while the sofa version brings the focus towards the center; towards companionship and conversation.
- The enveloping design of the range can add a sense of security and privacy to a hectic environment, making the furniture eminently suitable for public spaces.
- Everyday luxury of the highest caliber...
 - Molded lumbar support
 - Prime quality upholstery
 - Armchairs available with a tilt function



FORM

- Form is the story of a design company and a designer with the vision of creating the perfect chair. Form is an uncompromising design which combines a strong design idiom with comfortable curves and an innovative industrial production technique.
- Normann Copenhagen has developed a sleek mounting solution, which makes it possible to mount different types of bases in the same openings while retaining a homogenous and aesthetic design.
- The Form chair can be customized from more than 40.000 possible combinations of models, colors, textiles and bases.
- The Form series also includes dining tables, café tables, bar tables and stools, stackable chairs and rocking chairs.

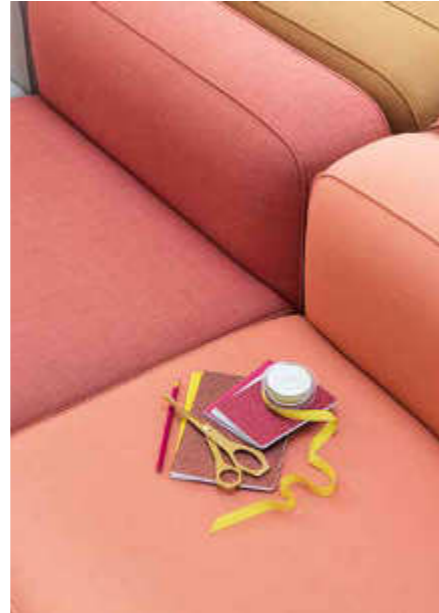
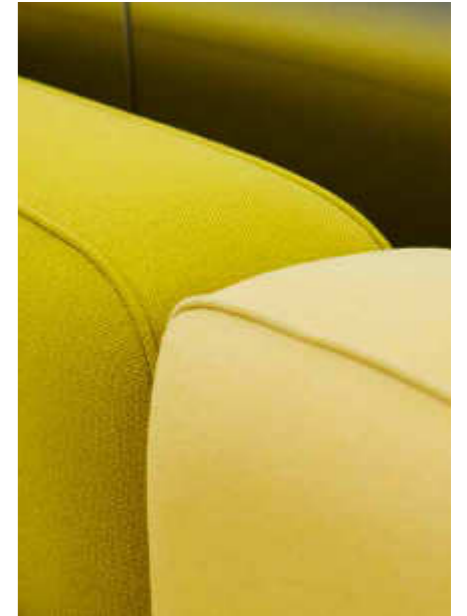
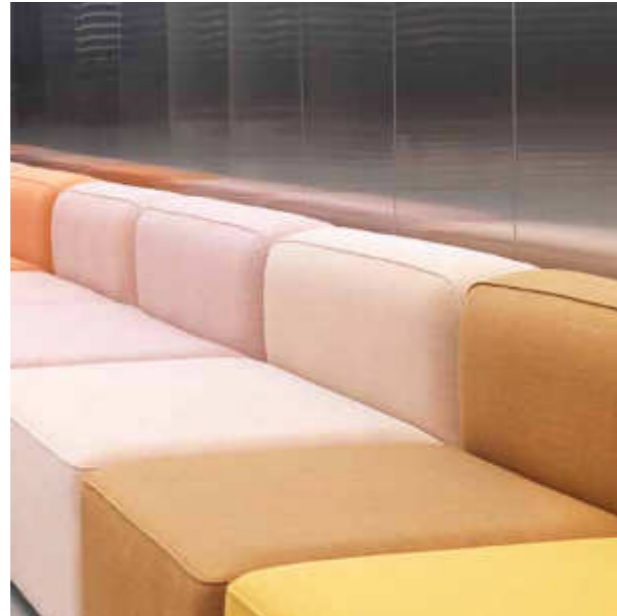


UNION

- The minimal monochrome design can assume many forms of expression according to the interior that the tables are placed in.
- Subtle brass details add an understated, contemporary elegance.
- The tabletops are made in a premium quality nano-coated laminate, resistant to fingerprints and scratches.
- With 11 different tables to choose from, the series offers a broad range of furnishing options.



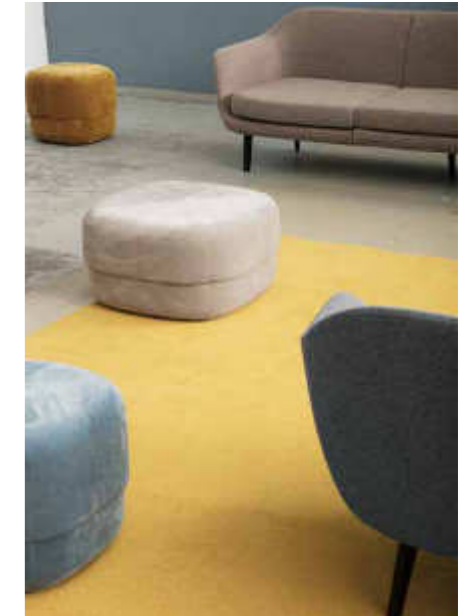
ROPE



ERA



CIRCUS



KNOT



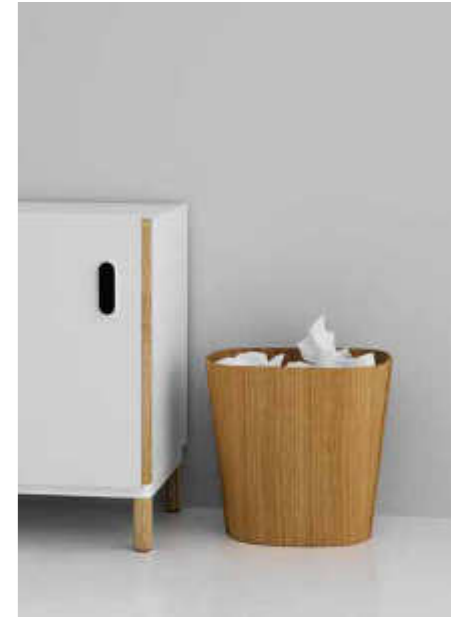
MY CHAIR



ACE



KABINO



FORM TABLE



SLICE



ACCESSORIES



ACCESSORIES



GRANT

- The Grant series' ensemble of lamps for wall mounting, ceiling, floor and table have an inherent classic quality and a versatile appeal.
- Lampshades with a dense rounded silhouette, inspired by Copenhagen's iconic street lighting, meet slender arms in soft and airy compositions.
- All styles in the Grant series have a replaceable LED light source with dispersion lens that emits a soft and pleasant light.
- Wall lamps, floor lamp and table lamp come with a light dimmer attached to the cord and the pendants are dimmer compatible.
- Discrete and well-executed wire outlets and deluxe fabric cords add the finishing touch to this exclusive range.



AMP



BELL



DISTRIBUTION

- Normann Copenhagen is an international design brand: our products are sold in more than 87 countries
- 80 percent of turnover comes from export
- Normann Copenhagen's business is divided into retail, contract market and web sales
- In the retail business, the products can be found in more than 3500 design shops, museum shops, furniture stores, department stores and online shops
- For the contract market, Normann Copenhagen can service interior needs for restaurants, hotels, lobbies, foyers & lounges, meeting facilities, conference rooms, offices, and public spaces
- 75% percent of turnover comes from B2C
- 25% percent of turnover comes from B2B



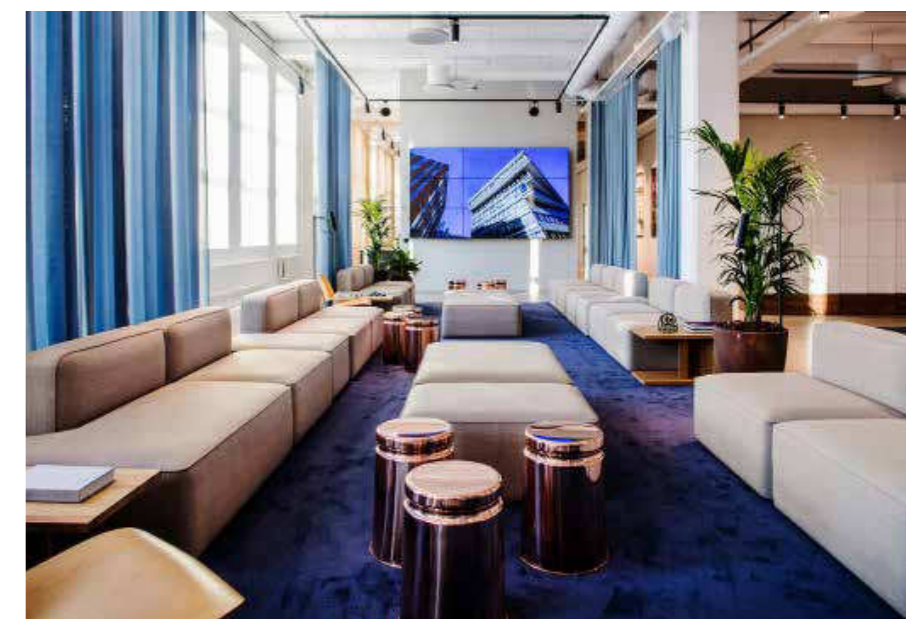
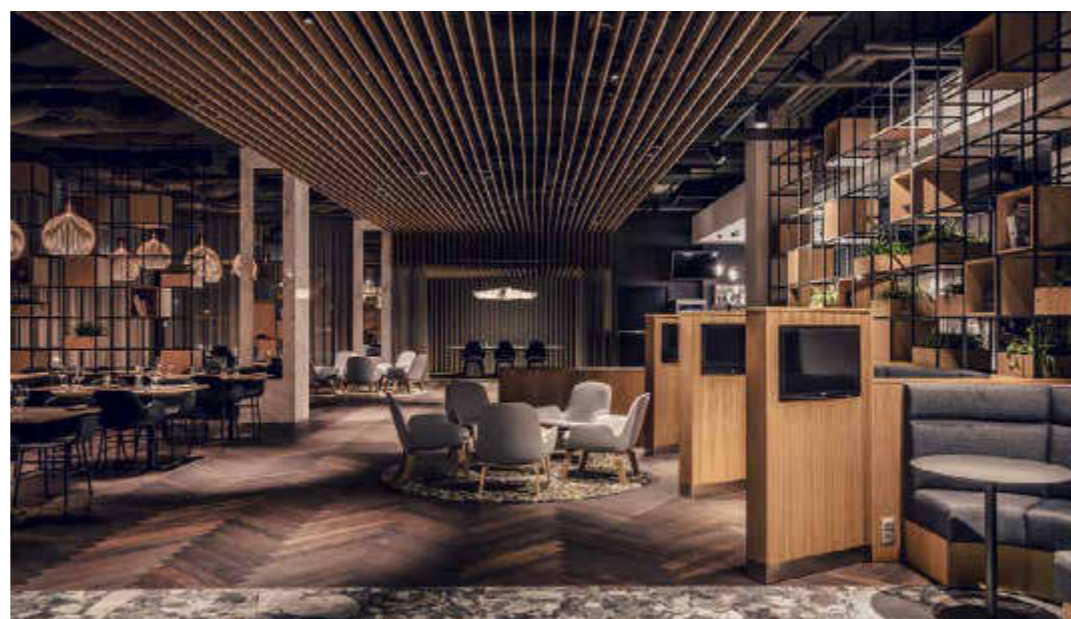
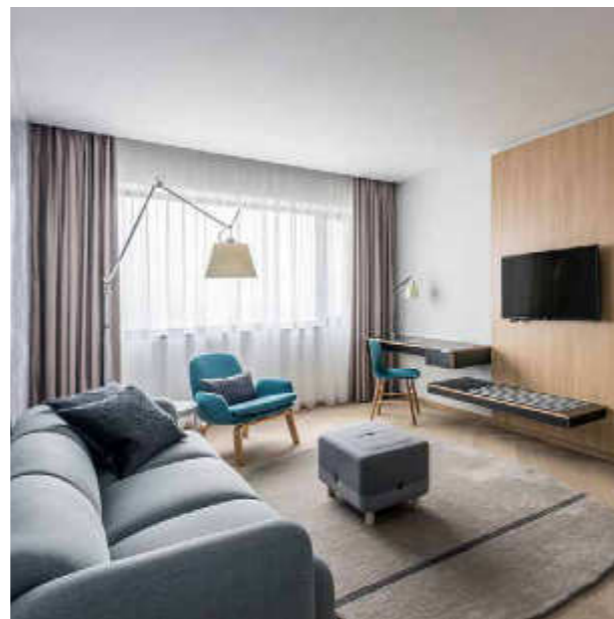
PROJECTS - RESTAURANTS

- Loft, Copenhagen, Denmark
- Norman, New York, US
- Salt Recipes, Hong Kong
- Magasand, Madrid, Spain
- Radio Social, New York, US
- Kompasset, Copenhagen, Denmark



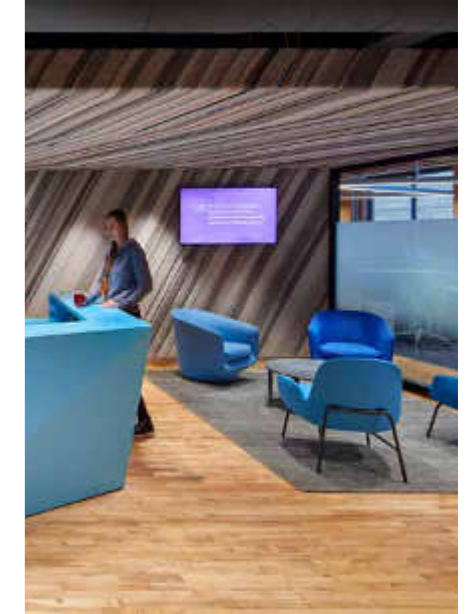
PROJECTS - HOSPITALITY

- Marriot Hotel, Brno, Czech Republic
- Hotel Le Parisis, Paris, France
- Radisson Hotel, Bodo, Norway
- Marriot Hotel, Brno, Czech Republic
- Atrium Ljungberg HK, Stockholm, Sweden



PROJECTS - OFFICE

- Sonos, Boston, US
- Slack, Toronto, Canada
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- Outokumpu, Helsinki, Finland
- Northpower, Stockholm, Sweden



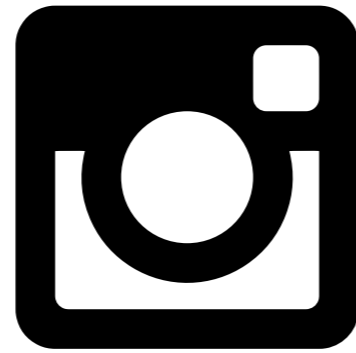
PROJECTS - OTHER

- Copenhagen Airport lounge
- Copenhagen Dox



LET'S GET SOCIAL!

- Visit our homepage for more information on our brand www.normann-copenhagen.com



Instagram
299K followers



Facebook
79k followers



Twitter
44.4K followers



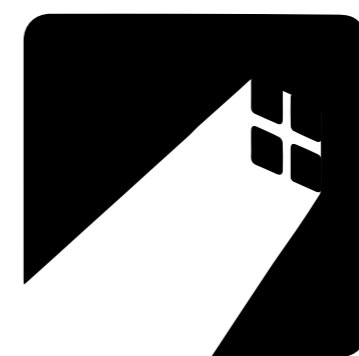
Pinterest
12.5K followers



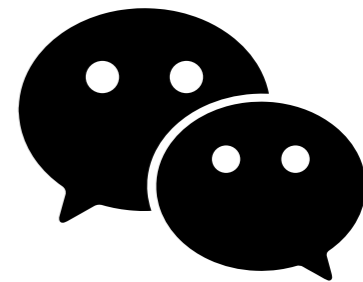
LinkedIn
12K followers



Sina Weibo
7K followers



Hao Hao Zhu
3K followers



WeChat
570 followers

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