

Værløse, 3 September 2018

DAN-FORM to target the contract market with a new Contract Sales Manager

DAN-FORM Denmark, a furniture design and manufacturing company, announces Bo Jens Christensen as its new Contract Sales Manager. Bo Jens Christensen will be responsible for growing DAN-FORM's sales to the contract market, both nationally and globally.



Bo Jens Christensen has over 20 years of experience in the contract market, most recently from Scan Office, and joins the DAN-FORM team on October 1st.

"We look forward to reaching more customers and we are convinced that Bo is the person we need to drive the sales of DAN-FORM products in this specific market", says Sanne Protin, CEO of DAN-FORM.

Around 10% of DAN-FORM's turnover comes from the contract market - a figure that can be increased significantly according to both Sanne Protin and Bo Jens Christensen.

"We have built a good name and reputation in the retail segment, so for us expanding into the contract market is a natural next step," says Sanne Protin.

"Many of our furniture designs are well suited for the contract segment because they already live up to the strict regulations and needs for this particular segment. Additionally, the Nordic design as such is popular both on the Nordic markets and the international markets. Combined with the fact that we can offer them at attractive prices, makes for an appealing solution for architects, interior decorators, restaurants, hotels etc." Sanne Protin continues.

Bo Jens Christensen adds: "DAN-FORM has a quite unique concept as their combination of design and quality at a good price is not offered by many others in the industry. I see many good opportunities for DAN-FORM in the contract market and now we just need to bring everyone's attention to the DAN-FORM concept."

DAN-FORM Denmark designs and manufactures furniture with a special focus on dining chairs, lounge chairs, meeting room chairs and bar stool. DAN-FORM has customers in more than 50 countries. The furniture is sold B2B and is aimed at customers looking for high design value, good quality and beautiful finish at reasonable and competitive pricing.

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