
LIND DNA MAINTAINS CURRENT PRICES DESPITE GREAT PRICE INCREASES IN RAW MATERIALS

An imbalance between supply and demand of especially wood and steel has resulted in increased prices in raw materials. The price increases have natural consequences for the entire design industry but the Danish design brand, LIND DNA, has now made an important choice about keeping the price level in a difficult time - that continues to be affected by the Covid19 pandemic.

Restrictions still affect the prospect of long restaurant visits and trips abroad with our loved ones, and this has created a great interest in renovating the home so that our everyday surroundings are pleasant to be in. While new terraces, kitchens and home projects are flourishing, the demand for especially wood and steel is surpassing the supply, and this is causing prices to climb. A consequence the entire design industry now feels.

At LIND DNA, OEKO-TEX® certified, recycled leather has been the bedrock of most designs since the foundation of the brand in 2013. However, what started with the iconic table mat in recycled leather, now also counts a long line of furniture and home details, and steel and wood is therefore an important part of their designs as well. When the price of the raw materials increases, the price of the finished product normally follows as a natural consequence. However, this has been deselected at LIND DNA.

Preben Lind, owner and designer behind LIND DNA, explains the decision: *“Our products are designed and produced in-house in Denmark, which makes us very agile and adaptable. It is important to us to be recognised in the industry as a brand with a high level of service and a deliverable profile. Therefore, we have made an important decision during the Corona-pandemic to maintain our current price level as we wish for our products to inspire and create joy in our customers’ homes regardless of unpredictable times”.*

Inspiring customers to create unique homes with the luxury of time and presence as focal points is very important to the sustainable design brand. Preben Lind continues: *“Sustainability is deeply rooted in our corporate DNA and we never compromise on aesthetics and quality. Despite uncertain times, we rethink and challenge the materials we have available as we continuously wish to challenge and surprise – also during a global pandemic”.*

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