



Dear customer,

It is with great pleasure that we introduce the sales materials for the 2022/23 collection.

We live in uncertain times. The world has had a pandemic for the last two years. Followed by lockdowns, travel restrictions, and reduced trade activity all over the world, which all result in financial difficulties in selected business areas as a consequence. The uncertainty has also had an impact on consumer trends and behaviour. At the same time, we as a society and individuals need to act to the challenges of the global climate crisis. But how and how much? Most recently, energy prices have escalated, and we also face that even world peace is threatened.

Natural, these worries, and uncertainties are a concern to many people. When times are uncertain, we as humans seek security in our homes. We make more long-term and conservative choices regarding design and materials. Therefore, there has been time and resources to pamper yourself by upgrading and renovating one’s homes. This has led to a greater demand in the furniture industry. However, it has also led to a large increase in prices on everything from raw materials, transport, and energy.

As a consequence of all of this, the development of the new 2022/23 focuses on evolution instead of product revolution. We have also chosen to decide on developing products and select materials that have the responsibility for nature in mind.

Widening the assortment with the new modular sofa series, Calina, is an obvious opportunity to support consumers’ desires for flexibility. At the same time, we have also made some adjustments to existing products. These adjustments have been made based on the feedback and positive responses to the new products that were introduced last year.

The fabric collection has been extended with no less than 13 new fabrics. They are all OEKO-TEX certified, like most of the existing fabric collection, and more than half of the new fabrics are made from recycled polyester.



Calina
Design by Kragelund Furniture

Elegance and lightness are the signatures that define this new, modular sofa concept. Calina is our variation on a popular, modern archetype, and thus a design with an expected, broad commercial appeal. Calina is a design that combines visual profile, comfort, and usability in such a way that it has the potential to ensure the product a long life cycle, as of the consumer and the environment.

Designed with a lounge module, Calina has a width that allows several people to use it at the same time – couple lounge or family lounge.

You can choose between 3 leg options: Brushed stainless steel, silk matt steel, and laquered oak.



Calina headrest is optional.



Hasle og Hasle Lux
Design by Ian Archer

We continue to build on the success of Hasle and Hasle Lux by extending the leg options.

The Hasle Lux sofa is known for the soft cushions with feather mix. Until now, the sofa has only been available with matt black metal legs. We now extend the leg options to include wooden legs in black oak and lacquered oak, known from the Hasle sofa.

The Hasle sofa is characterized by more firm and stable cushions with a 40 kg foam core topped with fibre cotton wool. Until now, the sofa has only been available with wooden legs in black oak or lacquered oak. Going forward it will also be available with the matt black metal legs known from Hasle Lux.





Saltum

Design by Anders Nørgaard

The Saltum sofa family is being expanded with a small, nice chair. In this way, the Scandinavian retro design is available as a complete set-up, while the chair can also complement other designs on its own.

NEW FABRICS:



Argus | 100% Recycled Polyester | Oeko-Tex®
Sophisticated Nordic elegance.



Because there are no changes made to the leather collection, we recommend that you reuse the one you have. Therefore, we do not include a new one in the provided sales materials we will send you. Please order it, if you need a new one.

Vivus | 100% Recycled Polyester | Oeko-Tex®
New Nordic minimalism with a soft and friendly surface.



Sama | 100% Polyester | Oeko-Tex®
Underplayed, elegant, classic fabrics with a friendly soft surface.