



DAN  FORM

SCANDINAVIAN DESIGN • INTERNATIONAL LIVING



WHAT'S IMPORTANT TO YOU?



WHY DAN-FORM

DESIGN

COLLECTION

NEWS 2024

MATERIALS

QUALITY

SUSTAINABILITY

WAREHOUSE OR DIRECT

SUPPORT & POS

ABOUT

CONTRACT CASES



WHY DAN-FORM?

- **HIGH PROFIT**
DAN-FORM designs offer you solid profit margins, thanks to our highly competitive pricing.
- **HIGH END, LOW COST**
Considering our commitment to quality and design, our products fall in the mid to high segment.
- **DIVERSE COLLECTION**
Choose from an extensive range – we have options to cater to everyone's preferences.
- **BRAND PROTECTION**
We are selective in our business partnerships to uphold the integrity of our brand.





It's all about having

THE RIGHT PRODUCTS TO SELL

- We combine Scandinavian design with international appeal.
- All designs are crafted in partnership with Scandinavian designers.
- 15-20 new designs are introduced annually.
- Trends are spotted and translated into commercial designs with character.
- Design flexibility:
Choose our designs, customise the designs (COM) or design together with us.
- High end-segment, low cost



SCANDINAVIAN DESIGN
– INTERNATIONAL LIVING



OUR DESIGNERS

Through close collaboration, our design vision is brought to life by skilled designers from our in-house team and external partners.

Our combined expertise and innovation result in furniture that seamlessly blends aesthetics with form and function, and delivers superb seating comfort.





AN EVER-EVOLVING COLLECTION

15-20 new designs are introduced each year

- ➔ **Maintain your customer's interest**
- Introduce new designs regularly

Styles range from current trends over modern classics to pioneering the trends of tomorrow

- ➔ **Show a broad and ever-evolving range**
- Mix News with Bestsellers



“It’s not just a style, it’s a celebration of personality, creativity, and self-expression through design.”

– Sanne Protin –





TRENDS & NEW CLASSICS

WE STAY UPDATED

We spot and match future trends to develop new

- designs
- materials
- colours

SO YOU CAN:

- ➔ Pick the right furniture for your customers & market
- ➔ Improve sales and stay competitive



EXTRAORDINARY DESIGN FLEXIBILITY



**Choose from our
proven bestsellers**



**Customize our designs
to fit your market**



**Create bespoke designs
only you offer**



ARCH



BOTO



BULL



CARRY



CLOUD



CRIB



DELTA



DOLPHIN



DUBNA



ECLIPSE



ECLIPSE



EDEN



EMBRACE



FIERCE



FLAIR



GAIA



GLAM



GLEE



GLORY



HYPE



JOIN



LOOP



MEDUSA



MENTA



NAPOLEON



OOID



OOID



ORBIT



PARAGON



PLENTI



ROMBO



ROOST



ROVER



SAVA



S.I.T



STILETTO



TUSH



VALE



ZED



ZIMMER



MENU

COLLECTION



NEW FINISH AVAIL.

ARCH

CHAIR WITH WOOD LEGS



DESIGNED BY
Morten Georgsen

FEATURES

- “Open seashell” design
- Layered upholstery, 2 materials
- Elegant, comfortable & sophisticated

MATERIALS

- Seat made of two bentwood shells
- Solid wood legs w. clear lacquer



Tube legs



MENU

COLLECTION



NEW
FINISH
AVAIL.

BOTO

ARMCHAIR



DESIGNED BY
Morten Georgsen

FEATURES

- Soft upholstered back and seat
- Upholstery wrapped around armrests
- Slim frame supporting the seat and back

MATERIALS

- Bentwood seat
- Powder coated metal legs



Bar & counter stool

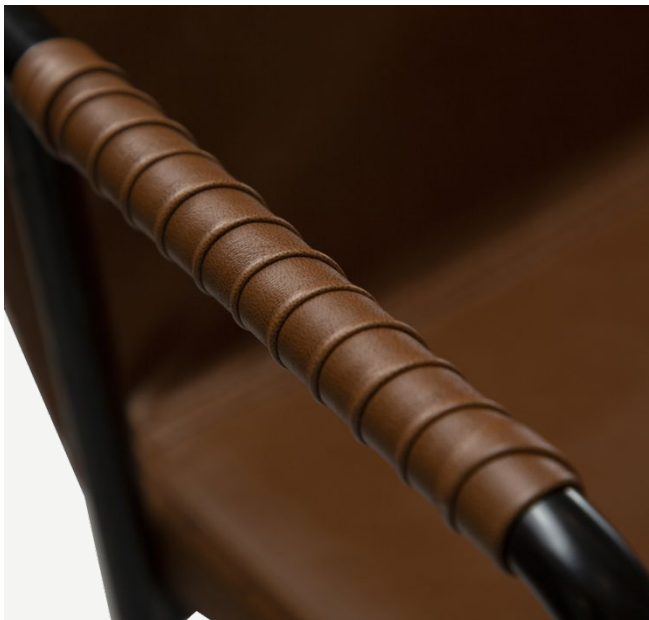


Lounge chair



MENU

COLLECTION



BOTO

BAR & COUNTER STOOL



DESIGNED BY
Morten Georgsen

FEATURES

- Soft upholstered back and seat
- Upholstery wrapped around armrests
- Slim frame supporting the seat and back

MATERIALS

- Bentwood seat
- Powder coated metal legs



Armchair



Lounge chair



MENU

COLLECTION



BOTO

LOUNGE CHAIR



DESIGNED BY
Morten Georgsen

FEATURES

- Soft upholstered back and seat
- Upholstery wrapped around armrests
- Slim frame supporting the seat and back

MATERIALS

- Bentwood seat
- Powder coated metal legs



Dining chair



Bar & counter stool



MENU

COLLECTION



BULL

CHAIR



DESIGNED BY
Sanne Protin

FEATURES

- The back extends to each side, resembling horns
- Powerful and inviting look
- A real statement design

MATERIALS

- Metal frame with molded foam
- Bentwood seat
- Powder coated metal legs



MENU

COLLECTION



CARRY

ARMCHAIR



DESIGNED BY
Says Who

FEATURES

- Organic shapes
- Armrests seamlessly extend into seat
- Auto-return swivel base

MATERIALS

- Metal frame
- Bentwood seat
- Swivel base in powder-coated metal or antique finish



MENU

COLLECTION



CLOUD

CHAIR



DESIGNED BY
Marianne Bjarløv

FEATURES

- Organic shapes
- Simple yet impactful
- Elegant and light design

MATERIALS

- Bentwood shell
- Powder coated metal legs



Bar & counter stool



MENU

COLLECTION



CLOUD

BAR & COUNTER STOOL



DESIGNED BY
Marianne Bjarløv

FEATURES

- Organic shapes
- Simple yet impactful
- Elegant and light design

MATERIALS

- Bentwood shell
- Powder coated metal legs



Chair



MENU

COLLECTION



NEW
FINISH
AVAIL.

CRIB

ARMCHAIR



DESIGNED BY
Morten Georgsen

FEATURES

- A graceful contrast between the veneer and upholstery
- Combines midcentury classic with a modern feel
- Slim legs for an elegant look

MATERIALS

- Bentwood and veneer
- Powder coated metal legs



Bar & counter stool



Lounge chair



MENU

COLLECTION



CRIB

BAR & COUNTER STOOL



DESIGNED BY
Morten Georgsen

FEATURES

- A graceful contrast between the veneer and upholstery
- Combines midcentury classic with a modern feel
- Slim legs for an elegant look

MATERIALS

- Bentwood and veneer
- Powder coated metal legs



Chair



Lounge chair



MENU

COLLECTION



CRIB

LOUNGE CHAIR



DESIGNED BY
Morten Georgsen

FEATURES

- A graceful contrast between the veneer and upholstery
- Combines midcentury classic with a modern feel
- Slim legs for an elegant look

MATERIALS

- Bentwood and veneer
- Powder coated metal legs



Chair



Bar & counter stool



MENU

COLLECTION



DELTA

CHAIR



DESIGNED BY
Jørgen Mensen

FEATURES

- Handwoven seat
- Classic and beautiful
- Traditional Scandinavian design inspiration

MATERIALS

- Classic 3-ply paper cord
- Powder coated metal frame and legs



Bar & counter stool



MENU

COLLECTION



DOLPHIN

CHAIR



DESIGNED BY
Bjarke Nielsen

FEATURES

- Timeless Scandinavian design
- Exquisite hand-sewn cross-stitching

MATERIALS

- Bentwood shell
- Powder coated metal legs, chrome or veneer legs



Bar & counter stool



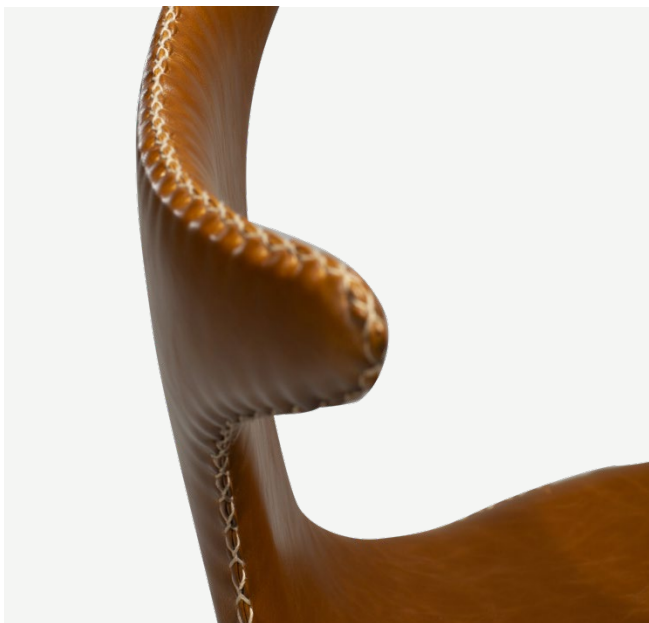
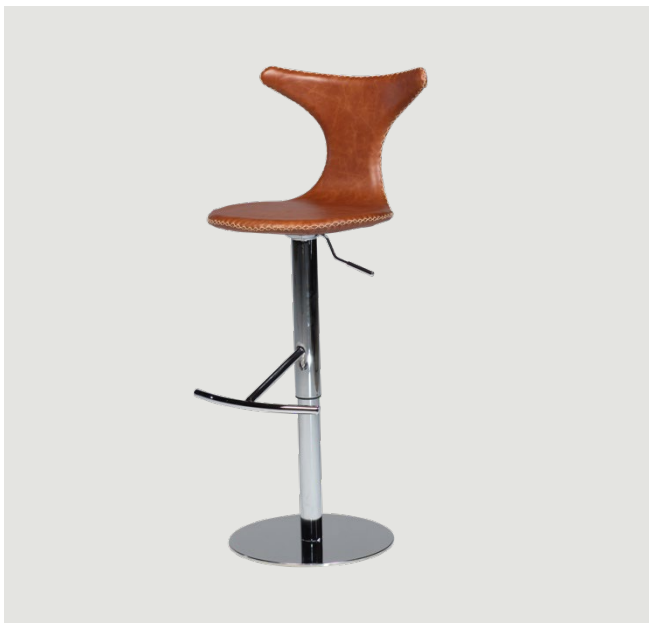
Bar stool

SPECIAL ORDER



MENU

COLLECTION



DOLPHIN

BAR & COUNTER STOOL



DESIGNED BY
Bjarke Nielsen

FEATURES

- Timeless Scandinavian design
- Exquisite hand-sewn cross-stitching

MATERIALS

- Bentwood shell
- Gas lift base, polished metal or powder coated legs



Chair



NEW
FINISH
AVAIL.

DUBNA

LOUNGE CHAIR



DESIGNED BY
Morten Georgsen

FEATURES

- Organic shape
- Superb seating comfort
- A true statement piece

MATERIALS

- Metal frame with foam



MENU

COLLECTION



NEW
FINISH
AVAIL.

ECLIPSE

ROUND TABLE



DESIGNED BY
Morten Georgsen

FEATURES

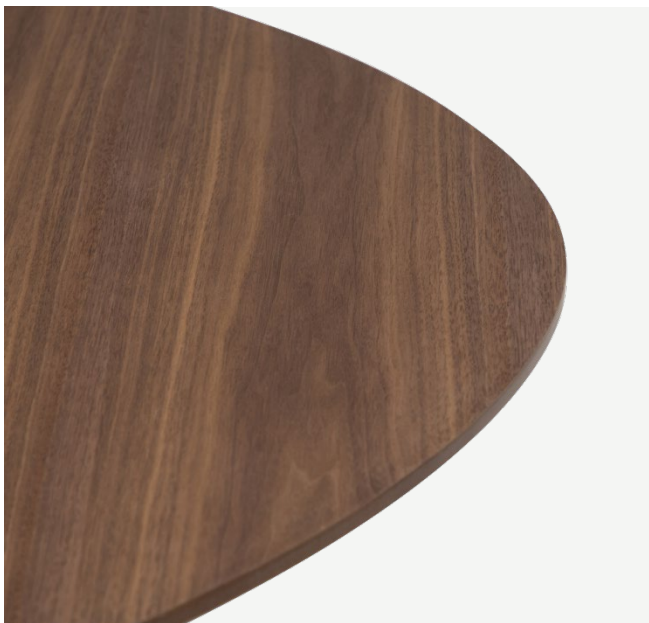
- Elegant and classic
- Light and airy feel
- Mix and match table top and legs

MATERIALS

- Wood veneer on MDF
- Stained or clear leaquer
- Powder coated metal legs or antique finished legs



Oval table



NEW
FINISH
AVAIL.

ECLIPSE

OVAL TABLE



DESIGNED BY
Morten Georgsen

FEATURES

- Elegant and classic
- Light and airy feel
- Mix and match table top and legs
- Comes with 2 extension plates (extends from 2-3 m)

MATERIALS

- Wood veneer on MDF
- Stained or clear leaquer
- Powder coated metal legs or antique finished legs



Round table



MENU

COLLECTION



EDEN

CHAIR



DESIGNED BY
Says Who

FEATURES

- Regal and luxurious presence
- The curved back has a delicate finish around the rim

MATERIALS

- Metal frame
- Plywood seat
- Powder coated metal legs or antique finish



MENU

COLLECTION



EMBRACE

ARMCHAIR



DESIGNED BY
Says Who

FEATURES

- Classic and stylish look, with a hint of grandness
- Softly curved armrests
- Decorative stitching

MATERIALS

- Bentwood shell
- Plywood seat
- Powder coated metal legs



Chair

Lounge chair



MENU

COLLECTION



FIERCE

CHAIR



DESIGNED BY
Finn Nielsen

FEATURES

- Modern and stringent design with a sleek, scoop seat silhouette
- Cushion for extra seating comfort with loosely fitted upholstery

MATERIALS

- Bentwood shell
- Powder coated metal legs



Bar & counter stool



MENU

COLLECTION



NEW FINISH AVAIL.

FLAIR CHAIR



DESIGNED BY
Sanne Protin

FEATURES

- The back extends into armrests
- Hand-sewn stitching around the edges
- Contemporary and luxurious

MATERIALS

- Metal frame back & armrests
- Plywood seat
- Powder coated metal legs or laminated veneer legs



Bar & counter stool



Bar stool



Lounge chair

SPECIAL ORDER



MENU

COLLECTION



FLAIR

BAR & COUNTER STOOL



DESIGNED BY
Sanne Protin

FEATURES

- The back extends into armrests
- Hand-sewn stitching around the edges
- Contemporary and luxurious

MATERIALS

- Metal frame back & armrests
- Plywood seat
- Powder coated metal legs or gas lift in brushed metal



Chair



Lounge chair



MENU

COLLECTION



GAIA

CHAIR



DESIGNED BY
Finn Nielsen

FEATURES

- Plush, curvy, and dramatic silhouette
- Comfortable, embracing seat and organically curved armrests

MATERIALS

- Bentwood
- Powder coated metal legs



Bar & counter stool



Lounge chair



MENU

COLLECTION



GAIA

BAR & COUNTER STOOL



DESIGNED BY
Finn Nielsen

FEATURES

- Plush, curvy, and dramatic silhouette
- Comfortable, embracing seat and organically curved armrests

MATERIALS

- Bentwood
- Powder coated metal legs



Chair



Lounge chair



MENU

COLLECTION



GAIA

LOUNGE CHAIR



DESIGNED BY
Finn Nielsen

FEATURES

- Plush, curvy, and dramatic silhouette
- An embracing seat and organically curved armrests
- Swivel legs

MATERIALS

- Bentwood
- Powder coated metal legs



Chair



Bar & counter stool



MENU

COLLECTION



NEW
FINISH
AVAIL.

GLAM

CHAIR



DESIGNED BY
Sanne Protin

FEATURES

- Elegant, luxurious, and a regal presence
- Softly shaped seat
- Legs extending up the back

MATERIALS

- Metal frame
- Plywood seat
- Powder coated metal legs or antique finish



Bar & counter stool



Lounge chair



Office chair



GLAM

BAR & COUNTER STOOL



DESIGNED BY
Sanne Protin

FEATURES

- Elegant, luxurious, and a regal presence
- Softly shaped seat
- Legs extending up the back

MATERIALS

- Metal frame
- Plywood seat
- Powder coated metal legs or antique finish



Chair



Lounge chair



Office chair



MENU

COLLECTION



GLAM

LOUNGE CHAIR & FOOTSTOOL



DESIGNED BY
Sanne Protin

FEATURES

- High or low back
- Elegant, luxurious, and regal presence
- Softly shaped seat
- Legs extending up the back

MATERIALS

- Metal frame
- Pocket springs and plywood seat
- Powder coated metal legs or antique finish



Chair



Bar & Counter stool



Office chair



MENU

COLLECTION



GLAM

OFFICE CHAIR



DESIGNED BY
Sanne Protin

FEATURES

- Elegant, luxurious, and regal presence
- Safety castors (wheels brake when the chair is not in use)

MATERIALS

- Metal frame
- Plywood seat



Chair

Bar & Counter stool

Lounge chair



MENU

COLLECTION



GLEE

CHAIR



DESIGNED BY
Says Who

FEATURES

- A perky, youthful design
- The seat and back mirror each other, with a slight curve upwards towards the sides

MATERIALS

- Bentwood shell
- Laminated veneer legs w. clear lacquer



SPECIAL ORDER

Bar stool



MENU

COLLECTION



GLORY

CHAIR



DESIGNED BY
Morten Georgsen

FEATURES

- Fresh and funky design
- The back forms into "wings" on each side, creating a beautiful curved back
- Extended legs on the back

MATERIALS

- Metal frame
- Plywood seat
- Powder coated metal legs or antique finish



HYPE

CHAIR



DESIGNED BY
Jørgen Mensen

FEATURES

- A popular DAN-FORM classic
- Chic and modern design
- Scoop seat silhouette with baseball stitching
- Outstanding seating comfort

MATERIALS

- Bentwood shell
- Powder coated metal legs or antique finish



Bar & counter stool



Armchair



Office chair



MENU

COLLECTION



HYPE

ARMCHAIR



DESIGNED BY
Jørgen Mensen

FEATURES

- Chic and modern design
- Scoop seat silhouette with baseball stitching
- Outstanding seating comfort

MATERIALS

- Bentwood shell
- Powder coated metal legs



Chair



Bar & counter stool



Office chair



HYPE

BAR & COUNTER STOOL



DESIGNED BY
Jørgen Mensen

FEATURES

- Chic and modern design
- Scoop seat silhouette with baseball stitching
- Outstanding seating

MATERIALS

- Bentwood shell
- Powder coated metal legs



Chair



Armchair



Office chair



MENU

COLLECTION



HYPE

OFFICE CHAIR



DESIGNED BY
Jørgen Mensen

FEATURES

- Chic and modern design
- Scoop seat silhouette with baseball stitching
- Outstanding seating comfort

MATERIALS

- Bentwood shell



Chair



Armchair



Bar & counter stool



MENU

COLLECTION



JOIN

ARMCHAIR



DESIGNED BY
Says Who

FEATURES

- Soft and loosely fitted upholstery
- A cozy and inviting design
- Focus on great comfort

MATERIALS

- Bentwood shell
- Metal frame
- Fiber batting
- Powder coated metal legs



Lounge chair

Chair

Bar & counter stool



MENU

COLLECTION



JOIN

LOUNGE CHAIR



DESIGNED BY
Says Who

FEATURES

- Soft and loosely fitted upholstery
- A cozy and inviting design
- Focus on great comfort
- Ideal for a lounge or lobby area or in a living room setting

MATERIALS

- Bentwood shell
- Metal frame
- Fiber batting
- Powder coated metal legs



Armchair



Chair



MENU

COLLECTION



LOOP CHAIR



DESIGNED BY
Says Who

FEATURES

- Stringent and to-the-point design
- New interpretation of a classic chair
- Handwoven paper cord seat

MATERIALS

- 3-ply paper cord seat
- Powder coated metal legs or antique finish



Armchair



Lounge chair



MENU

COLLECTION



MEDUSA

CHAIR



DESIGNED BY
Sanne Protin

FEATURES

- Elegant hourglass shape
- Contemporary look
- Cheeky baseball stitching

MATERIALS

- Bentwood shell
- Powder coated metal legs



SPECIAL
ORDER

Bar & counter stool



MENU

COLLECTION



MENTA

CHAIR



DESIGNED BY
Says Who

FEATURES

- A light and playful look
- Slim legs and decorative handmade stitching along the sides
- Soft, padded seat and back

MATERIALS

- Bentwood seat and back
- Powder coated metal legs or antique finish



NEW
FINISH
AVAIL.



MENU

COLLECTION



NAPOLEON

CHAIR



DESIGNED BY
Amporp Design

FEATURES

- Inspired by Napoleon's hat
- A pointed back that almost floats above the softly curved seat

MATERIALS

- Bentwood seat and back
- Powder coated metal legs



Bar & counter stool



MENU

COLLECTION



NAPOLEON

BAR & COUNTER STOOL



DESIGNED BY
Amporp Design

FEATURES

- Inspired by Napoleons hat
- A pointed back that almost floats above the softly curved seat

MATERIALS

- Bentwood seat and back
- Powder coated metal legs



Chair



OOID

ROUND TABLE



DESIGNED BY
Sanne Protin

FEATURES

- Beveled edges on the tabletop
- Crossed legs with rounded details for a softer look
- Mix and match table top and legs

MATERIALS

- Veneer table top
- Powder coated metal legs



Oval table



MENU

COLLECTION



NEW
FINISH
AVAIL.

OOID

OVAL TABLE



DESIGNED BY
Sanne Protin

FEATURES

- Beveled edges on the tabletop
- Crossed legs with rounded details for a softer look
- Mix and match table top and legs

MATERIALS

- Veneer table top
- Powder coated metal legs



Round table



MENU

COLLECTION



ORBIT

CHAIR



DESIGNED BY
Amtorp Design

FEATURES

- A statement piece
- Luxurious appearance
- Round, plush upholstered seat
- Wrap-around back
- Legs extended up the back

MATERIALS

- Metal frame
- Plywood seat
- Powder coated metal legs or antique finish



Bar & counter stool



Lounge chair & footstool



ORBIT

BAR & COUNTER STOOL



DESIGNED BY
Amtorp Design

FEATURES

- A statement piece
- Luxurious appearance
- Round, plush upholstered seat
- Wrap-around back
- Legs extended up the back

MATERIALS

- Metal frame
- Plywood seat
- Powder coated metal legs or antique finish



Chair

Lounge chair & footstool



MENU

COLLECTION



ORBIT

LOUNGE CHAIR & FOOTSTOOL



DESIGNED BY
Amtorp Design

FEATURES

- A statement piece
- Luxurious appearance
- Round, plush upholstered seat
- Wrap-around back
- Legs extended up the back

MATERIALS

- Metal frame
- Pocket springs and plywood seat
- Powder coated metal legs or antique finish



Chair



Bar & counter stool



MENU

COLLECTION



PARAGON

CHAIR



DESIGNED BY
Ebbe Gehl

FEATURES

- Sophisticated and fresh design
- A slim and curvy seat
- Legs extend up the back, for a distinct, elegant look

MATERIALS

- Bentwood shell
- Solid wood legs on a metal framing



Bar & counter stool



Lounge chair



PARAGON

BAR & COUNTER STOOL



DESIGNED BY
Ebbe Gehl

FEATURES

- Sophisticated and fresh design
- A slim and curvy seat
- Legs extend up the back, for a distinct, elegant look

MATERIALS

- Bentwood shell
- Solid wood legs on a metal framing
- Foot rest in powder coated metal



Chair



Lounge chair



MENU

COLLECTION



PARAGON

LOUNGE CHAIR



DESIGNED BY
Ebbe Gehl

FEATURES

- Sophisticated and fresh design
- A slim and organically curved seat
- Legs extend up the back, for a distinct, elegant look

MATERIALS

- Bentwood shell
- Solid wood legs on a metal framing



Chair

Bar & counter stool



PLENTI

ARMCHAIR



DESIGNED BY
Says Who

FEATURES

- Stylish and contemporary design
- Slim tube legs and an airy look
- Soft upholstery

MATERIALS

- Bentwood and molded foam back
- Plywood seat
- Powder coated metal legs



MENU

COLLECTION



ROMBO

ARMCHAIR



DESIGNED BY
Jørgen Mensen

FEATURES

- Traditional with a twist
- Diamond stitching inside the back
- Comfortable armrests
- Characteristic, conical legs

MATERIALS

- Bentwood shell
- Plywood seat
- Powder coated metal legs



MENU

COLLECTION



ROOST

CHAIR



DESIGNED BY
Morten Georgsen

FEATURES

- A design that stands out
- The slim legs form an A on the back
- Decorative vertical stitching inside the back
- Soft, padded seat

MATERIALS

- Bentwood back with molded foam
- Plywood seat
- Powder coated metal legs



MENU

COLLECTION



ROVER

ARMCHAIR



DESIGNED BY
Says Who

FEATURES

- A wonderfully grand design
- The back twists into comfortable armrests

MATERIALS

- Bentwood seat and back
- Powder coated metal legs



Bar & counter stool



Lounge chair



Office chair



MENU

COLLECTION



ROVER

BAR & COUNTER STOOL



DESIGNED BY
Says Who

FEATURES

- A wonderfully grand design
- The back twists into comfortable armrests

MATERIALS

- Bentwood seat and back
- Powder coated metal legs



Chair

Lounge chair

Office chair



ROVER

LOUNGE CHAIR



DESIGNED BY
Says Who

FEATURES

- A wonderfully grand design
- The back twists into comfortable armrests

MATERIALS

- Bentwood seat and back
- Powder coated metal legs



Chair

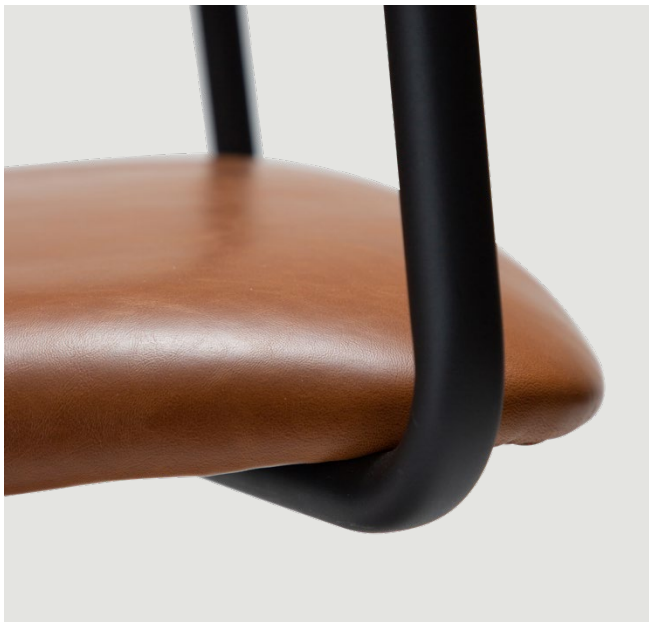
Bar & Counter stool

Office chair



MENU

COLLECTION



ROVER

OFFICE CHAIR



DESIGNED BY
Says Who

FEATURES

- A wonderfully grand design
- The back twists into comfortable armrests
- Safety castors (wheels brake when the chair is not in use)

MATERIALS

- Bentwood seat and back



Chair

Bar & Counter stool

Lounge chair



MENU

COLLECTION



SAVA

CHAIR



DESIGNED BY
Morten Georgsen

FEATURES

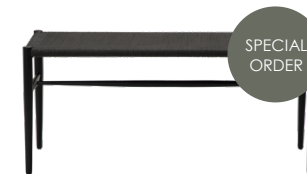
- Classic Scandinavian design
- Handwoven seat in a stringent pattern
- Back with characteristic 4 strings

MATERIALS

- 3-ply paper cord seat
- Powder coated metal legs and frame



Bar & counter stool



Bench



MENU

COLLECTION



SAVA

BAR & COUNTER STOOL



DESIGNED BY
Morten Georgsen

FEATURES

- Classic Scandinavian design
- Handwoven seat in a stringent pattern
- Back with characteristic 4 strings

MATERIALS

- 3-ply paper cord seat
- Powder coated metal legs and frame



Chair



Bench



MENU

COLLECTION



S.I.T. CHAIR



DESIGNED BY
Sanne Protin

FEATURES

- Inspiration from classic 50's bentwood chairs
- Edgy and contemporary look
- Slight S-shape in the back for high seating comfort

MATERIALS

- Bentwood
- Veneer legs or powder coated metal legs



Bar & counter stool



MENU

COLLECTION



S.I.T.

BAR & COUNTER STOOL



DESIGNED BY
Sanne Protin

FEATURES

- Inspiration from classic 50's bentwood chairs
- Edgy and contemporary look
- Slight S-shape in the back for high seating comfort

MATERIALS

- Bentwood
- Veneer legs or powder coated metal legs



Chair



STILETTO

COUNTER STOOL



DESIGNED BY
Says Who

FEATURES

- Simplicity and sophistication
- Long, slim legs for an elegant and airy look
- Handwoven paper cord seat for a classic touch

MATERIALS

- 3-ply paper cord
- Powder coated metal legs



Chair

Armchair



MENU

COLLECTION



TUSH

CHAIR



DESIGNED BY
Says Who

FEATURES

- Almond-shaped back
- Simplistic design
- Perfectly executed

MATERIALS

- Bentwood seat and back
- Powder coated metal legs



Counter chair



TUSH

COUNTER STOOL



DESIGNED BY
Says Who

FEATURES

- Almond-shaped back
- Simplistic design
- Perfectly executed

MATERIALS

- Bentwood seat and back
- Powder coated metal legs



Chair



VALE

ARMCHAIR



DESIGNED BY
Morten Georgsen

FEATURES

- A grand design
- Offers both style and great comfort
- Armrests fold on top of a slim metal frame
- Soft padding in the seat and back

MATERIALS

- Bentwood seat
- Metal frame back
- Plywood armrests
- Powder coated metal legs



MENU

COLLECTION



NEW
FINISH
AVAIL.

ZED

CHAIR



DESIGNED BY
Steffensen & Würtz

FEATURES

- Inspired by 1950's classic chairs
- Slim metal legs with elegantly angled armrests
- Its stringent lines provide an architectural look

MATERIALS

- Bentwood seat and back
- Powder coated metal legs



Bar & counter stool



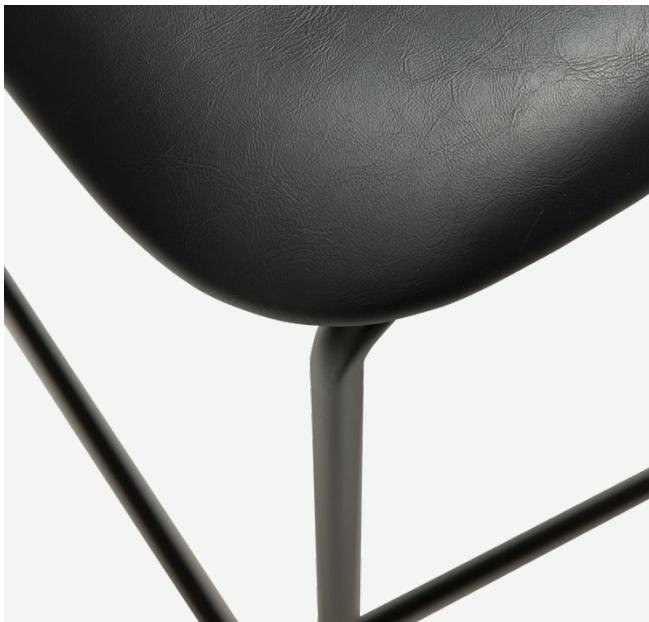
Lounge chair

SPECIAL
ORDER



MENU

COLLECTION



ZED

BAR & COUNTER STOOL



DESIGNED BY
Steffensen & Würtz

FEATURES

- Inspired by 1950's classic chairs
- Slim metal legs with elegantly angled armrests
- Its stringent lines provide an architectural look

MATERIALS

- Bentwood seat and back
- Powder coated metal legs



Chair



Lounge chair

SPECIAL
ORDER



MENU

COLLECTION



ZIMMER

ARMCHAIR



DESIGNED BY
Morten Georgsen

FEATURES

- Comfortable and embracing
- A generous seat and narrow back for a vibrant look
- Slim legs for a light appearance
- A cushion insert

MATERIALS

- Bentwood seat and back
- Metal frame with molded foam armrests
- Powder coated metal legs



NEW DESIGNS 2024



BAE



BLISS



BUCKLE



CLEMENTINA



DOLO



EPIC



FRIYAY
4 or 6 shelves



FRIYAY



HEY



OHMY



PARAGON



PROTOPIA
Shelf & Rack



ROOT



SMIZE



UTOPIA



EXTENDING SERIES



GLAM



GLORY



GLORY



OOID



OOID

NEW FINISH



ARCH



BOTO



BULL



CLOUD



CRIB



DUBNA



ECLIPSE



ECLIPSE



FLAIR



GLAM



GLORY



OOID



OOID



ORBIT



PARAGON



ZED



MENU

NEW DESIGN



BAE

ARMCHAIR



DESIGNED BY
Morten Georgsen

FEATURES

- An armchair with an attitude
- Soft upholstered back and seat
- Slim, conical legs for a light look

MATERIALS

- Plywood seat with pocket springs
- Metal frame with fiber batting in the back
- Powder coated metal legs or antique finish



MENU

NEW DESIGN



BLISS

CHAIR



DESIGNED BY
Says Who

FEATURES

- Stately expression with a plush upholstered back and seat
- Arched back for great comfort
- Conical legs for a light look

MATERIALS

- Metal frame
- Plywood seat
- Powder coated metal legs or antique finish



MENU

NEW DESIGN



BUCKLE

CHAIR



DESIGNED BY
Amtorp Design

FEATURES

- The back is elegantly supported by a wooden wave
- Softly curved seat

MATERIALS

- Bentwood seat and backrest with molded foam
- Solid wood legs



MENU

NEW DESIGN



CLEMENTINA

CHAIR



DESIGNED BY
Erling Pallese

FEATURES

- Harmonious, organic shape
- Contrast between veneer and faux leather
- Elegant and light design

MATERIALS

- Bentwood shell
- Veneered surface with upholstered seat and back
- Powder coated metal legs



DOLO

CHAIR



DESIGNED BY
Santiago Sevillano

FEATURES

- Organic shape, softly padded
- Combines midcentury classic with a modern feel
- Elegant trumpet swivel base with auto return

MATERIALS

- Bentwood with upholstered seating
- Powder coated metal legs or antique finish



EPIC

TABLE



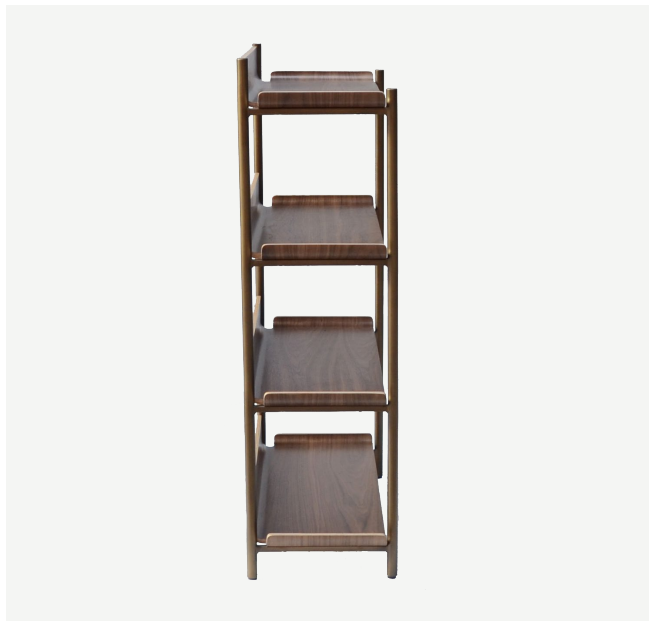
DESIGNED BY
Sanne Protin

FEATURES

- Elegant statement piece with a luxurious trumpet base
- Light and airy tabletop
- Modern and contemporary feel
- Ø150 cm

MATERIALS

- Wood veneer leg pieces on a solid metal base
- Tempered glass table top (12 mm)



FRIYAY

BOOKSHELF - 4 SHELVES



DESIGNED BY
Morten Georgsen

FEATURES

- Contemporary and modern bookshelf
- Airy look with bending shelves
- Slim legs for an elegant look
- H:122 cm, W:90 cm, D:35 cm

MATERIALS

- Veneered bentwood
- Powder coated metal frame



FRIYAY

BOOKSHELF - 6 SHELVES



DESIGNED BY
Morten Georgsen

FEATURES

- Contemporary and modern bookshelf
- Airy look with bending shelves
- Slim legs for an elegant look
- Also comes in a desk version
- H:190 cm, W:90 cm, D:35 cm

MATERIALS

- Veneered bentwood
- Powder coated metal frame



MENU

NEW DESIGN



HEY

ARMCHAIR



DESIGNED BY
Says Who

FEATURES

- Elegant wrap-around back with 2 materials
- Soft upholstered back and seat
- Conical legs for a light look

MATERIALS

- Backrest made from 2 individually upholstered bentwood shells
- Seat in plywood
- Powder-coated metal legs or antique finish



MENU

NEW DESIGN



OHMY

CHAIR



DESIGNED BY
Says Who

FEATURES

- A fresh and playful design
- Legs extending up the back for additional character
- Slim legs for a light look

MATERIALS

- Bentwood seat and back with molded foam
- Powder-coated metal legs or antique finish



PARAGON

TABLE



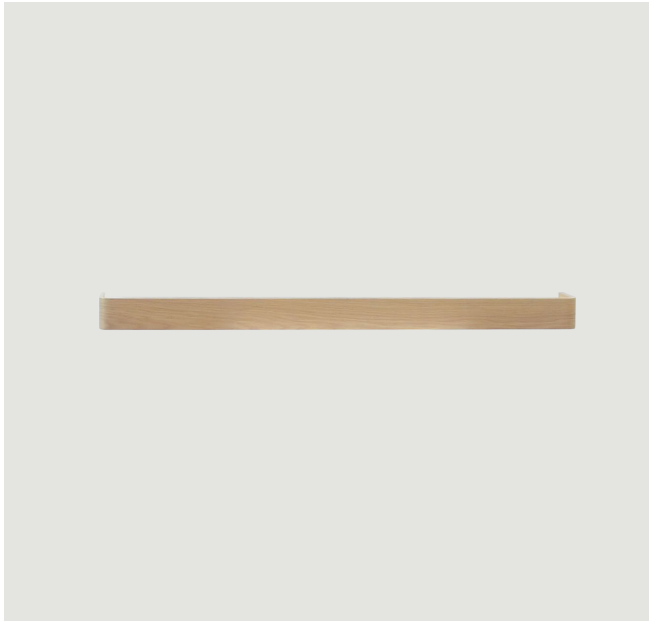
DESIGNED BY
Ebbe Gehl

FEATURES

- Elegant and iconic design
- Beautiful from every angle
- A classic design you never get tired of
- Ø120 cm

MATERIALS

- Wood veneer on MDF
- Metal frame with solid wood legs



PROTOPIA

SHELF



DESIGNED BY
Sanne Protin

FEATURES

- Floating shelf
- Light and airy feel
- Veneer front, beautifully bent
- H: 8 cm, W: 120 cm, D: 21 cm

MATERIALS

- Plywood & veneered bentwood



PROTOPIA

RACK - SMALL & LARGE



DESIGNED BY
Sanne Protin

FEATURES

- Floating shelf
- Light and airy feel
- Veneer front, beautifully bent
- L: H: 8 cm, W: 120 cm, D: 21 cm
- S: H: 8 cm, W: 120 cm, D: 6 cm

MATERIALS

- Powder coated metal with veneered bentwood
- Welded hook holders
- 9 S-shaped powder coated hooks



Small rack



MENU

NEW DESIGN



ROOT

TABLE



DESIGNED BY
Thomas Frederiksen

FEATURES

- A design that nods to nature with its tree trunk legs
- Beveled edge table top for a light look
- L: 220 cm, W: 110 cm

MATERIALS

- Wood veneer on MDF
- Bentwood legs with metal floor rail



MENU

NEW DESIGN



SPECIAL
ORDER

SMIZE

CHAIR



DESIGNED BY
Says Who

FEATURES

- Soft and plush look with great seating comfort
- Rounded legs to emphasize the cozy look
- Funky and youthful design

MATERIALS

- Upholstered bentwood shell in the back
- Upholstered plywood seat
- Powder coated metal legs



MENU

NEW DESIGN



UTOPIA

CHAIR



DESIGNED BY
Says Who

FEATURES

- A stately design with a distinctive high back
- Comfort and style in one
- Conical legs provide an elegant look

MATERIALS

- Metal framed back
- Plywood seat
- Fiber batting in addition to foam
- Powder coated metal legs



GLAM

CHAIR – SWIVEL BASE



DESIGNED BY
Sanne Protin

FEATURES

- Elegant, luxurious, and a regal presence
- Softly shaped seat
- Autoreturn swivel legs

MATERIALS

- Metal frame
- Plywood seat
- Powder coated or antique finish



MENU

EXTENDING SERIES



GLORY

CHAIR - SWIVEL BASE



DESIGNED BY
Morten Georgsen

FEATURES

- Fresh and funky design
- The back forms into "wings" on each side, creating a beautiful curved back
- Swivel legs with auto-return

MATERIALS

- Metal frame
- Plywood seat
- Powder coated metal legs or antique finish



Counter stool



Chair



MENU

EXTENDING SERIES



GLORY

COUNTER STOOL



DESIGNED BY
Morten Georgsen

FEATURES

- Fresh and funky design
- The back forms into "wings" on each side, creating a beautiful curved back
- Extended legs up the back

MATERIALS

- Metal frame
- Plywood seat
- Powder coated metal legs or antique finish



Chair



Swivel chair



MENU

EXTENDING SERIES



OODID

CAFÉ TABLE



DESIGNED BY
Sanne Protin

FEATURES

- Beveled edges on the tabletop
- Crossed legs with rounded details for a softer look
- Mix and match table top and legs

MATERIALS

- Veneer table top (80x80 cm)
- Powder coated metal legs or antique finish



OOID

BAR TABLE



DESIGNED BY
Sanne Protin

FEATURES

- Beveled edges on the tabletop
- Crossed legs with rounded details for a softer look
- Mix and match table top and legs

MATERIALS

- Veneer table top (70x70 cm)
- Powder coated metal legs or antique finish



ARCH

CHAIR WITH WOOD LEGS



DESIGNED BY
Morten Georgsen

FEATURES

- “Open seashell” design
- Layered upholstery, 2 materials
- Elegant, comfortable & sophisticated

MATERIALS

- Seat made of two bentwood shells
- Solid wood legs w. clear lacquer



BOTO

ARMCHAIR



DESIGNED BY
Morten Georgsen

FEATURES

- Soft upholstered back and seat
- Upholstery wrapped around armrests
- Slim frame supporting the seat and back

MATERIALS

- Bentwood seat
- Powder coated metal legs



Bar & counter stool



Lounge chair



BULL

CHAIR



DESIGNED BY
Sanne Protin

FEATURES

- The back extends to each side, resembling horns
- Powerful and inviting look
- A real statement design

MATERIALS

- Metal frame with molded foam
- Bentwood seat
- Powder coated metal legs



MENU

NEW FINISH



CLOUD

CHAIR



DESIGNED BY
Marianne Bjarlöv

FEATURES

- Organic shapes
- Simple yet impactful
- Elegant and light design

MATERIALS

- Bentwood shell
- Powder coated metal legs



Bar & counter stool



MENU

NEW FINISH



CRIB

ARMCHAIR



DESIGNED BY
Morten Georgsen

FEATURES

- A graceful contrast between the veneer and upholstery
- Combines midcentury classic with a modern feel
- Slim legs for an elegant look

MATERIALS

- Bentwood and veneer
- Powder coated metal legs



Bar & counter stool



Lounge chair



DUBNA

LOUNGE CHAIR



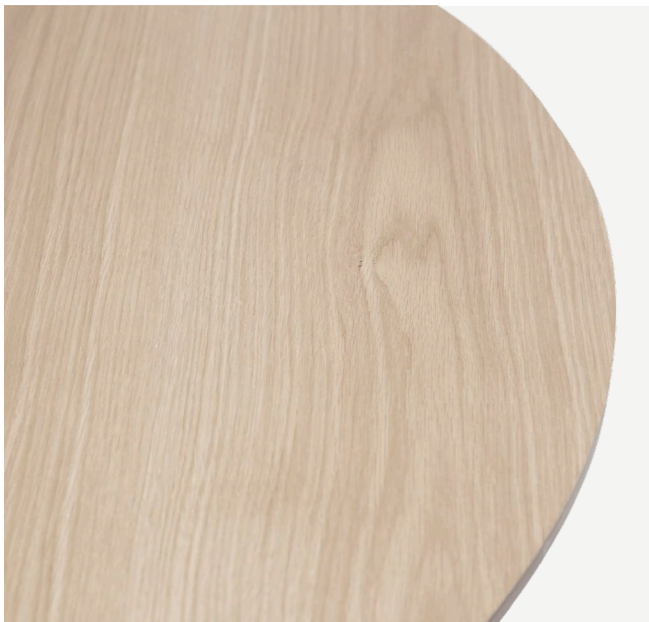
DESIGNED BY
Morten Georgsen

FEATURES

- Organic shape
- Superb seating comfort
- A true statement piece

MATERIALS

- Metal frame with foam



ECLIPSE

ROUND TABLE TOP



DESIGNED BY
Morten Georgsen

FEATURES

- Elegant and classic
- Light and airy feel
- Mix and match table top and legs

MATERIALS

- Wood veneer on MDF
- Stained or clear leaquer
- Powder coated metal legs or antique finished legs



Oval table



ECLIPSE

OVAL TABLE TOP



DESIGNED BY
Morten Georgsen

FEATURES

- Elegant and classic
- Light and airy feel
- Mix and match table top and legs
- Comes with 2 extension plates (extends from 2-3 m)

MATERIALS

- Wood veneer on MDF
- Stained or clear leaquer
- Powder coated metal legs or antique finished legs



Round table



MENU

NEW FINISH



FLAIR

CHAIR



DESIGNED BY
Sanne Protin

FEATURES

- The back extends into armrests
- Hand-sewn stitching around the edges
- Contemporary and luxurious

MATERIALS

- Metal frame back & armrests
- Plywood seat
- Powder coated metal legs or laminated veneer legs



Bar & counter stool

Bar stool



GLAM

CHAIR



DESIGNED BY
Sanne Protin

FEATURES

- Elegant, luxurious, and a regal presence
- Softly shaped seat
- Legs extending up the back

MATERIALS

- Metal frame
- Plywood seat
- Powder coated metal legs or antique finish



Bar & counter stool



Lounge chair



Office chair



NEW FINISH AVAIL.

GLORY

CHAIR



DESIGNED BY
Morten Georgsen

FEATURES

- Fresh and funky design
- The back forms into "wings" on each side, creating a beautiful curved back
- Extended legs on the back

MATERIALS

- Metal frame
- Plywood seat
- Powder coated metal legs or antique finish



Counter stool



Swivel chair



OOID

ROUND TABLE



DESIGNED BY
Sanne Protin

FEATURES

- Beveled edges on the tabletop
- Crossed legs with rounded details for a softer look
- Mix and match table top and legs

MATERIALS

- Veneer table top
- Powder coated metal legs



Oval table



MENU

NEW FINISH



OOID

OVAL TABLE



DESIGNED BY
Sanne Protin

FEATURES

- Beveled edges on the tabletop
- Crossed legs with rounded details for a softer look
- Mix and match table top and legs

MATERIALS

- Veneer table top
- Powder coated metal legs



Round table



ORBIT

CHAIR



DESIGNED BY
Amtorp Design

FEATURES

- A statement piece
- Luxurious appearance
- Round, plush upholstered seat
- Wrap-around back
- Legs extended up the back

MATERIALS

- Metal frame
- Plywood seat
- Powder coated metal legs or antique finish



Bar & counter stool



Lounge chair & footstool



PARAGON

CHAIR



DESIGNED BY
Ebbe Gehl

FEATURES

- Sophisticated and fresh design
- A slim and curvy seat
- Legs extend up the back, for a distinct, elegant look

MATERIALS

- Bentwood shell
- Solid wood legs on a metal framing



Bar & counter stool



Lounge chair



ZED

CHAIR



DESIGNED BY
Steffensen & Würtz

FEATURES

- Inspired by 1950's classic chairs
- Slim metal legs with elegantly angled armrests
- Its stringent lines provide an architectural look

MATERIALS

- Bentwood seat and back
- Powder coated metal legs



Bar & counter stool



Lounge chair



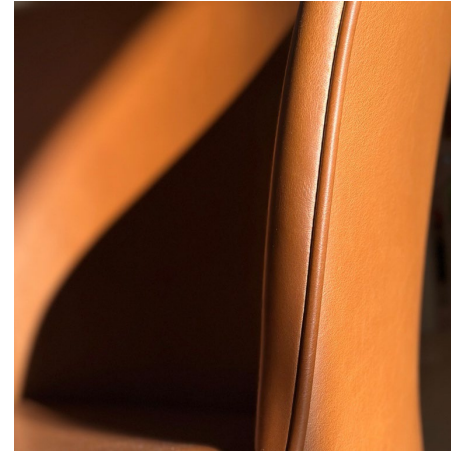
STANDOUT MATERIALS



Bouclé



RPES



Faux leather



Antique leg finish

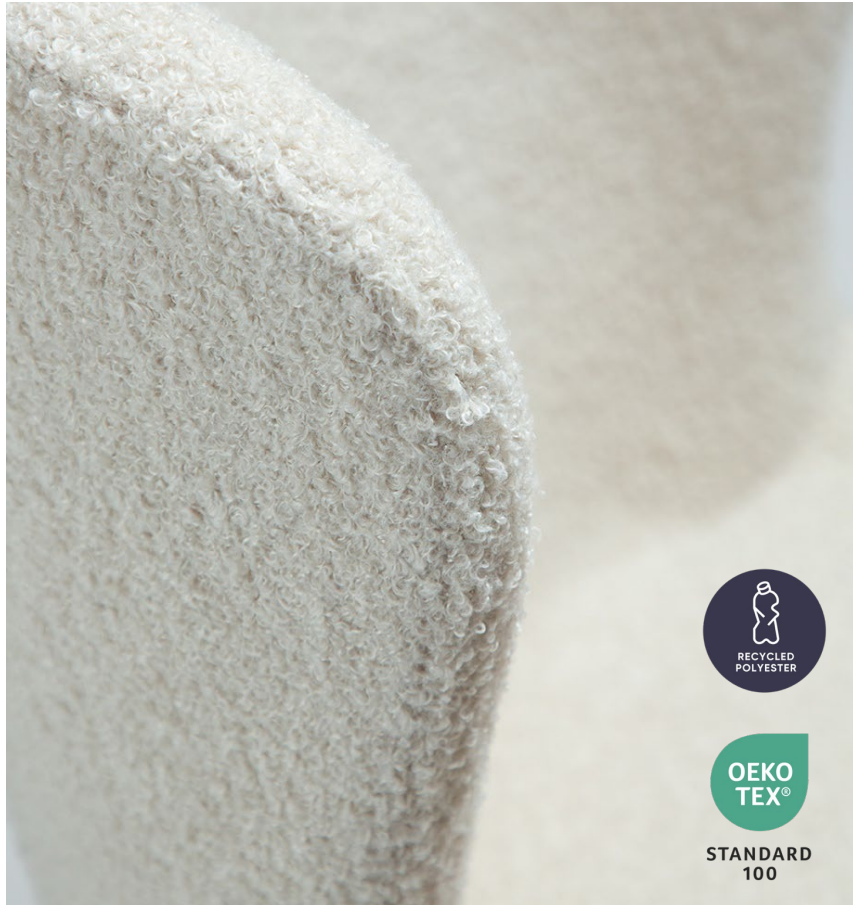


ECO FRIENDLY

BOUCLÉ FABRIC

- A popular and **highly sellable** choice
- **OEKO-TEX®: Free from harmful substances** and tested to strict standards.
- **Highly durable** also for commercial use.

Fiber Content	96% Polyester 4% Linnen
Abrasion Resistance (Martindale) EN ISO 12947-2: 1999+	50,000 cycles
Pilling/Surface Fuzzing (scale: 1-5)	3-4
Colour Fastness to Light (scale: 1-8)	5
Colour Fastness to Rubbing (scale 1-5)	Wet: 4-5
	Dry: 4-5



RPES:

FABRIC FROM RECYCLED PLASTIC

- **Super soft material**
- **Made from recycled plastic bottles**
Requires fewer resources to create than 'virgin' polyester fabric.
- **OEKO-TEX®: Free from harmful substances**
and tested to strict standards.
- **Highly durable**
also for commercial use.

Fiber Content	100% rPES
Abrasion Resistance (Martindale) EN ISO 12947-2: 1999+	+90,000 cycles
Pilling/Surface Fuzzing (scale: 1-5)	3-4
Colour Fastness to Light (scale: 1-8)	5
Colour Fastness to Rubbing (scale 1-5)	Wet: 4-5
	Dry: 5



FAUX LEATHER

OUTPERFORMING LEATHER

- Extremely **scratch resistant**
- Water repellent & **Easy Clean surface**
- **OEKO-TEX®: Free from harmful substances** and tested to strict standards.
- **Hydrolysis 7/8: Extended durability in dry environments**
- **Less impact on the environment**
 - Low carbon emissions
 - Water consumption reduced by 95-97%
- **No usage of solvents** or animals

Fiber Content	60% polyester 40% PU
Abrasion Resistance (Martindale)	100,000 cycles
Colour Fastness to Rubbing (scale 1-5)	Wet: 4
	Dry: 3-4
Colour Fastness to Light (scale: 1-8)	5



ANTIQUÉ

A HAND-APPLIED LEG FINISH

The Antique Brass and Antique Pewter leg finish is created through multiple steps:

- The legs are first powder-coated
- Antique hue is applied by hand
- A clear coat of matte lacquer is added for a flawless finish.

Can be applied to any metal legs on chairs, stools and tables.



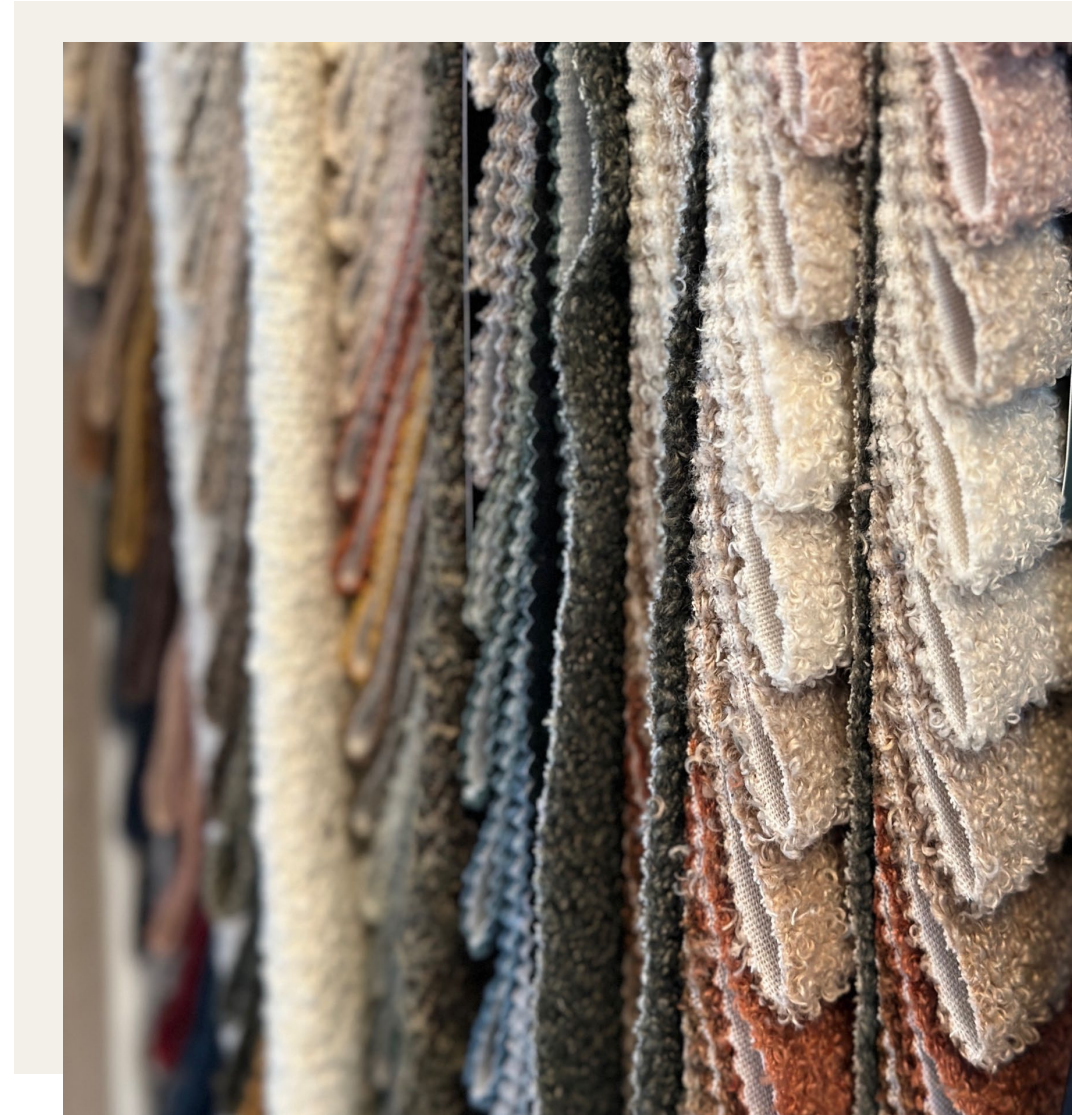


OR MAKE IT YOUR OWN

Many of our trusted volume customers choose to add their own touch to our designs.

Whether you have a specific colour combination or finish in mind, or whether you prefer your own fabric, we can accommodate your wishes*.

* An MOQ applies





SUPERIOR
QUALITY



SAVE
TIME



SAVE
MONEY



HAPPY
CUSTOMERS

NOBODY'S PERFECT

... but our **product claim rate is under 1.5%**, and we constantly work on getting even better:

- We test all our items and packaging (see more on the next page)
- Quality control during and after production
- A strict process is in place to monitor and take action on all claims.

YOU CAN EXPECT A FAST CLAIM RESOLUTION:

- We reply within 2 working days
- We aim to present a solution within 1 week (when all required information is present).



TEST & TRUST

We test all new designs according to industry-standard protocols, so you can trust in the quality.

- **Our products are tested for commercial use.**
- Sell with confidence to hotels & restaurants.
- Tables are tested for scratch resistance.
- Our packaging ensures our products arrive safely at your location.
– and tough enough for you to do drop shipping afterwards.
- If you need additional tests done, we are happy to arrange that too.

INDUSTRY STANDARD TESTS

Category	Type	Test Standard
Chairs, lounge & bar stools	Strength & Stability	EN16139 (Contract, level 1)
Office chairs	Strength & Stability	EN1335
Tables	Strength & Stability	EN12521
	Scratch Resistance	EN15186
Upholstery	Martindale	Min. 50,000
Packaging	Shock, vibration etc.	ISTA 2A

... and many more



IS SUSTAINABILITY IMPORTANT TO YOU?

It is a continuous process to ensure the most environmentally friendly options are implemented without compromising on the design.

OUR INITIATIVES:

- FSC™ certification
- RPES: Fabric from recycled plastic
- Fabric with OEKO-TEX® certification (Bouclé, RPES bouclé and faux leather)
- Packaging in recycled cardboard
- Packaging free from Expanded Polystyren (similar to styrofoam).
- Our partner factories are working under BEPI to continuously improve on their environmental impact.





PROTECTING OUR ROOTS

DAN-FORM is FSC™ certified (FSC-C171164).

This means the wood can be traced back to responsibly managed forests with good working conditions for those working in the forests.

All new designs from 2022 onwards come with FSC certified wood.

We are also taking on responsibility for our partner factories' compliance with BSCI, making sure they offer satisfactory working conditions.



THE POWER OF WASTE

In 2022 we launched our first products with RPES fabric made from recycled plastic.

The plastic bottles are pelleted, cleaned and made into granulate and finally into fibres to weave new material from.

THE BENEFITS

- CO2 emissions are reduced by 50%
- Water consumption is reduced by 70%
- Energy consumption is reduced by 70%

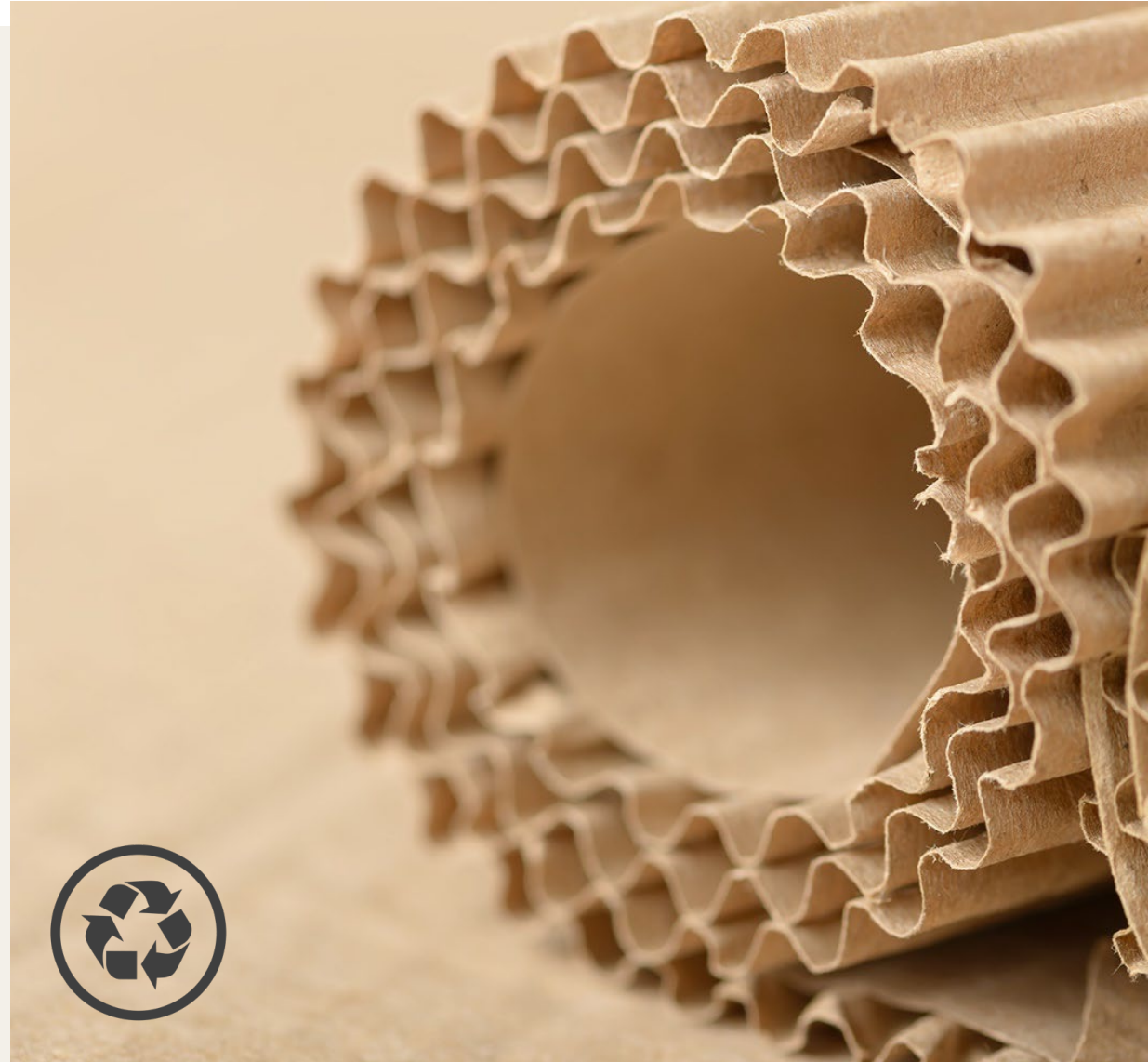


MINIMIZING IMPACT

- **Recycled boxes** for all our packaging.
- Our **packaging is now without expanded polystyrene (EPS)** – similar to Styrofoam. EPS is made from petroleum and not biodegradable.
- Our partner factories are working under BEPI: Tracking and constantly seeking to improve their environmental footprint.

Future initiatives: Tracking of emissions.

ESG (Environmental, Social and Governance) is becoming a prerequisite to doing business and we want to take part in helping your business succeed.





WAREHOUSE OR DIRECT?

- It's your choice



WAREHOUSE PROGRAMME

OR



DIRECT CONTAINERS



WAREHOUSE

RELIABLE DELIVERIES & LOW RISK

FROM OUR WAREHOUSE TO YOU

We stock it, so you don't have to.

Sell with confidence: +95% stock rate at all times.

Low risk and great flexibility:

- Offer your customers our full range.
- Only buy what you already sold.
- Shipment within 2 days from order.

B2B login online for real-time stock information



DIRECT CONTAINERS (FOB)

COST-EFFICIENT & GREAT FLEXIBILITY

- **Higher margins for you**
- your landed cost is lower by direct container purchases.
- **Low MOQ per model**
- mix and match from our full collection.
- You stock the items and provide faster delivery to your customers.
- Standard production time from confirmation of the order is ca. 60-80 days.
- **Our experience at your disposal:**
Tap into the knowledge of our experienced team and avoid expensive errors.
We do this every day! 😊





YOU GET

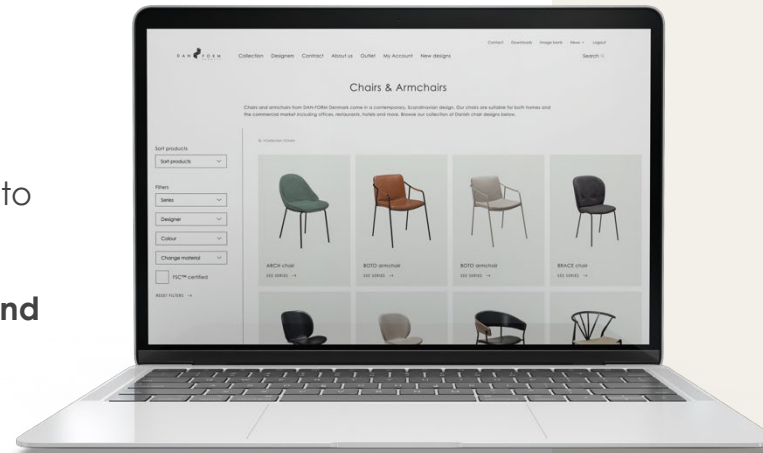
EXCELLENT SERVICE

A QUICK REPLY TO YOUR CUSTOMER IS CRUCIAL:

- **Self-service via B2B login**
 - Extensive product information, including stock levels and prices.
 - Photo library with 3D models.
 - Online ordering.

Go online

- **Sales Support team**, who are happy to help you.
- Option for **automated live product and stock information** to feed into your systems (via API or FTP).



“Our customers are our most valuable asset. We approach each customer interaction as though they are the sole focus of our attention.”

– Sanne Protin –



YOU CAN HAVE IT ALL

PERSONAL AND EFFICIENT

- Highly experienced Sales Team
- Sales support team at HQ with + 35 years DAN-FORM experience.
- Network of Sales representatives across Europe.
- Online ordering & account overview. Accurate and less manual intervention.
- Solutions to connect our ERP systems (orders, confirmations, and invoices) with yours.

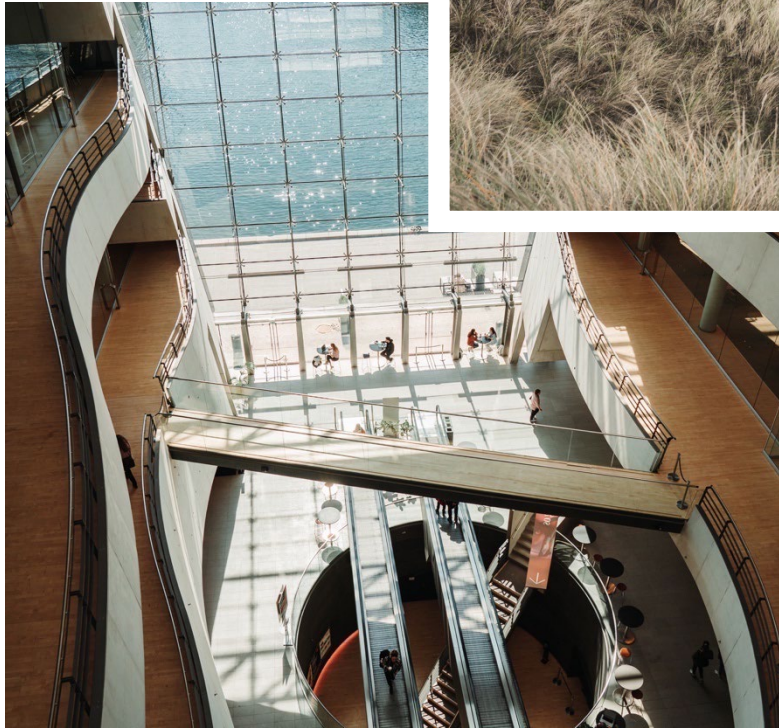




A PROFESSIONAL APPEARANCE

- **Shop-in-shop:**
 - DAN-FORM chair display
 - Discount on displays, tables, and chairs for your showroom.
- **Marketing materials to support your sales:**
 - Printed brochures
 - Online catalogue
 - Fabric swatches
 - Leg samples
- **Inspire your customers with your knowledge:**
 - Receive trends and inspiration in our email newsletters.





WHERE TRADITION MEETS THE WORLD

With roots deep planted in the Scandinavian soil, our brand marries timeless Nordic design principles with a worldly perspective.

Discover the perfect blend of Scandinavian elegance and international flair, creating a lifestyle that celebrates the beauty of living well, no matter where you are in the world.



DAN-FORM IN SHORT

- +80% export
- Customers in +60 countries
- HQ close to Copenhagen
- Newly built warehouse in Jutland
- Sales representatives across Europe



“

WE BELIEVE IN LONG-LASTING RELATIONSHIPS

We still trade with our first customers!

Our long-term relationships develop into close partnerships that result in:

- Stronger collaboration
- Open dialogue
- Better business



OUR STORY

+30 YEARS OF SUCCESS

1992 Jørgen Mensen's passion led him to create DAN-FORM's first bentwood chair in his basement, laying the foundation for the company. The introduction of the JACKPOT chair marked the beginning of DAN-FORM Denmark's growth, expanding its product range to include tables, lounge- and bar chairs.

2004 Sanne Protin became co-owner after 5 years with the company and assumed the role of CEO, with Jørgen Mensen remaining as Chairman of the Board. Under Sanne Protin's leadership, DAN-FORM Denmark continued its impressive growth, collaborating with external designers and remaining dedicated to contemporary designs, high quality, and reasonable prices.

2019-2020 Our exceptional financial growth resulted in several awards in 2019 and 2020.

Today Jørgen Mensen sold the majority of his shares to the investment company Röko, while Sanne Protin retained her shares and continued as CEO, driving sales to new heights.

DAN-FORM Denmark is celebrated for its high quality and innovative designs and continues to be a successful business with strong financial results.



“Our deep understanding of our customers' needs and our unwavering commitment to meeting and exceeding them is one of the cornerstones of our success.”

– Sanne Protin –



BOOST YOUR BUSINESS WITH SCANDINAVIAN DESIGN

Contemporary Scandinavian design has a proven track record of creating stimulating and inspiring settings.

Our collaboration with the contract market spans various sectors, including home styling, bars, restaurants, cafés, hotels and conference venues.

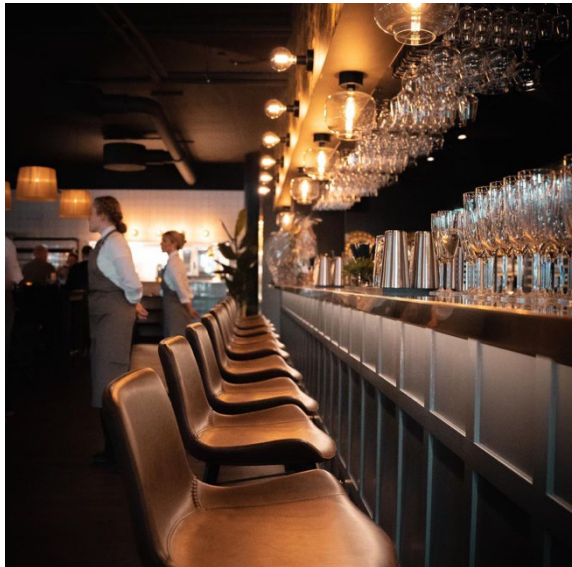


RESTAURANTS & CAFÉ'S





BARS





HOTELS & CONFERENCE

CONTRACT CASES





HOME STYLING

