

PRESS RELEASE

Zone Denmark Sold to F&H After Revitalisation

Zone Denmark now becomes one of the countless design brands to change owners following a successful revitalisation that has made an international name for the brand along with excellent growth and several design awards.

On 1 August 2018 the industry giant F&H acquired all Zone Denmark activities, thereby cementing yet again their position as Scandinavia's top brand group in their field.

In recent years Zone Denmark has been transformed from a provider of mainstream bathroom accessories into a unique design brand. The design DNA has been tailored, the collections reduced by almost 40% and collaboration with external Danish designers intensified. In addition the company has invested more effort in sales support material for shops, so the products are self-explanatory for the consumer.



The strategy has paid off. In both 2016 and 2017 Zone Denmark grew by 25% per year, and the brand won six international design awards, including three Red Dot Awards, and has just received four nominations for German Design Awards.



F&H's Group Director, Knud Lomborg says: "We have been following the evolution of Zone Denmark over recent seasons and regard it as an ideal match for our existing range of brands. We are not only taking over the business, but luckily also the team of highly skilled, expert staff, and we fully expect that with all our competencies together we can intensify the journey the brand has been on, for the benefit of employees, the company and, last but not least, our customers."

Zone Denmark has been run by another Viborg-based company, Bovictus A/S, and satisfaction with the deal is mutual. "The sell-off places Bovictus A/S in an even stronger financial situation, so we can focus on the refinement of the other strong brands in our portfolio: Villa Collection and KJ Collection. Meanwhile, Zone Denmark is being passed on to an operator who can invest the necessary funds in its further development. We who love the brand can only be delighted about that," says Steen Engelbrecht, CEO of Bovictus A/S.

Activities will be consolidated in F&H's headquarters in Viborg, just a few kilometres from Zone Denmark's current address.

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Zone Denmark's accolades since 2016

1 x Winner of Red Dot Design Award 2016 - Peili series

1 x Winner of Most Innovative Product at Maison & Objet fair, Paris - Peili series

1 x Winner of Formland Design Award fair - Peili series

2 x Nominees German Design Award 2017 - Nova One series & Peili series

1 x Winner German Design Award Special Mention 2017 - Nova One series

2 x Winners iF Design Award 2018 - Peili Oblong & Puck Hooks

2 x Winners Red Dot 2018 - Origami & Ume series

4 x Nominees German Design Award 2019 - Peili Spice Mills & Peili Oblong, Puck Hooks & Ume bathroom series