



Press Release: d line launches new website

Glostrup, Denmark, 12 August 2010 - d line announces launch of new and improved website www.dline.com!

Today the Danish design and craftsmanship company d line is launching a new website, which is the first in a long line of initiatives in a continual developmental process. As a new company the launch signifies a powerful and committed return of the d line brand. The d line team's present and future efforts will focus on the strengthening of product presentation on the site. Bulletins, newsletters, and important product information will also be featured. Content also includes the potential benefits to customers and clients; an account of the uniqueness of the d line product line as well as an introduction to the very talented and gifted designers the Company collaborates with.

For additional information, general enquiries or a sample copy of the Product Catalogue, please contact: CEO, Frederik Petersen at fpe@dline.com.

Company History

In 1971 acclaimed designer Mr. Knud Holscher's first U-shaped lever was put into production and the d line brand was founded. The philosophy behind the brand has generated a wide range of products in the past four decades in cooperation with Knud Holscher Design. The products reflect a trend, characterised by a unique sense of architectural detail in a timeless design, with added value through patented mounting principles, service, and quality. The distinctive character of d line is founded on streamlined, minimalist, and efficient designs – principles realised through form, strength, and function.

On 1 July of this year, the Consortium 2XPetersen Industry A/S purchased the d line and IKONS assets from Sanistål A/S. The Consortium is among others owned by former Managing Director of Carl F Petersen a/s – also a previous owner of d line - Mr. Hans Christian Petersen, and the current Sales Director of Carl F International a/s, Mr. Frederik Petersen.

d line has become the world's finest manufacturer of high-end architectural ironmongery. The Company offers design and craftsmanship that delivers sustainable products, solutions, and services. d line employs 45 people, more than half of which are spread out across the globe. The company only works with accredited suppliers. For more information about company history, structure, and product lines, please visit the website on www.dline.com.

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