

ISSUE 2022

THE  
**ORANGE EDIT**

**normann**  
C O P E N H A G E N

PRESENTING NEWS FROM NORMANN COPENHAGEN

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OFF CHAIR

DRAPE LOUNGE CHAIR

TURN TABLE MARBLE

HYG COMFORT CHAIR

ARK MODULAR SOFA & ARMCHAIR

RIB SIDEBOARD AND CABINET

FORM STACKING CHAIR

# FURNITURE

Normann Copenhagen's furniture collection is shaped by curiosity, enthusiasm and by the whole-hearted creativity that forms the core of everything we do. We consider it our finest task to pass on our joy and excitement of design and infuse it into high-quality products crafted with attention to detail, materials, craftsmanship and durability.

Normann Copenhagen produces high-end designs for everyday pleasure, be it residential, work or leisure time. By means of tactile materials and simple, gracious shapes with subtle edge, we bring in a softer and more playful approach to professional environments. Contemporary cool meets corporate luxe in welcoming and uplifting pieces, designed

to make you feel at ease and at your best. Therefore, most of our furniture designs can be customized from a host of material, color, and textile options. Because creating a homey space is also about looking at the surroundings and the people who will inhabit it, in order to make it feel just right.

# OFF

## Redefining the Classic Task Chair

Introducing Normann Copenhagen's new comfortable, flexible and beautiful task chair design. Off Chair is crafted with a specific focus on catering to the need for aesthetic office environments while providing a highly functional and versatile task chair with a meticulous attention to detail and comfort. Off Chair provides all the classic functions of a task chair with essential technical elements such as gas lift and tilt functions beautifully integrated into the construction of the chair. The design offers immediate comfort, providing the ideal conditions for a good working posture throughout the day.

Uniting Comfort, Functionality and Aesthetics. Equally suitable for home offices and corporate workplaces, Off Chair is designed for environments where high sitting comfort, functionality and an aesthetic design are of great importance. Designer Simon Legald, explains:

"Task and office chairs are made to serve a functional purpose. This is typically the main priority in the design, oftentimes at the expense of its aesthetic appeal. The idea for Off Chair was to create an aesthetically pleasing task chair that you would want to incorporate in your interior, just like you would a lounge or dining chair – without compromising on its functionality and flexibility. Off Chair unites function and design by integrating all mechanical elements inside the construction. The result is a comfortable task chair full that can be adjusted according to sitting preference, customized to any need, and which fits effortlessly into any interior".







## A Timeless, Customizable Design

With specific attention to creating a timeless design, Off Chair's design idiom applies uncomplicated, straightforward silhouettes for a classic, ever-relevant design. Off Chair obtains its minimalist expression through its rectangular, yet slightly rounded frame. Soft upholstery complements the cool shine of the aluminum, presenting a contrasting, tactile expression.

Off is available with optional cushioned pads, which, in addition to their aesthetic appeal, serve to provide the design with further comfort. The seat and backrest come in either high or low in a wide selection of various fabrics and leathers, providing an array of color choices for personal customization. The possibility of choosing a chair with or without armrests allows for tailoring it to any specific need, taste or setting.

## A Sturdy and Durable Construction

Off Chair is constructed from rigid PU foam and full upholstery with a steel reinforcement structure inside. The high back is crafted with attention to providing optimal support for many hours by the desk and can be selected in either low or high versions for additional support. The legs and armrests come in polished aluminum or black powder-coated aluminum, and the base is available as either a four-star fixed based or five wheels for extra mobility. The five wheel base offers the additional mobility of tilt and gas lift functions, providing extra flexibility. A subtle cover discreetly integrates the mechanical components beneath the seat – an innovative solution designed to expertly incorporate the technical components into the appealing design. A small lever handle enables the tilt function to be either locked in a static position or unlocked for unrestricted tilt movement.

The versatile chair serves to unite form and function in a timeless design while catering to the needs of modern office spaces in residential, commercial and corporate settings.

PRESENTING 2022 NEWS

# THE

# ORANGE

**normann**  
COPENHAGEN

# EDIT

# 2022

FURNITURE, LIGHTING & ACCESSORIES

Welcome to The Orange Edit. Symbolizing joy and enthusiasm, orange is a color that exudes positive energy, and is known to evoke creativity and inspiration. For this year's 3daysofdesign festival 2022, the Normann Copenhagen Headquarters are dedicated to the color orange. The three floors of combined flagship store and showroom are completely enveloped in compelling, vibrant orange hues. The Orange Edit is an immersive experience presenting the new, wide-ranging furniture design launches, lighting collections alongside an abundance of accessories in the inspiring and joyful orange setting of the Normann Copenhagen Headquarters.



# DRAPPE

## Designed for Immense Comfort and Relaxation

Drape is a lounge chair collection characterized by its sharp precision and soft curves. The upholstery is “draped” around the chair giving an elegant and organic outline, inviting you to take a well-deserved rest.

Drape is an uncompromising design, in which comfort and aesthetics go hand in hand. A hard molded PU foam shell with steel reinforcement ensures stability and strength, while a soft molded PU foam seat gives optimum comfort, as it shapes itself according to the body contours, making it ideal for relaxation and leisure.

Drape’s voluminous form is offset by a slender base, which hones and refines its expression. The elevated sides, which organically become armrests, create a cozy, intimate nook, while a wide seat makes it possible to assume a wide range of relaxed seating postures. Drape consequently invites you to take a quiet moment in the hectic everyday life.

Drape is available in a high and low version. Drape Lounge Chair High has a more formal expression and can be chosen with a headrest providing even more support and comfort for your chosen leisure activity.

Drape Lounge Chair Low offers same comfort but has a lighter feel to it if you want a more subtle lounge chair.

Drape is available in our wide selection of upholstery and can be altered with two different base variations. The steel base has a light and slim silhouette giving a sleeker and more modern look, while the solid oak legs add a warm and artisanal touch to the design.

Drape also offers additional customization than any other product in the extensive Normann Copenhagen collection. With piping following the desired upholstery chosen for the seat, Drape can be modified down to the smallest detail. Make a bold statement and choose contrasting piping and seat cover to add a personal touch or adorn the lounge chair in the same upholstery to create a coherent visual expression.







# WELCOME TO THE NEW HOME OF NORMANN COPENHAGEN

In September 2021, Normann Copenhagen moved from Østerbro to the very heart of Copenhagen. Our new headquarters, housing seven entirely transformed floors, gives us the opportunity to further build a community around our work and establish the next must-see destination for quality design and creativity in our beautiful capital.

The building dates back to 1936 and originally served as a printing house filled with heavy machinery and hardworking bookbinders running up and down the stairs. We wanted to preserve the historic atmosphere while updating the building to our vision and approached the renovation with the utmost respect for the original features. The beautiful reinforced concrete beams have been re-exposed, giving the whole building a rare industrial feeling and architectural character. In addition, we have added an innovative acoustics solution made from recycled paper that integrates beautifully with the original materials. On the facade, an oversized white Normann Copenhagen flag and bright white awnings will welcome our visitors.

The Normann galleries' three floors of combined flagship store and showroom are filled with alluring bespoke elements. Each floor has grand, organically shaped counters carried by chunky metal feet and integrated cabinets in aged bird's eye oak. Sharp steel shelves filled with legions of our accessories stand side by side with colorful glossy foam podiums carved individually by hand. A series of kaleidoscopic mirror walls and room dividers add layer upon layer to the exhibited Normann pieces.

The entire renovation of the building and design of the new interior was undertaken by Normann Copenhagen's own design studio. We worked with the overall idea of reinvention, where a large part of the design process was to create a common language between the classic yet raw architecture and the modern refinement of our collection. In the curation of our collection, we combine our artistic courage with our focus on creating timeless designs. You will find well-known favorites in new versions alongside a range of freshly launched products.

In addition to our store galleries, our new home also houses our administrative wizards, design studio, and workshop where our designers craft new ideas. Behind our green courtyard on the ground floor, you will find our courtyard gallery. A versatile space giving us even more freedom to feature changing co-labs, events, and exhibitions. Our new Normann Eatery is the cherry on top, serving healthy organic meals prepared by our very own Normann chef. The eatery will be open to guests for selected events only. Still, it serves as the daily central location for our team to connect and recharge while enjoying the spectacular view of the beautiful city of Copenhagen.

# ARK

## Cushioned Modules in an Airy Expression

Gentle arches, plump cushions and an airy base are all dominant character traits of Normann Copenhagen's new modular sofa design, Ark. The design plays with curves and volume, giving Ark its recognizable features for an expression that is simultaneously minimalistic and full of depth. Ark appears almost as a sofa built solely from cushions, alluding to its soft, welcoming expression. The design seems to be divided into smaller, pillowed sections. The seat, back and armrests all appear to be separate, neatly arranged pillows. This unique composition contributes to Ark's embracing expression, while the simplicity of the design radiates sophistication and elegance. A recurring element in the design, Ark gets its name from the Danish word for arches. The subtle sway of the cushions creates a distinct, visual softness that gesticulates at the equally soft sitting comfort. A slight space between seat and floor infuses the design with airiness, while also presenting a practical advantage, providing easy access for cleaning below the sofa.

Designer Simon Legald elaborates:

"The goal was to design a sofa that was practical, comfortable and flexible while still adhering to a light, simplistic idiom."

The flexibility of Ark is emphasized in its modular construction comprising four different modular units. Providing the possibility to choose between two end modules, a center module, corner module or a one-seater, Ark can be customized to any need or space. A wide range of high-quality upholstery options offer further possibilities for personal expression. Ark is built using a spring system and a combination of high-density foam, low-density foam and feathers, providing maximum comfort. The frame rests on slender legs made from powder-coated steel, elegantly lifting the sofa from the ground, making the design appear airy and light.

Ark's embracing silhouette and sophisticated expression makes it an obvious choice for furnishings in residential and commercial settings alike.







# HYG COMFORT

**Transferring a Feeling into Design**

Hyg Comfort Chair is the newest member to the Hyg family. This variation stands out for its softly, draped backrest, allowing the fabric to naturally adapt to the arch of the chair. This creates the impression of vibrant fabric gently caressing the chair, while simultaneously adding a visual notion of comfort. The seat has also been furnished with more foam, creating a soft and inviting seat for cozy, lengthy dinner parties. Hyg Comfort Chair is available in full upholstery with our wide selection of textiles, resulting in a chair that can be customized to the desired setting and atmosphere, yet always exuding the feeling of hygge and comfort.



## NORMANN COPENHAGEN HEADQUARTERS

Complete with seven floors of combined flagship store and showroom, design studio, administration and our very own staff eatery, the Normann HQ provides the perfect setting for further building a community around our work.



# TURN

## Marble

Designer Simon Legald is the creator of the Turn Table, a small yet functional table in wood and steel and now also marble. The collection has been expanded with two new variations with a tabletop in black marble and white marble.

This collection extension adds a touch of luxury and refinement to the design and the given setting with its sophisticated and timeless beauty. Marble is an extraordinary nature stone with wide pattern variation, making every Turn Table unique.







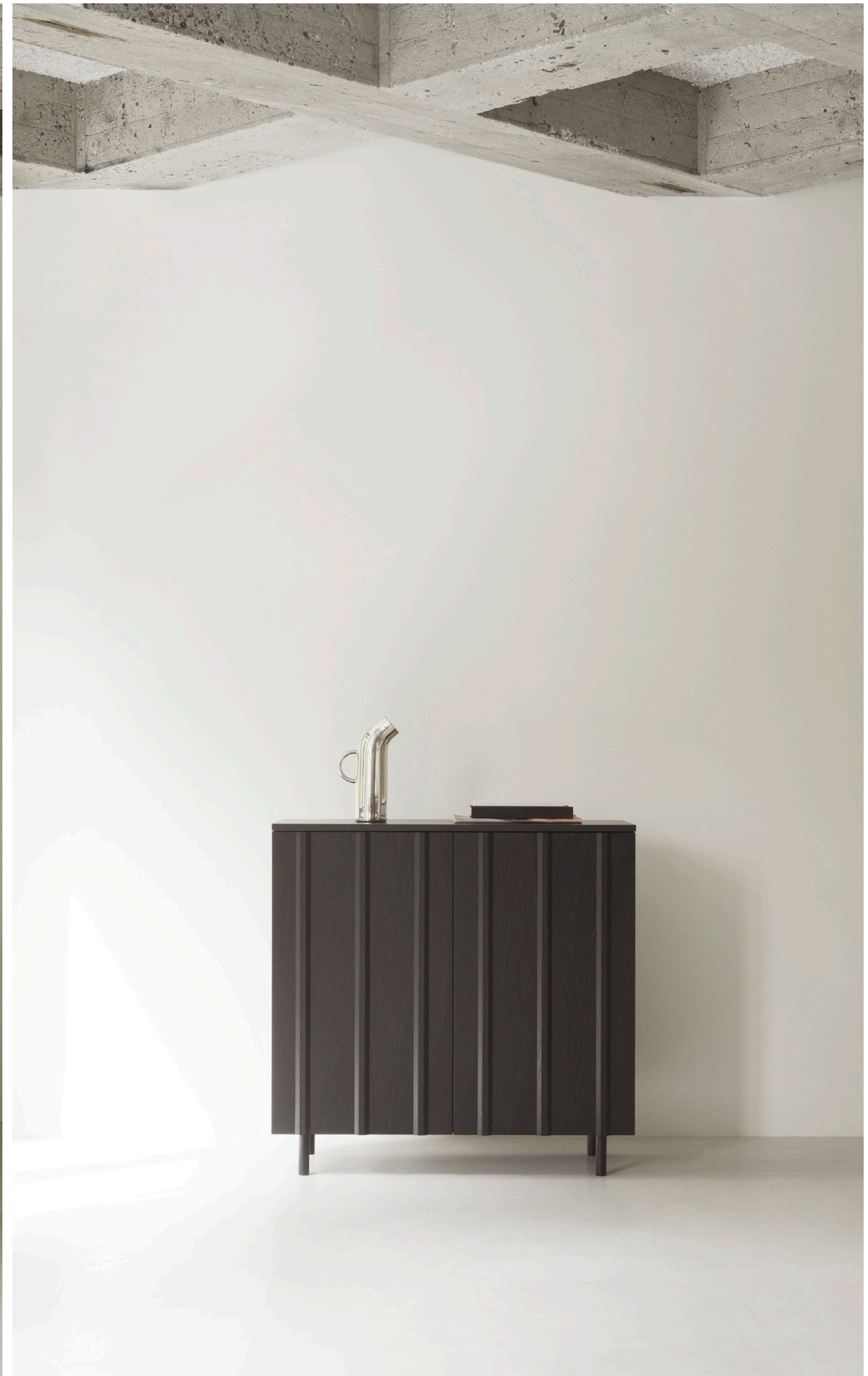
# RIB

## A Timeless Storage Solution

Rib sideboard and cabinet are timeless and elegant storage solutions. The design is inspired by the architecture of Nordic summerhouses from the 1960's with wooden slats adorning the façade creating an interesting and decorative exterior. Rib continues this architectural heritage by having trapeze-shaped wooden panels, which add character to the design. The wooden slats create a visual break in the uniform surface of the front and add depth and dynamics. To further reference the source of inspiration, Rib is designed in oak veneer with solid oak slats and base and equipped with a push latch, making handles redundant. This creates a harmonious expression mirroring a stringent wooden facade.

The Rib collection consists of a cabinet and sideboard available in either lacquered oak veneer or painted and lacquered oak veneer. Both variants have removable shelves that can be adjusted in height, giving the possibility to store any object or belongings.

Rib sideboard is a larger storage unit, making it perfect for the living room as a TV stand or in the hallway to store shoes, bags, and other everyday essentials. The cabinet is more compact than the sideboard, making it suitable for the bedroom for storage of clothes, or for the dining area to stock cutlery and tableware. Whatever the purpose, the collection accommodates both limited spaces and larger environments. Use the members of the Rib collection on their own or combine the two variants for an ultimate storage solution. Create a coherent interior design by choosing the same color wood or mix them to create a dynamic and personal expression.





# FORM

## Stacking

The design philosophy behind Form has always been to create a chair that can be adapted to countless types of bases. A design principle made to accommodate any preference, whether it be function or aesthetics. This has led to the introduction of the Form Chair Stacking - a new base allowing you to stack the chairs to save up space.

The stacking variant is characterized by a slender and elegant four-legged base with a very strong steel construction. The steel stacking base is available in black, and the glides attached adjust to the surface ensuring a secure and stable seating experience.

A linking bracket can be bought as an add-on to connect several chairs, making the Form Chair Stacking essential for conference halls or auditoriums, as it aids stability and organization. The stacking possibility also makes clearing easy and convenient and highly beneficial when storing away. Use Form Chair Stacking in the small apartment, where space is limited and you need a flexible solution or adorn the hotel conference room with an army of elegant linking chairs.







**LIGHTING:** [ The natural agent that stimulates sight and makes things visible ]

COIL LAMP  
AMP LAMP MATT

KLIP LAMP  
PUFF LAMP





# KLIP

## The Essence of Mobility and Function

The new Klip lamp collection is designed with function in mind. Klip is an elegant and modern collection of wall lamps and clip on lamps that will fit nicely into the smaller nooks, where light is much needed, but space is limited. Adorn the hallway, bookshelf, or bedside with this modern and adaptable lamp collection.

The Klip collection is characterized by its sharp and clean geometrical design cues and its flexibility. Klip consists of a base and a conical shade, which are held together by respectively a 350° and 360° turning joint, making it possible to adjust the light in any given direction. The lamp's mobility allows it to change between direct and indirect light, making it perfect for both the workplace, as bedside lighting, and as a pleasant, atmospheric light in the living room.

The Klip Lamp has an elegant clip that can easily be attached to any surface by tightening the small knob at the bottom. The clip is equipped with discreet silicone pads, ensuring soft and gentle attachment. The Klip Lamp can therefore easily be moved around and adjusted to the desired setting.

The minimalist design comes in several different color variations. Make a bold statement with the electric green or simply let Klip blend elegantly in with the existing décor by choosing the more subtle colors of sand, white and black. The color palette accommodates any preference. Klip is a versatile light for everyday use in both domestic and commercial settings, such as hotel rooms, lobbies, or restaurants.



# THE FOUNDERS

The story of Normann Copenhagen began in a small provincial town in Denmark's Northeast Zealand where two young locals, Jan Andersen and Poul Madsen, crossed paths and found common ground in their love for design and their indomitable go-ahead spirit. They decided to join forces and create a shared business with interior design products as the focal point. Since the inception, Jan and Poul have followed their heart's desire in terms of what and who they worked with, resulting in a vibrant variety of design products by renowned designers as well as up-and-coming talents. While working from the foundation of the Danish design heritage, they turn the chapter towards a modern lifestyle, pioneering a new heyday in Danish design and positioning Normann Copenhagen among the leading Danish design companies.



# NORMANN COPENHAGEN FOUNDERS



# COIL

A Sense of Infinity

The new lamp collection Coil is designed with the wish to create as much volume as possible with as little material as possible. Coil is characterized by its rounded rectangle shape created by curved stainless-steel wires. The air between the wires makes the design appear light and airy despite its immense volume, making air as equally important to the design, as the material itself.

The pendant is very simple in its design but will become an aesthetic focal point in any setting. This striking lamp appears as a fountain of metal looping its existence, creating a continuous and dynamic design. A sense of infinity.

The collection is available in four different sizes, making it adaptable to both smaller residences and big, spacious environments. The different sizes can also be beautifully combined to create an interesting and sculptural arrangement either in the lobby, over a long dining table or a high-ceilinged hallway.



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# SUSTAINABILITY

At Normann Copenhagen, we believe in products that can last a lifetime. Long-lasting designs and durable products can contribute to improving the quality of human life, while representing a more sustainable way of consumption. We acknowledge our position as a leading design company and thus our role in helping create a more sustainable industry.

We're not perfect, but we constantly strive towards a more sustainable business model, and are committed to minimizing our environmental and social impact. We aim to do this through three core principles:

**/ Longevity**  
**/ Innovation**  
**/ Transparency**

By using our three principles of longevity, innovation and transparency as guidance and holding ourselves accountable for the impact we have on future generations, our ambition is to continuously reevaluate our organization in order to improve our operations. We aim to do this through 7 primary focus areas:

1. Long-lasting Products
2. Conscious Materials
3. Our Operations
4. Responsible Packaging
5. Indoor Air Quality
6. Tests & Certifications
7. People and Culture

## **Sustainability Goals**

Normann Copenhagen is committed to reducing the environmental footprint of our production, utilizing environmentally conscious materials and ensuring a healthy, equal and secure work environment for all employees. These commitments are a crucial part of our corporate values. Through our CSR efforts, we made tangible commitments towards contributing to the UN's Sustainable Development Goals relating to good health and well-being (goal 3), quality education (goal 4), gender equality (goal 5), decent work and economic growth (goal 8) as well as responsible consumption and production (goal 12). Using these goals as a framework, we have established the following sustainable material goals:

**/ In 2022**, all plastic bags used for furniture and lighting packaging (polybags) will be made from 100% recycled plastic

**/ In 2022**, we aim to implement a new software that will allow us to calculate the exact amount of CO2 emissions emitted by our furniture

**/ In 2022**, we will finish the process of changing all Styrofoam in our packaging to pulp paper

**/ In 2022**, at least 50% of Normann Copenhagen's furniture collection will hold a warranty of 5 years

**/ By 2023**, we aim to introduce a series of new products that are very close to CO2 neutral

**/ In 2023**, at least 80% of our wood supply for furniture will be FSC certified

**/ In 2023**, 80% of our packaging will be FSC certified

**/ By 2023**, we aim to establish a production and distribution setup in the Latin American region in order to operate near-market, supporting local craftsmanship while reducing transportation emissions. This is part of our policy to utilize local production.

**/ By 2024**, we will implement an initiative that allows all customers to easily return their Normann Copenhagen products when they are no longer wanted, and we will make sure the products are correctly recycled and/or regenerated

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# PUFF

## A New and Modern Take on the Classic Rice Paper Lamp

The Puff lamp collection is a modern and sculptural take on the traditional rice paper lamp, designed with organic and simple principles in mind.

The Puff lamp collection honors one of the oldest traditions within lamp making in Asia. Rice paper lamp shades have been used for centuries and have originally adorned the halls of temples. It was also a trip to Japan that sparked the inspiration for the Puff lamp collection, where designer Saskia Huebner saw endless variations of the rice paper lamp. This became a motivation to find the right balance between sculptural playfulness and functional minimalism and resulted in a collection that invites you to arrange different voluminous shapes in a playful matter. Puff is thus suitable for the large hotel lobby, restaurant, or a small private room.

The rice paper material makes it possible to create immense volume, without wasting unnecessary material or creating a heavy, inconvenient design. The rice paper allows for a natural, warm light, as it gently shields the light source from being too bright and overexposed. The lamps thus submit a soft light, while appearing like organic sculptures in the given space.







RECYCLING PLASTIC WASTE





# AMP

## Matt

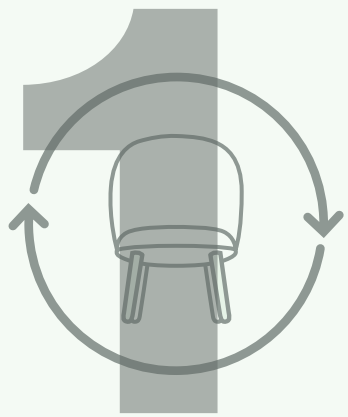
### A By-product of the Existing Production

A desire to reuse and rethink how we can utilize by-products from our production has consequently led to the introduction of the Amp Lamp Matt. Our Amp collection is usually spraypainted to give the glass pendants the desired color, but during this process uneven paint can occur. The spraypainted lamps we consider not to live up to our high standards have consequently been glass bead blasted to make them matt and give them an even surface once again. Amp Lamp Matt is thus a sustainable solution on how to breathe new life into a by-product of the existing production.

This variant is available in both a small and large pendant. The matt, frosted glass in combination with the zinc socket creates a sophisticated and elegant pendant that will hang beautifully over the kitchen table, office desk or several combined in an intriguing arrangement in a commercial residence.

# CSR

BY USING OUR THREE PRINCIPLES OF LONGEVITY, INNOVATION AND TRANSPARENCY AS GUIDANCE AND HOLDING OURSELVES ACCOUNTABLE FOR THE IMPACT WE HAVE ON FUTURE GENERATIONS, OUR AMBITION IS TO CONTINUOUSLY REEVALUATE OUR ORGANIZATION IN ORDER TO IMPROVE OUR OPERATIONS. WE AIM TO DO THIS THROUGH 7 PRIMARY FOCUS AREAS:



## LONG-LASTING PRODUCTS

We believe that longevity and durability is at the core of sustainable design. By creating high quality products, we invite people from all over the world to bring the world famous Scandinavian design heritage and craftsmanship into their lives. Our products are made to last – whether they adorn grand hotels, cozy cafés or family homes.

### Responsible Design

In 2012, Normann Copenhagen established an in-house design studio with designers and engineers working closely together. This allows us to nurture every aspect of a design and shape the design processes all the way from initial idea to the final product. In addition to our in-house team, we collaborate with external designers from all over the world, who contribute to the conception of our wide-ranging collection. When introducing a new design to the market, our skilled team of designers and engineers challenge existing ways of production and utility of materials to create the best possible product, manufactured in the most responsible way. We build our expertise on a strong heritage of great craftsmanship, and we use materials in new and innovative ways to make high quality designs that will last for generations.

### Made to Order

The possibility to customize our furniture has always been part of our design DNA and our sustainable approach to design. Our upholstered furniture is made to order, which means that we only put furniture into production when an order has been placed, minimizing our stock and ensuring that we do not have an unsellable inventory. This is a conscious choice in order to reduce wasteful resource consumption and excess production.

### Innovative Designs

One of our missions is “Challenging conventional thinking through great design”. We constantly strive to challenge conventional production methods through new, innovative alternatives that are better for our planet. We aim to create innovative designs that utilize the most responsible and environmentally friendly methods and materials. In 2021, we launched a series of products made from plastic waste, including Polli: A soft and durable rug made entirely from plastic bottles and Bit: A multifunctional stool/side table made from 100% recycled plastic waste. This is just the beginning of our journey towards utilizing more sustainable materials in our production.

### A Circular Life Cycle

We acknowledge the responsibility that comes with producing new consumption goods. Adhering to our goal of contributing to a greener future, we consider the impact of our products throughout their entire life cycle. After years of good use, the majority of our products can be easily disassembled, sorted and recycled.



## CONSCIOUS MATERIALS

When developing a new design, our skilled team of in-house designers and engineers challenge existing ways of production and utility of materials in order to create products that are manufactured in the most responsible way. A large part of the design process consists of reflecting on materials, their quality, durability, origin, environmental impact and life cycle. Our sourcing team works hard to select the best materials from the best-in-class suppliers, and continuously strives to optimize our use of materials in order to minimize our environmental impact on our surroundings. We constantly seek new ways to introduce circular materials in our production.

### Recycled Materials

Utilizing existing materials and recycling them in order to create new designs is arguably a circular way of production. We strive to increasingly use this kind of circular production method by giving new life to recycled waste materials. In 2021, we introduced a series of products made from recycled plastic waste.

### Polli Rug

Polli Rug is made from 100% recycled post-consumer PET yarn. The plastic waste is pre-processed into short textile fibers, which are spun into a fine yarn and woven into soft, ultra-durable Polli Rugs.

### Bit Stool

The Bit Stool is made from 100% recycled industrial and household plastic. The material is heated to an exact 120 C melting point, making it possible to repeatedly reuse and reheat the material without altering its properties, thus ensuring a circular life cycle.

### Allez Chairs

We're working on minimizing the unnecessary waste from our own production sites. Scrapped material from the production of our Allez Chairs is granulated, painted black and reused for the black version of the chair.

### Herit Chairs

The Herit Chairs' polypropylene elements are made with 30% recycled post-industrial polypropylene. By using the excess material from our own production, we're able to ensure a minimum amount of waste.

### Upholstery

We offer upholstery with two different textiles made from 100% recycled water bottles. Oceanic from Camira and Reflect from Kvadrat are both textiles created from PET-yarn, a sustainable, circular material made entirely from post-consumer waste.



## OUR OPERATIONS

We strive to produce the majority of our products in the regions they are sold. Producing locally is crucial to reducing emissions and waste generated by global transportation. Normann Copenhagen operates in two main regions: The European Union (EU) and the Asia-Pacific region (APAC). We have similar production facilities as well as local supply chains and distribution in these regions, reducing unnecessary transportation from one country to another, reducing our carbon footprint significantly, while supporting local craftsmanship and its workforce. We are currently looking into a similar setup in the Latin-American region to further minimize emissions.

### A Collective Responsibility

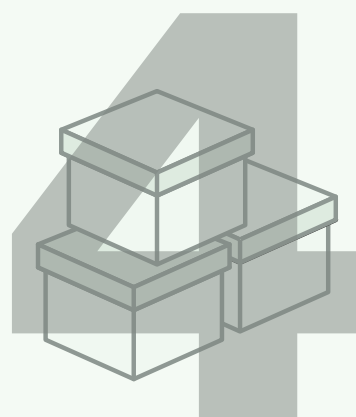
At Normann Copenhagen, we work hard to select the best-in-class suppliers of raw materials such as wood, steel, plastic, fabrics, and more. Our in-house design and product development team have spent years establishing close, solid relationships with carefully selected suppliers. Over the years, we have built long-term relationships and established a dialogue based on trust and a shared responsibility. We regard our mission to become more sustainable as a collective responsibility between us and our suppliers. Together, we are working towards a more sustainable industry, striving to optimize our operations to become more responsible.

### Code of Conduct

In our efforts towards holding ourselves accountable for our operations, including our social and environmental footprint, we demand that our suppliers meet the same high standards that we set for ourselves. It is essential to us that our suppliers share a common understanding of responsible business behavior. Our Code of Conduct aims to ensure that not only environmental but also social standards/guidelines are being complied with by our suppliers. Thereby, we ensure that valid national and international regulations as well as the industrial minimum standards are maintained. Our Code of Conduct is based on the conventions of the International Labour Organisation (ILO), the Universal Declaration of Human Rights, the UN Convention on the Rights of the Child, the UN Global Compact, and the OECD directives for multinational companies.

### Transport

Normann Copenhagen takes responsibility for reducing CO2 emissions through our choice of transportation providers, all of which have active policies for just that. We primarily transport by ship, which is a more environmentally friendly transportation option. In addition, many of our made-to-order products can be shipped directly from the production sites to the customers. This way, we reduce the amount of transportation-related CO2 emissions per item.



## RESPONSIBLE PACKAGING

We're committed to ensuring that all our products are wrapped in responsible packaging that is safe for the product as well as the environment. We want to make sure your new Normann Copenhagen products arrive safely while also taking the environmental impact of our packaging into consideration. Therefore, the majority of our packaging is made from recycled materials and can be repurposed or recycled after use.

### Recycled Materials

We strive to use recycled materials for the majority of our packaging. Our boxes are made from a minimum of 80% recycled material, while the majority of our polybags used for our furniture and lamps are made from 100% recycled plastic. We're working on ensuring that 100% of our polybags are made entirely from recycled plastic during the course of 2022.

### Seeking Sustainable Alternatives

We have been working on an initiative to substitute expanded polystyrene foam (EPS), commonly known as “Styrofoam”. Styrofoam is a lightweight protective plastic material used in packaging and building insulation. Due to its vibration dampening and cushioning properties, the material has been widely used within packaging. However, Styrofoam is difficult to recycle and often ends in nature where it is nondegradable. Therefore, it was imperative for Normann Copenhagen to seek sustainable packaging alternatives with similar protective qualities. Pulp paper is a fiber-based material made from recycled paper and cardboard. This raw material is biodegradable and offers excellent protection, making it perfectly suitable for packaging solutions. Our goal is to have replaced all Styrofoam with pulp paper by the end of 2022.

### Reusing

It's inevitable that a lot of boxes make their way in and out of our distribution facilities. So, we make an effort to make the most of the boxes' lifetime before discarding them for recycling. At our main distribution facility in Denmark, the employees repurpose as many of the incoming boxes as possible, reusing them when distributing orders from the facility.

### Flat Packed Products

Flat-packing is a space efficient packaging method that reduces fuel consumption and thus CO2 emissions during shipment. A large part of our furniture is delivered flat-packed.



## INDOOR AIR QUALITY

Indoor air quality is highly important to your health and well-being, and we are committed to setting high standards for our furniture's part in creating healthy indoor environments. The air we breathe indoors can be polluted by all kinds of objects in our daily life, which emit chemicals that lead to poor air quality. Some of these emissions contain high concentrations of volatile organic compounds (VOCs), which can cause irritation and discomfort, and have an adverse effect on our health. Many of these objects exist in most people's homes, such as soap, paint, personal care products, cleaning products and such.

### Your Guarantee for Healthier Indoor Environments

We test furniture emissions to ensure that our furniture contributes with a good air quality in indoor environments. By testing our products, we can determine their exact emission of VOCs. The ANSI / BIFMA M7 test is the standard method for determining VOC emissions, and offers an analysis of emissions under usage conditions, measuring the volatile compounds in the air after 3, 7 and 14 days. These tests reveal that not only does our furniture comply with the standards set forth by the World Health Organization (WHO), the detected emissions are significantly lower than the recommendations. This is your guarantee that our furniture is a safe choice for a healthy indoor air environment.

### Certified Textiles

We are committed to ensuring a healthy indoor environment for all our products, including our upholstered furniture. We have carefully curated our selection of textiles from some of the best suppliers on the market who operate to the highest environmental standards. The majority of our upholstery textiles hold either the Greenguard Gold Certificate or the SCS Indoor Advantage Gold Certificate, ensuring that they comply with the most rigorous indoor air quality standards. Additionally, our Ultra Leather sourced by Sorensen Leather is ANSI/BIFMA tested, which guarantees that no harmful emissions are released into the environment, thus contributing to a healthy indoor atmosphere.



## TESTS & CERTIFICATIONS

We are committed to ensuring that our products live up to our high quality standards. Through large scale test phases and certifications, we continuously improve and adjust our products before introducing them to the market. This is your guarantee that our products comply with the highest standards in quality and emission testing as well as load capacity.

### EN European Standard

The EN strength and stability testing is the official European Standard testing that specifies requirements for the stability, strength and durability of all types of seating for adults. During the testing, loads, forces and velocities are applied to the chairs, stimulating the normal functional use as well as misuse that might be expected to occur. The majority of our furniture is tested to Level L2, meaning that it fulfills the requirements for extreme use, for example in night-clubs, prisons, transport terminals, sport changing rooms etc. In order to meet the strict requirements of the EN testing, the load capacity is tested in two rounds. Using our Form Chair as an example: The first round involves applying a pressure of 200kg onto the chair's seat and 70kg onto the chair's back 10 times. The second round applies a pressure of 100kg onto the chair's seat and 30kg onto the chair's back 200,000 times. This is just a small excerpt of the very comprehensive testing process.

### ANSI/BIFMA

In addition to the EN Standard testing, we carry out the American National Standard ANSI/BIFMA testing. In order to meet the strict requirements of the ANSI/BIFMA testing, the load capacity is tested in a manner much similar to the EN testing – your guarantee that our furniture is safe and durable. Using our Form Chair as an example: The backrest durability test applies a pressure of 3.4kg onto the backrest of the chair 120,000 times. The seating durability is carried out by dropping a pressure of 57kg directly onto the seat 100,000 times.

### VOC Testing

We test furniture emissions to ensure that our furniture contributes with a good air quality in indoor environments. By testing our products, we can determine their exact emission of VOCs. This is your guarantee that our furniture is a safe choice for a healthy indoor air environment.

Our upholstery suppliers Kvadrat, Camira and Sorensen Leather all operate to the highest environmental standards. The majority of our upholstery textiles are VOC-tested and hold either the Greenguard Gold Certificate or the SCS Indoor Advantage Gold Certificate. Our leather upholstery is ANSI/BIFMA tested, guaranteeing that no harmful emissions are released into the environment.



## PEOPLE & CULTURE

Normann Copenhagen employs approximately 100 people worldwide. As of April 2022, we have a representation of 51% female and 49% male employees in our organization, and people of 23 different nationalities work at Normann Copenhagen, a testament to our diverse and gender equal workforce. We regularly employ interns from all over the world, striving to offer them hands-on experience with their respective theoretical education.

The interns become a part of the Normann Copenhagen family, with some even returning in permanent positions at the end of their educational programmes. Normann Copenhagen is committed to creating an inclusive and diverse workforce. We encourage everyone, regardless of age, gender identification, sexual orientation, religion and ethnicity to apply for a job or internship at Normann Copenhagen. We believe that a diverse and inclusive environment is central to creating an inspirational workplace.

### Employee Health

The health and well-being of our employees are of great importance to us. Therefore, we are very proud of the fact that as of March 2022, 76% of our employees working at our headquarters bike or walk to work every day, while 16% use public transport. In doing so, our employees are contributing to saving carbon emissions. We have calculated that approximately 44 kg of carbon emissions are saved by choosing the bike over the car to the office on a daily basis. To further encourage a healthy lifestyle, we have established a fully equipped gym at our Copenhagen Headquarters at the disposal of our employees. We host several social events throughout the year, encouraging employees to form strong bonds with one another. We believe that time invested in health and safety has significant benefits in terms of employee welfare and morale. In addition to the initiatives above, we also provide health insurance to our employees.

### Giving Back

Since the company's establishment in 1999, it has been of great importance to play a significant role in making a positive contribution to the society that surrounds us. We take great pride in taking social responsibility through our donations to charitable organizations. Furthermore, we enjoy being active sponsors of cultural initiatives. In addition to a series of organizations supported every year, Normann Copenhagen has fostered a particularly strong, long-lasting relationship with the Danish Red Cross who we support year after year. Normann Copenhagen's founders Paul Madsen and Jan Andersen are active members of Danish Red Cross' Club100 – a network of people from the culture and business community raising money for aid work each year. In 2019, they received the club's honorary trophy for their ongoing engagement and generous support.



# ACCESSORIES

PIPE PITCHER  
POSE MIRROR  
HORIZON STAINLESS STEEL  
LOOP HOOK  
HUE GLASS

STRIPE GLASS  
FIT GLASS  
MASS DISH  
COSMIC PLATE

# PIPE

## Sculptural and Functional Pitcher

Drawing inspiration from the classic, shiny drainpipes of Copenhagen architecture, the Pipe Pitcher interprets the classic tableware object in a straightforward, cylindrical shape. Pipe consists of a cylinder which slightly narrows at the neck, providing an elegant, functional spout, while a practical handle makes the pitcher easy to hold when pouring.

Designer Simon Legald was inspired by the way drainpipes are designed to lead water in the most efficient way. Since the fundamental function of a pitcher is to lead water, the design uses the same principles of drainpipes, narrowing at the sprout to create an ideal flow for whichever beverage it contains.

The stainless steel pitcher features a high-polish surface treatment, making it an eye-catching element in any table setting. Pipe Pitcher can contain 1,2 liters of any desirable beverage.







# POSE

## Decorative and Practical Table Mirror

Pose Mirror is a beautiful and practical object for everyday use. The design is characterized by the recurring use of circular elements. A round, solid marble base lends sturdiness to the design and offers a decorative platform for jewelry or other personal items, while the circular mirror floats elegantly above, creating a cohesive, yet contrasting expression.

Drawing inspiration from classic magnifying mirrors, the double-sided Pose Mirror features a regular mirror on one side, and a 3x magnification mirror on the other. The magnifying function makes Pose ideal for morning or bedtime routines in the bathroom, dressing room or bedroom, while its elegant design and classic materials make it just as perfect as a sculptural element for anywhere in the home.

The 360° swivel design allows for easy switching between the two mirrored sides. Pose Mirror can easily be moved around to wherever you might want to strike a pose and is available in two variants of white or black.





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# HORIZON

**Stainless Steel**

The sleek and geometrical Horizon mirror is now available in stainless-steel. The new, elegant, and timeless variant sparks new life to the collection, as it plays with contrasts and depth. Horizon's soft design language with gently rounded edges stands in contrast to the rawness and vigorousness of the stainless steel, giving an interesting and contrast-filled visual expression. A playful element is also granted to the space, as the new variant reflects the light and colors of the surrounding environment, adding even more depth to the design.







# LOOP

## A Minimalist Hook with Maximum Functionality

Playful, versatile and minimalist. The functional Loop Hook is a clever design brought to life from a simple idea. Designed to accommodate many different hanging needs, the hooks can be used to hang items in multiple ways, offering additional functionality compared to classic hooks. A coat can easily be slung over the hook, an umbrella through the loop or a clothes hanger hung over the discreet wall piece.

Loop Hook exudes simplicity with its straightforward expression. The discreet wall mounting piece is almost undetectable, making the design appear like a simplistic, circular silhouette on the wall. The hook comes in three different sizes and multiple colors and is ideal for bathrooms, hallways, kitchens or the children's room.



**GIL**

**A**

**SS**

# HUE, STRIPE & FIT

Make Every Sip Special

Hue, Stripe and Fit: A new series of glasses to elevate the table setting. As implied by their respective names, Hue is characterized by its touch of color, Stripe by its distinctive, hand-painted stripes, while the Fit Glasses simply fit elegantly into one another when stacked. The glasses can easily be mixed and matched for a personal, informal expression.

## **Hue Glass**

Appearing as though they have been dipped in a rich, green dye, the Hue Glasses feature a beautiful, faded tone around the base. The glasses are characterized by their elegantly rounded shape and tinted hue, offering a depth to the otherwise light expression of the design.

## **Stripe Glass**

The elegant glass tumbler boasts distinctive, hand-painted stripes in a vertical pattern. The stripes feature visible brush strokes from the paintbrush, making each glass a bit unique. The striped surface complements the minimalistic silhouette in the well-balanced aesthetic of the design. Stripe comes in two variants with blue or white stripes.

## **Fit Glass**

The Fit Glasses embody a simple shape with an indented base, allowing them to stack easily into each other. Their minimalist expression and functional design make them ideal for everyday use. Fit comes in two different sizes in clear or smoke-colored glass.

Create an atmospheric setting that elevates breakfast, lunch and dinnertime with the expressive drinking glasses, easily combined with your existing tableware for a personal look.







# MASS

## A Sculptural and Decorative Glass Block



A circular block of solid, transparent glass, Mass Dish is a design with a contemporary feel that illuminates the simplicity and beauty of the clear glass material. The thick composition of the dish highlights the sturdiness of the material, while the transparent glass provides a light and airy expression, making Mass a design full of contrasting elements.

Seemingly simple, yet unique, Mass Dish distinguishes itself from classic dishes and serving trays with its distinctive glass composition. The simplistic object is designed for every day use, and can be used for whatever the heart desires. Enjoy it as a decorative object to admire or use it for serving food. Whichever way, Mass takes on a sculptural, artistic appearance on the dining table, in the windowsill or in the bedroom.





# COSMIC

## A Cosmic Whirlwind

Cosmic is a collection of elegant glass plates that will add a pop of color to your table setting. The softly, swirled motif creates an illusion of an endless galaxy, resulting in the collection's name, Cosmic.

The Cosmic collection includes three different sized plates and one deep plate in three soothing colors of white, brown, and blue. The plate is designed in frosted glass with the significant colors adding a playful and captivating pattern.

Set the table by mixing the different sizes and colors for a playful and elegant table setting, or use Cosmic with your existing tableware collection to add an intriguing and personal touch.





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