

Absolut Form Press Release

ABSOLUT FORM GOES FROM STRENGTH TO STRENGTH WITH NEW ADDITION TO PORTFOLIO

See *Absolut Form* at Exclusively Housewares on Stand 270

Reinforcing its commitment to providing retailers with the very best of Danish Design, **Absolut Form** is pleased to announce **Aposto** as the new name in its already impressive collection. **Aposto** joins leading brands such as **Jacob Jensen**, **Piet Hein**, **Live** and the recently extended range of **Herstal** products and is tribute to the growing success of **Absolut Form** over the last two years.

Designed and made in Denmark, **Aposto** specialises in innovative and attractive storage product solutions for the home. With a strong focus on quality and design, the company's products boast an invigorating marriage between aesthetics and functionality to provide a practical solution to modern storage problems whilst enhancing home decor. The brand name itself is reflective of the company's ethos, with **Aposto** taken from the Italian for "in order". One could add: With Style!



Products include: wine racks - freestanding or wall mounted; kitchen roll holders; magazine tidies - freestanding or wall mounted; large stainless steel trivet and trivet plus teak carving board. **Aposto's** multi-hanging system in particular, is perfect to illustrate the company's inherent talent for combining functionality, aesthetics and flexibility responding to the current market demand for accessorising the home. **Aposto's** clever system can be set up in a variety of combinations and used as a wine rack, glass holder, shelf, CD rack or magazine holder. Its simple construction

means that consumers can extend their system and combine their favourite accessories giving retailers a great repeat sale possibility.

The range is also supported by some ingenious POS displays and beautiful classic black and white packaging, meaning **Absolut Form** offers retailers the whole sales concept to ensure their customers are drawn in by the display and bowled over by the products.

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About Absolut Form

Absolut Form Ltd specialises in bringing the Best in Danish Design to the UK and offers innovative, classic and stylish products from both well-established and new young Danish designers. Launched in the UK in 2001 and currently distributing a portfolio of design led products from leading Danish brands.



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