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## LIND DNA INTRODUCES NEW RETAILER APP

*In the wake of Covid-19, the sustainable Danish design brand, LIND DNA, has changed its strategic orientation fundamentally – from a traditional main focus on the B2B segment to an increased focus on a digital transition. A transformation that once more is being emphasised with the launch of a new retailer app.*

In 2013, LIND DNA was founded by Preben Lind, and is today acknowledged as a globally oriented design company in steady growth. After moving into a newbuild domicile in February 2020, Covid-19 hit the retail segment hard and led to a complete digitalisation of the brand.

With a positive mindset, Preben Lind states about the digital transition: *“Covid-19 has in earnest proved just how adaptable modern companies have to be. However, our agile mindset has always been an essential part in all aspects of our corporation and has now proved a vital quality in our digital reorientation as well. We are currently rewriting the story about LIND DNA”.*

With the intuitive app solution, LIND DNA's ambition is to create further growth while

supporting customers in the best possible way. The app makes it easy to place orders and to communicate more directly with the customers about product news and campaigns. With a smartphone or tablet in hand, the retailers can now effortlessly place orders – either by browsing the categories, searching for specific item numbers or using the barcode scanner for finding bestselling products.

Online Director, Carsten Nissen, who has led the digital journey, is very pleased about the growth: *“Over the past year, we have taken a digital quantum leap and we are now ready to realise our continued great ambitions. This manifests itself through an increased focus on the B2C segment, while also accommodating new as well as loyal B2B customers with the app launch.*

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The app can be downloaded from App Store. Please contact Content & Communications Manager, Johanne Dueholm, via e-mail [jd@linddna.com](mailto:jd@linddna.com) or at +45 31 154366 for further information.

