



flyaway

08

Stort interview med
branding-kongen

**MARTIN
LINDSTROM**

- om neuromarketing

GOURMETØEN BORNHOLM

MARTIN THORBORG: "LEDELSE KAN IKKE SÆTTES PÅ FORMEL"

NIMB BAG FACADEN



CIMBER



- ✈ Timedrift mellem Midtjylland og København
- ✈ 45 minutter fra hovedstaden/hele verden
- ✈ Mulighed for mødelokale
- ✈ Bistro i lufthavnen
- ✈ Direkte busforbindelser til Viborg fra juli
- ✈ Gratis parkering
- ✈ TDC hotspot

Karup Lufthavn er omgivet af naboer i vækst.

Karup Lufthavn ligger centralt placeret i Jylland tæt på:
Herning, Silkeborg, Viborg, Holstebro, Ikast, Brande, Skjern, Ringkøbing, Struer, Skive og Lemvig.

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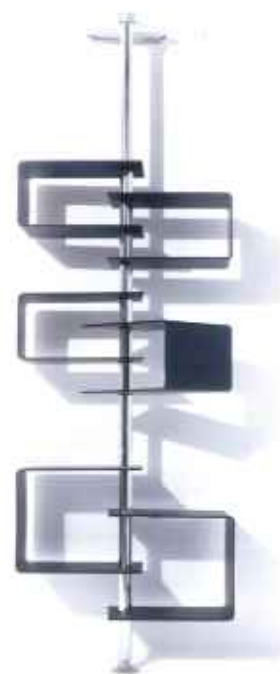
ARTICLE IN ENGLISH



MULTI FUNCTIONAL DANISH FURNITURE

Simple and multi functional, that's the code word for the Danish furniture manufacturer "Hoffi". In just 3 years the company has made its name renowned in Denmark and is now ready to conquer the world

By Maria Jacobsen
Photo Mikael Lyk Madsen and Hoffi



Our housing becomes more and more expensive but at the same time smaller and smaller. This also puts high demands on the furniture. They have to perform several functions without taking up too much space. The Danish furniture manufacturer "Hoffi" have based their series of simple multi functional furnitures on these factors.

The persons behind "Hoffi" is Charlotte and Claus Langhoff. Claus is an architect with furniture as specialty and has always been working with furniture design.

For many years the couple had a dream about starting their own business and three years ago they went for it.

"It wasn't easy in the beginning; the furniture business is quite complicated to enter. That's why there are only a few new furniture manufacturers on the Danish market. But we really believed in the furniture we had designed," says Charlotte.

Three ground products

Charlotte and Claus began developing two products; a stool (UFO) and a tray table (X-TRAY) and soon after that came a third product, the bookcase SUPPORT.

"We took part in the process ever since the beginning, from the birth of the idea, through the choice of material until the final product", Claus explains.

Except from one tiny part produced in Italy, all the components for the Hoffi furnitures are produced in Denmark by sub suppliers, and then assembled by Hoffi.

A nascent success

During the three years Hoffi has existed, the company has succeeded to enter the Danish market, thus the furnitures can now be bought throughout the whole country. Last year Hoffi had their first real break through on the international market. To begin with Hoffi was in a fair for Danish design in New York and afterwards Charlotte and Claus were invited to join the export drive



in connection with the visit of the Crown Prince and Princess of Denmark in this American metropolis.

"This certainly opened several doors for us. In connection with the visit of the Crown Prince and Princess of Denmark our bookcase was exhibited in the fashionable Japanese design house, Takashimaya, on Fifth Avenue. This led to a contact with a number of potential retailers in Japan", Charlotte explains and her husband continues:

"We also had a quite amusing experience. There was a rich man from India who saw the bookcase and fell in love with it instantly. But we have no retailers in India, so we were forced to send it, and it's quite complicated to send a metal bar of three metres by aircraft!"

