

BRAND MAGAZINE

**LIND**DNA

With a strong passion for responsible, natural materials  
we design and produce in Denmark.

With a strong passion for responsible, natural materials we design and produce in Denmark. With quality in focus most of our designs are carefully crafted incorporating OE-KO-TEX® recycled leather as a fundamental component. A unique material that offers boundless design opportunities, remarkable usability and a quality and finish, that last a lifetime. Whether developing products for use in private homes, hotels, restaurants or office spaces our products of-

fer timeless design with Nordic aesthetics and function in mind. We want to challenge the perception of timeless design, while demonstrating what new and exciting things are possible within interior design. Without compromising the possibility to push against conventional norms, we are using a few carefully selected materials. Unnecessary elements are trimmed during the design phase, as we believe wholeheartedly in the timelessness of simplicity and responsible materials.



## IT ALL STARTED WITH A TABLE MAT

Our journey started back in 2013 with the introduction of our first and eventually most famous and widely used design; the curve-shaped table mat. Since then our collection has expanded over the years. With a constant focus on responsible materials and aesthetics, our product range today has a wide variety of designs - for every room in the home, for restaurants and hotels, and for office spaces. What started with a table mat in recycled leather has turned into so much more.



## THE CURVE

The curve is unique to LIND DNA. The first time the organic shape was introduced, was in our curve-shaped table mats. The idea back then was to create an innovative, decorative and functional design for the table mat with the perfect dimensions to place a plate, glass, and cutlery. The shape is timeless in design but with a contemporary feel, and with its organic form it complements all types of tables, both round and rectangular, and everything in between. Today the curve shape is synonymous with LIND DNA, and now forms the shape of many of our designs.



## TIMELESS DESIGN

To us timeless design is not simple. It is a symphony of shapes, materials and aesthetics coming together in perfect balance. Natural materials, like leather, play a significant role in creating timeless designs. Its natural beauty and durability contribute to designs, that can withstand the test of time and remain relevant and aesthetically appealing in the years to come. By using recycled leather we reap all the benefits of the material while ensuring a responsible material choice for our future. To create designs we will cherish always.



Curve table mats in Khaki, our light camel colour with a slight yellowish undertone. Complements oak particularly beautiful.

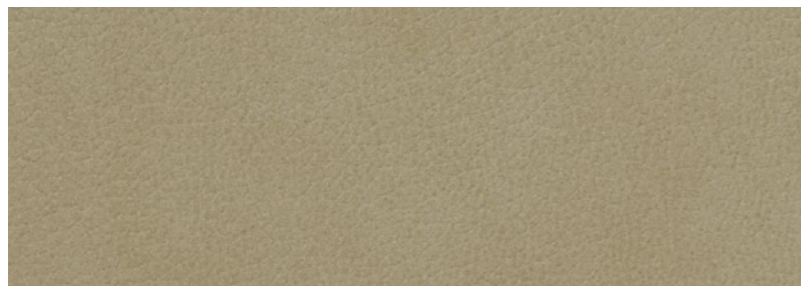




NEW COLOUR AW 2023

### HERBAL DUST / NUPO

Herbal Dust is a muted green with a dusty undertone. Drawing inspiration from nature and dried herbs, we have developed this colour to bring a soothing and organic touch to any space.



### KHAKI / NUPO

Khaki is a light camel colour with a slight yellowish undertone. A gentle hue reminding of sand dunes and grain stalks offers a subtle blend of earthy warmth and lasting charm.

NEW COLOUR AW 2023

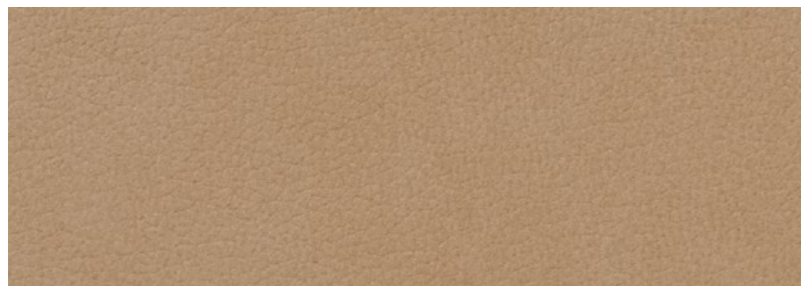




NEW COLOUR AW 2023

### NOUGAT / NUPO

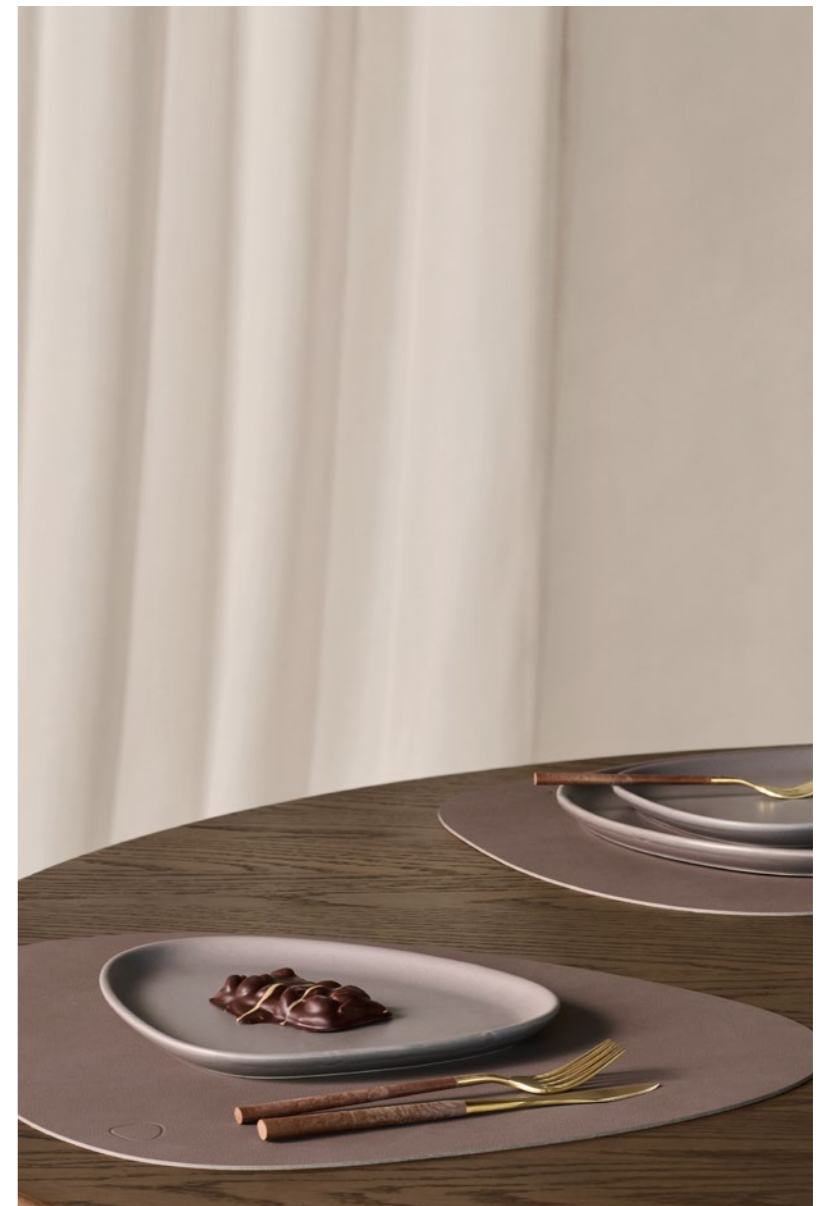
Nougat is a light brown with a nutty grey-beige undertone. Like the sweet confection of the same name, nougat envelops any space with a delightful sense of inviting charm.



### TRUFFLE / NUPO

Truffle is a grey-brown with a discreet hint of purple. The shade captures the essence of rich earthy tones found in nature. Like the elusive delicacy it is named after, truffle exudes a subtle luxury, adding a touch of refined elegance.

NEW COLOUR AW 2023

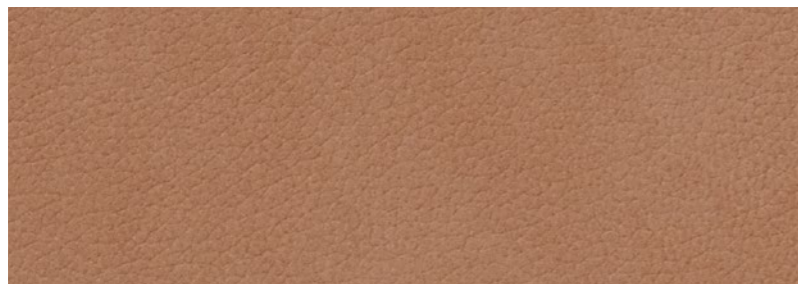






### OLD ROSE / NUPO

Old Rose is a dusty blushing warm rose. With influences drawn from blush, blooming roses, and the enchanting hues of canyon sand the colour contributes a touch of vintage sophistication.



### INSPIRED BY NATURE

The five new AW 2023 colours have all been developed with inspiration drawn from nature – a principle that holds great significance for us when applying to a natural material like leather. These colours, all naturally found in nature, are versatile and lasting – beautiful to style alone or together in various combinations.



OLD ROSE / NUPO

Curve table mats and a mix of square and curve glass mats in Old Rose, our dusty blushing warm rose. The colour lightens the expression of the dark table and creates an inviting atmosphere.



## DOUBLE-SIDED TABLE MAT

Our double-sided table mats provide a versatile option for changing up table decorations with different colours on each side of the table mat. Turn the different sides up for an engaging interplay of colours, or utilize the distinct hues separately by flipping them from one table setting to another. This double-sided feature is unique to LIND DNA, as typical table mats have a designated front and back. Through innovative development of recycled leather with dual colors, we have introduced an exceptional way to maximize the utility of the product.





## STONEWARE DESIGN

Our stoneware collection is designed with a common thread derived from our familiar curve tablemat. Featuring a curve-shaped design, it presents an elegant opportunity to set a table with a beautifully layered expression. Each item in our stoneware range is carefully handmade, showcasing the artisanal craftsmanship that goes into its creation. The earthy colours of our stoneware not only enhance the visual appeal of your table setting, but also complement your culinary experience with unique possibilities for the arrangement of your dish.

## STONEWARE USABILITY

Our stoneware collection includes a variety of pieces from plates and bowls in different sizes to serving platters, all designed to seamlessly integrate into your table setting. The versatility of our stoneware allows you to effortlessly add a touch of sophistication to any occasion. Each piece of our curve stoneware is crafted to make meal preparation and presentation smooth. From freezer to microwave and dishwasher, all stoneware items are engineered to withstand the demands of modern living. The entire range is heat-resistant up to 270°C in the oven, allowing you to easily shift from cooking to serving.





## CURVE & SQUARE

Curve and square table mats are our most popular choices, cherished for their timeless and classic appeal. The curve design allows you to embrace the organic shape that complements a variety of table forms, while the square design offers the opportunity to adorn elegant tables by playing with lines and angles. Both shapes are also available as glass mats, offering the versatility to either match with the table mats or experiment with mixing different forms. Both the curve and square table and glass mats come in an array of colours and textures, offering a wealth of possibilities.



Embracing simplicity and sophistication with square table and glass mats in Light Grey, a gentle grey with a delicate play of light and shadow adding depth.



## DANISH DESIGN

Our collection draws inspiration from the refined simplicity of Nordic aesthetics. The designs are creative, yet classic, and fit into most decors, creating a stylish timeless base. Throughout both design and production phases we maintain an unwavering dedication to the excellence of our products. This commitment extends to both their quality and aesthetics, and it is for this reason that both design and production are in Denmark. This localized approach empowers us to maintain a hands-on role throughout the production process, guaranteeing the continuity of our products and upholding our rigorous standards.





NOUGAT / NUPO

Curve table and glass mats in nougat, our light brown with a nutty grey-beige undertone, complementing our Silhouette candleholders 120 + 145 in gold

### SILHOUETTE CANDLE HOLDER PRODUCED IN DENMARK

Our Silhouette collection unveils a truly distinctive production process, proudly unfolding within the heart of Denmark. A result of meticulous craftsmanship, where numerous stages are orchestrated by skilled hands. Every piece within the collection is carefully designed, bearing simplified shapes and repeated proportions. Crafted to perfection the Silhouette collection is brought to life from solid steel, then adorned with a generous coat of genuine 24K gold, chrome or black finishes. This harmonious blend of traditional craftsmanship and modern design culminates in an exceptional concept, that exudes an everlasting elegance.



## SILHOUETTE COLLECTION

The Silhouette collection comprises three types of candleholders and a matching vase. It features two tall candleholders of varying heights and a low candleholder, that mirrors the design of the base of the taller ones. Each piece can be styled individually or combined to create a cohesive arrangement. All designs are available in the three finishes: 24K gold, chrome and black to suit any preference and complement a variety of styles and settings with its timeless elegance.



Soothing table setting with the Silhouette candle holder 34 and square table and glass mats in our grey-brown shade with a discreet hint of purple. Truffle.



## TEAK TRAYS

Like the rest of our collection our teak trays in recycled teak boast a timeless design, yet they bring forth a multitude of possibilities. Perfect for serving, setting the table, or enhancing your decor. The collection features two elegant designs both adorned with meticulously crafted finger joints and produced according to highest standards of craftsmanship. One design presents a modern yet lasting expression with open corners, while the other exudes the charm of classic, closed corners. The teak trays come in three sizes, each adorned with leather inlays in selected colours.



NEW AW 2023 PRODUCT



## CAVIAR / NUPO

Sleek table setting with Teak Tray Square Airy and square table mats all in our grey-brown with a subtle hint of green. Caviar.



## TEAK TRAYS

The elegant designs of our teak trays from recycled teak seamlessly complement various contexts. The leather inlays not only enhance the visual appeal of the tray, but also offer the opportunity to craft a cohesive style by selecting colours, that harmonize with the surroundings or match your table mats. With their versatile aesthetic and customizable features our teak trays become a sophisticated addition to any setting, adding both functionality and aesthetic charm.



## RECYCLED TEAK

With a captivating passion for recycled materials, we have looked in further directions and expanded our range with products made from recycled teak. The small, thin pieces of teak wood used for our trays, are essentially waste products from the production of furniture, originating from mature trees harvested in renewed and certified plantations in Indonesia. We have invested in converting, what is essentially a waste product, into quality designs made to the highest standards.





SILVERSANDS  
GRENADIAN GRILL  
Sophisticated table setting using  
curve table mats in Black Bull.

## HOSPITALITY

In the world of hospitality even the tiniest details create a big impact. That is why, we specialize in crafting customized solutions offering a wide range from logo-embossed, custom-sized table mats, meticulously handcrafted menu covers, trays with logo-embossed, recycled leather inlays and so much more. We value uniqueness and offer the opportunity to create products, that maintain a consistent experience throughout.

## SLEEK OFFICE

Embracing simplicity and sophistication, the carefully curated office mats from our Sleek collection provide the ideal basis for the workstation. With its clean lines there are no distracting elements, while the practicality of a work mat eliminates the concern of protecting the desk from water glass rings and coffee cup stains. The collection is available in four colours, each contributing with its own expression to the work environment.





## CORE LEATHER

The recycled leather, we use in our designs, originates from vegetable-tanned core leather sourced from surplus production in the furniture and fashion industry — such as leftover pieces of leather from the production of a sofa or shoe soles. The fact that the leather used is vegetable-tanned means, that only plant-based liquids have been used in the tanning process, which is a more sustainable method, that also enables the recycling of the leather.

## GRANULATE

The vegetable-tanned core leather is granulated into tiny pieces, transforming it from a solid piece of leather into crumbs that feel soft and lightweight to the touch. This granulate is mixed with natural rubber from trees in a ratio of 80% core leather to 20% natural rubber, and then pressed to create recycled leather.







## RECYCLED LEATHER

From core leather to granulate to recycled leather. This process has been carefully developed to create a unique material offering remarkable versatility, easy maintenance and a lifetime of durability. Also, a material that, during the process, grants us the opportunity to explore boundless design possibilities in terms of colour and textures. Both water-based colours and textures are developed with a focus on creating an organic, natural expression and colour interplay, that stays true to the natural material.



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