

WHY ORIGINALS?



**BECOME AWARE OF
THE CHOICES THAT COME
WITH CHOOSING ORIGINALS**

“

Design is all about taking something and making it better. It is about refining and focusing on the details that make a difference. I always think of that when I am standing with a piece of furniture. And when the materials, the functionality and the aesthetics add up, I am struck with such a pride and joy in being able to contribute to a tradition I have learned so much from.

Kasper Salto, Designer

”

ORIGINALS ARE ETHICAL

An original is produced with a responsible approach to the world's resources and is designed and processed by people with proper working conditions. At the same token you are not funding organized crime, when you buy an original.

ORIGINALS ARE SAFE

When you buy an original, you are guaranteed a product that meets Danish legislation's safety and environmental requirements for sturdiness and chemistry. Authentic products are certified and approved by authorities reducing risk of domestic accidents.

ORIGINALS ARE SUSTAINABLE

Originals last longer and they age with grace. They are made with strong materials and are sustainable in both expression and execution. However, if the beauty is worn over time, the originals can often be re-coated, polished, sanded and repaired by skilled professionals. This way, it can be passed on to the next generation.

AN ORIGINAL TRADITION

Originals are the outcome of generations of designers and craftsmen's love for quality, aesthetics and functionality. Therefore, an original is much more than just a product. It is part of a story. And as you invest in that story, you are helping to preserve a tradition – and the continued preservation and development of the originals.

HOW TO SPOT AN ORIGINAL?

THE DEALER

When you purchase from an authorized dealer who offers a guarantee and has a return policy, you can be certain that it is an original. You can also tell an original from its unique serial and production number. You will often be able to register your product on the manufacturer's website.

THE PRICE

If the product is significantly cheaper than usual, there is reason for caution. Striking discounts and special offers indicate that you are not dealing with an original.

THE QUALITY

Well-made details, stitches, joints and good materials characterize originals. When in doubt, contact an authorized dealer or the manufacturer regarding the dimensions and the weight of the product.

WHAT DO YOU GET WITH AN ORIGINAL?

SHOP SAFE

When you purchase your originals online through an authorized dealer or directly from the manufacturer's webshop, you can be certain that you are dealing with a legal and safe website. If you buy an illegal copy, there is a documented risk of your card information being stolen or misused, or of your computer being infected with virus/malware.

SAFE DELIVERY

When purchasing an original product online, you can be certain of receiving it. If you, on the other hand, buy an illegal copy, there is a risk that the product is seized by the customs, where it will be destroyed. If so, you have no rights in respect of compensation and/or indemnity.

RESALE OPPORTUNITY

You are always allowed to resell original products. However, it is illegal for you to resell or pass on an illegal copy – neither through traditional commerce or online through e.g. social media or in auction houses. You will risk fines and claims for compensation from the right holders.