

Absolut Form Press Release

For immediate release

THE BELL THAT KNOCKS

The NEW cordless doorbell from Jacob Jensen takes an every day item and bestows upon it a **unique and classy** identity utilising the **sleek style** and creativity Jacob Jensen is recognised for the world over. Available from Absolut Form, the Doorbell boasts the classic lines and **sophistication** associated with this trailblazing designer.



The Doorbell has a **beautiful rich clarity** that truly conveys the originality and **supreme quality** of Jacob Jensen's designs with its 5 polyphonic high sound quality tunes. Undoubtedly the most unique is the incredible "knock knock" recorded by Jacob Jensen himself at his own front door and the doorbell offers further choices - from the classic chime of a Town Hall bell to other new compositions - one modern, one oriental and one especially for the **hard of hearing**.

Activation lights on both the chime and the bell push illuminate when the doorbell rings and also indicate when the batteries are low. What's more, a coding system ensures that there is no interference from other cordless products and you need not answer the door when no one is there!

With an operating **distance of up to 150m** between the bell push and the chime, the chime can be **wall mounted** or **free standing**. **Additional bell pushes** can be added, each one assigned with its own tune so you know which door to answer.

Once again, Jacob Jensen has proved that everyday objects can contain subtle beauty and class, a signature that has become synonymous with the revered designer. **The Jacob Jensen Cordless Doorbell** provides an all round sales opportunity for retailers considering both style and functionality.

Interested retailers should call: 020 8731 3730 or visit www.absolutform.co.uk

Doorbell inc one Bell Push SRP (excl. VAT): £85 Additional Bell Push SRP (excl. VAT): £34.00

Notes to Editors:

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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