Founded in 1971 by Danish architect and designer Knud Holscher, d line is one of Denmark's most famous and recognized design brands. d line primarily deals with grips but also with sanitation and 'barrier free' solutions. d line collaborates with some of the best and most recognized architects and designers in the world from Arne Jakobsen and Jean Nouvel to Henning Larsen and Bjarke Ingels. In collaboration with a designagency d line have created a brand strategy and redesigned the visual identity. The goal has been to create a one brand strategy with underlying design collections that all support and clearly communicate the brand collectively. In connection with the launch of the redesign, a brand-book was made to describe and govern all communication and the new structure that will form the basis for all future brand communication. The book was made with 2 types of paper, a dust-cover and a fabric cover with stamp. The brand-book is meant to be an external sales tool in addition to being an internal brand-guide and visual guideline for the d line organization.







16 Our promise to you

We're in control Because we handle our production ourselves, we have total control - over how our pieces are made, over what our production costs and over the cost to you. We can deliver The top d line products are always in stock, so that we can guarantee a fast turnaround of 48 hours from the placement of an order to the shipping of it. We're working on adding to this, in order to provide even more choice. We're everywhere With the goal of being accessible to every architecture studio currently practising, d line is present in Copenhagen, London, Amsterdam, Dubai, Singapore and New York, as major design hubs across the world. We won't compromise d line is 'design that endures', so we will never compromise on the timelessness of our design, even when our solutions are pioneering in their technology, and we will

never compromise on the quality of our production or our material. We're sustainable Because of the quality of our pieces, the care taken in their creation, and the durability in our raw material, every d line solution is an investment that you never need to buy for a purpose more than once. We guarantee Our confidence in the longevity and quality of our products shows in the 20-year product guarantee we offer. It's 18 years longer than the industry standard, and we'll always take claims made under it seriously. Our guarantee does cover electronic parts. We meet your needs d line is bespoke and flexible. We can create bespoke versions of our products in several finishes to specifically fit your build, and our products provide a flexible, modular toolkit from which to create your perfect solution.

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