

## **LIND DNA opens permanent showroom in Copenhagen during 3 Days of Design**

*It has long been a wish for LIND DNA to create a new showroom that takes into account the company's growing exports, by creating an easier exposure to Danish and foreign customers, the press and influencers.*

A more central location is hardly available near The Royal Castle Amalienborg and with a view to the Opera House on the other side of the channel. The 200 m<sup>2</sup> premises in Toldbodgade will serve as a showroom and will provide the framework for meetings and events for the Danish design company, which has long wanted to create an inspiring meeting place in Copenhagen for retail customers, interior designers, hotels and design lovers.

"We need a presence centrally in Copenhagen at a location that is accessible to Danish and foreign customers and the press", says designer and owner Preben Lind. "At the same time, we are building a new domicile in Aarhus, which will be ready to move in at the end of 2019, because we need more space to grow," continues Preben Lind, who has had to expand Lind DNA's physical framework four times earlier.

The design company sells to over 50 countries and has an ongoing need to present its brands to foreign customers. "We open the doors to our new showroom while Denmark's famous annual design event "3 Days of Design" takes place in Copenhagen. Everyone is of course welcome to come by and see our products designed with recycled leather as the main element."

The leather is remnants of furniture, bag or shoe productions which are mixed with natural rubber from trees. The result is a durable quality of 80% core leather and 20% natural rubber, which is dyed and embossed in decorative surface structures and is used for home, office, hotel and restaurant design products.

Speed and flexibility are key to the success of the six-year-old business. "From the start we had an ambition to sell to the whole world. We have experienced an extreme growth, but we have managed to scale the company in step with growth, and we have kept working with local suppliers.

This makes us quick and flexible and we can control our quality continuously. If we were ship everything from Asia, there would be months of delivery time for our customers. In addition, we can control our own environmental footprint by cooperating with local suppliers and producing as much as possible under our own roof", Preben Lind concludes.

**We are open Thursday-Friday, May 23<sup>rd</sup> and 24<sup>th</sup> from 10 to 18 and Saturday, May 25<sup>th</sup> from 10 to 14. Come and meet Preben Lind in the new showroom Thursday, May 23<sup>rd</sup> from 10 to 17. We offer a glass and a talk about design in sustainable materials.**

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