



May 2023

Quality brand gets a new name

Randers+Radius, a recognised quality brand that makes furniture for the contract market, is getting a new name. Randers+Radius will henceforth be known as Andersen Furniture.

Ever since Design Concept Denmark acquired Randers+Radius in 2022, two quality furniture brands, Randers+Radius and Andersen Furniture, have belonged to the same organisation. The brands are so close in terms of design, quality and style that it now makes sense to market their products under one name.

From Randers+Radius to Andersen Furniture

On 1 June 2023, Randers+Radius will change its name to Andersen Furniture. Only the name is changing. The products and quality will remain the same.

Randers+Radius designs and produces furniture primarily for the contract market, while Andersen Furniture is active in the contract, gift and retail markets. Both brands are well-known suppliers of high-quality products that spotlight Scandinavian design and functionality.

ORGATEC 2022 the clincher

Although the merger was a tacit implication of the acquisition of Randers+Radius, participation at the ORGATEC trade fair in Cologne in Autumn 2022 was the clincher. Both brands were exhibited on the same stand and the sales representatives found that, because the products are very similar in design and style, visitors struggled to distinguish between the two. The highly functional Andersen Furniture conference tables are ideal matched with flexible, professional seating from Randers+Radius. Similarly, Andersen Furniture sofas and coffee tables work perfectly with the elegant Scope lounge chairs from Randers+Radius. In fact, the opportunities to combine furniture from these two suppliers are endless. Feedback received from customers was crystal clear. They would prefer to deal with one brand rather than two.

Merger leads to synergies

The merger has led to synergies. Two websites become one, where furniture from both brands will be presented and clearly shown to complement each other. Interior designers and retailers will have a one-stop-shop in the 3D interior design software, PCon.planner, rather than having to search for two names to find the furniture they need to work with. Catalogues and other printed material will be consolidated, which benefits the environment.

Niels Kastrup, one of two former owners of Randers+Radius, says about the change:

"Randers+Radius has been a part of Design Concept Denmark since 2022, and I have only experienced positive development since the acquisition. It has also been clear that our products, in terms of quality and design, align closely with Andersen Furniture. Therefore, I have been a strong advocate for Randers+Radius and Andersen Furniture to become a unified brand.

I do not see it as an ending, but rather as a new chapter for our brand with endless possibilities and great potential because there is no doubt that together we are stronger", says Niels Kastrup, one of two former owners of Randers+Radius

CCO, Morten Bertelsen Hertz, says about the change: "We have great respect for the positive recognition that Randers+Radius has in the market, and we understand that it will take time to change and adapt to the fact that the brand now belongs to Andersen Furniture.

In practice, our customers will not experience any changes except that it will become easier. Since the takeover of Randers+Radius, our sales team has dealt with both brands. Another positive factor is that, in future, we will be working with just the one price list, website etc.

As for quality, the products are manufactured to equally high standards and the design of both is essentially minimalist Nordic. That's why we believe it makes good sense to merge the brands and market them as one".

Introduction at 3daysofdesign

The merger will be introduced at 3daysofdesign, which runs from 7-9 June in Copenhagen. Andersen Furniture will be exhibiting at Hotel Phønix, Bredgade 37, 1260 Copenhagen K. A selection of furniture from both brands will be on display here. Customers will be able to view the full range of quality furniture, have a good chat and hear more about the merger.

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Caption:

Andersen Furniture makes exceptional furniture that incorporates high-end craftsmanship. This is the T1 meeting table, which at 8 metres long and 160 cm wide is the perfect table for a larger conference room or boardroom.

The chairs are from the now defunct Randers+Radius brand. Tono chairs are sound-absorbent and one of the first chairs on the market to be made from eco-friendly materials. With its sustainable felt shell, the chair not only does its bit towards preserving the environment, but also improves room acoustics. The shell has a dynamic movement and provides excellent seating comfort. When you buy a Tono chair, you help to recycle 250 plastic bottles.



Caption:

T8 from Andersen Furniture is a distinctive table with an innovative design, soft lines and stylish details. The table offers a wealth of opportunities as it can be used in a wide range of contexts. The organic form encourages communication as everyone at the table can easily talk to everyone else. Note too that this compact table measures only 150 x 127 cm. Even so, it seats five or six people.

Randers+Radius Scope is a collection of chairs designed with the environment in mind. The wooden seat and backrest bring a touch of nature indoors, adding serenity and warmth to your interior design. Scope is known for its very distinctive detail: the stethoscope screw design. It is the stethoscope-shaped screw design that allows you to vary the look of the chair and create a unique design of your own. An FSC-certified product, Scope is designed with the environment in mind.