

Press release
March 1, 2023



LIND DNA INTRODUCES THREE
NEW, EARTHY COLOURS TO THE
NUPO RANGE



DESIGNED IN DENMARK
RECYCLED LEATHER



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The well-known collection of curve shaped Table Mats in recycled leather by the Danish design brand, LIND DNA, has recently been updated with new, timeless NUPO colours, which widen customers' choice for creating an inviting table setting.

It goes without saying that LIND DNA loves colours and, every now and then, new timeless colours are added to the existing colour range. This time, three new, earthy colours are presented as a reflection of a time where customers seek longevity. On the initial thoughts behind the colour scheme, Preben Lind, founder and designer of LIND DNA, comments: "Our portfolio of Table Mats in recycled leather is already supported with a lifetime guarantee, which emphasizes that our Table Mats will follow you throughout a lifetime. By introducing three new, earthy colours to our colour range, we invite our customers to delve into our universe of long-lasting products. We design, create,

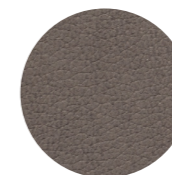
and produce locally in Denmark, and the choice of earthy colours hence reflects our sustainable vision".

To support the lifetime guarantee, LIND DNA also extends its cleaning collection with a DEEP CLEANING SOAP. "Care is key to keeping our recycled leather products in tip top shape, why we proudly present a liquid soap especially made for a thorough, in-depth cleaning of your Table and Glass Mats", Preben Lind explains. Using the DEEP CLEANING SOAP as part of your weekly cleaning routine will prolong the life of the timeless Table Mat design and ensure that the mats stay perfect year after year.

Read more at linddna.com or contact Marketing Coordinator Mia Juel Falkesgaard via mail mf@linddna.com for further information.



NUPO
Caviar



NUPO
Clay Brown



NUPO
Oyster White

