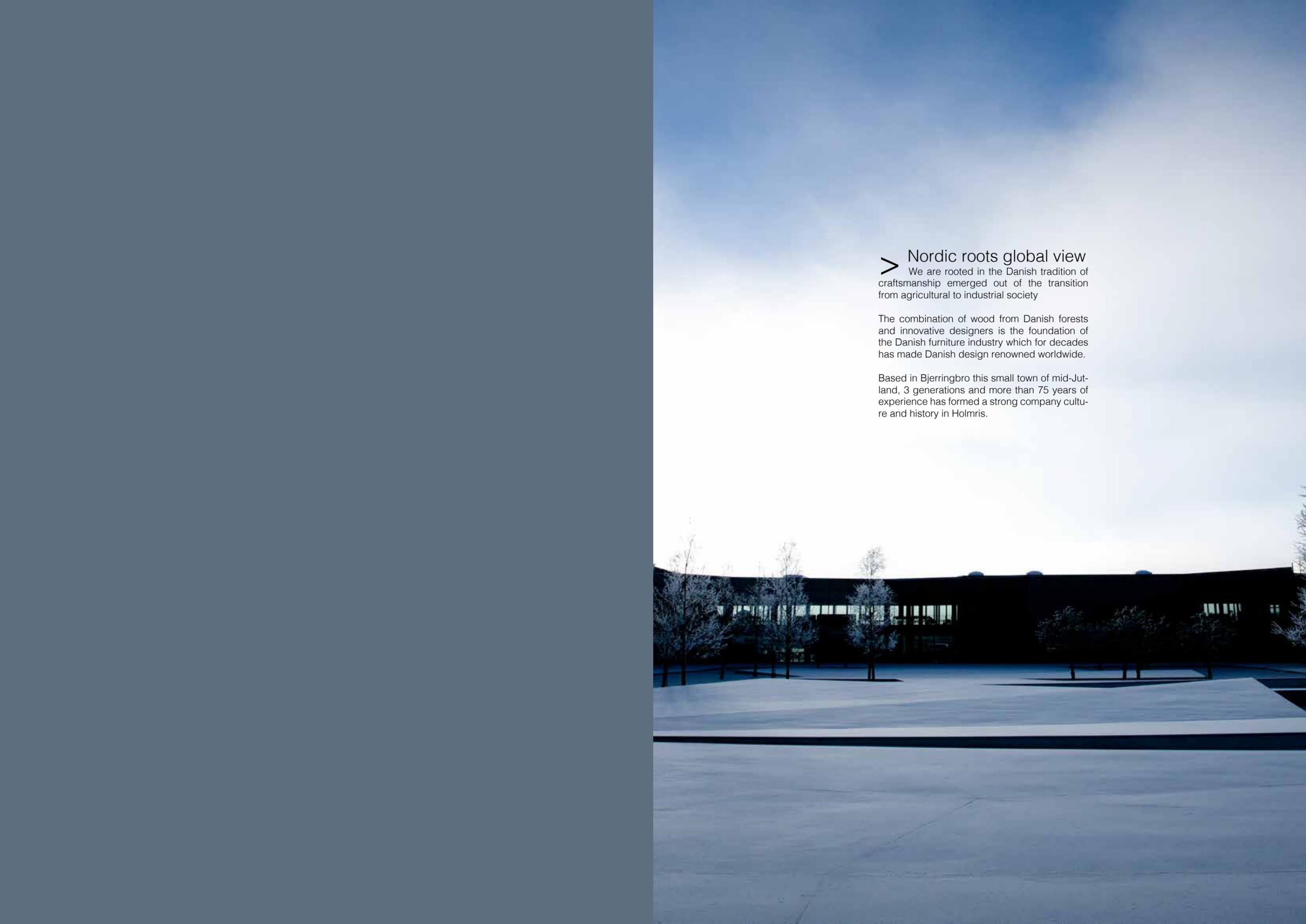


> nordic roots
global view <





> **Nordic roots global view**
We are rooted in the Danish tradition of craftsmanship emerged out of the transition from agricultural to industrial society

The combination of wood from Danish forests and innovative designers is the foundation of the Danish furniture industry which for decades has made Danish design renowned worldwide.

Based in Bjerringbro this small town of mid-Jutland, 3 generations and more than 75 years of experience has formed a strong company culture and history in Holmrís.



> The history of Holmrís

In 1937 cabinetmaker Søren Holmrís began producing household furniture for the Danish market. The second generation - Erik Holmrís - went one step further and educated at the Design School in Copenhagen, where most of the great contemporary furniture designers also studied. Throughout the '60s, '70s and '80s Holmrís experienced rapidly growing exports - mainly to the North American market.

Henrik Holmrís, 3rd generation took over in 1993 and began to change the company's course towards the office furniture market.

In 2000 Holmrís Office was introduced, which today is the foundation for the entire Holmrís Group.

In the years 2011-2013 our Danish sales company Holmrís+Flexform was formed, and in 2013 we opened our US sales company, Holmrís US, Inc.

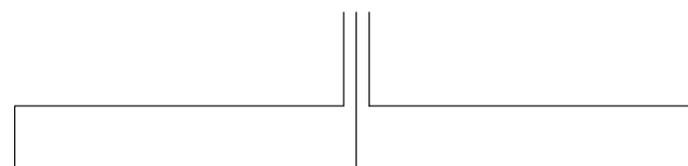
The latest part of the group's expansion has been the acquisition of Labofa that are among the best known furniture companies in Denmark. Labofa is known for its Office chair production and has reached a position as strong and innovative supplier to the educational sector.

HOLMRIS GROUP

The Holmrís Group

Holmrís group consists of three strong brands, each with its own profile and mission. Furthermore we have our own sales companies in Denmark and USA.

HOLMRIS GROUP



HOLMRIS

Complete office solutions with a focus on work stations and meeting rooms.

LABOFA

Seating and furniture for the educational sector.

SPACES BY HOLMRIS

Soft seating and innovative solutions for receptions and lounge areas.

The Holmrís Group is one of Scandinavia's fastest growing furniture manufacturers and the three brands together with the sales companies are expected to reach a turnover in 2015 of 70 million Euros.

The Holmrís Group is owned by majority shareholder, Henrik Holmrís, Niels Henrik Lauritzen and the Danish capital fund, Industri-Udvikling.

Our Danish Sales Company, Holmrís+Flexform has a group of managing employees as minority share holders.



HOLMRIS

V Holmrís

Holmrís has over 20 years of experience in the production of work stations. With one of the largest and most unique collections of height adjustable desks Holmrís is one of the dominant manufacturers in the Scandinavian market.

In the office storage segment Holmrís is also considered a market leader offering solutions with new functions and features.

With the combination of soft seating, meeting tables, school furniture, office furniture and office seating from the group's three brands the Holmrís Group offers complete solutions for both offices and learning.



LABOFA

Labofa

Labofa was founded in 1947 and is still among the most famous furniture brands in Denmark. In the '70s, '80s and '90s the company was one of the largest office furniture manufacturers in northern Europe.

Originally the product range consisted of canteen and school furniture. Later, the product portfolio was successfully expanded with office furniture and office seating. The ergonomic and technically advanced EGO office chair, introduced in 1994, has been produced in more than 1 million pieces. In 2014 FOX was introduced as EGO's successor.

In 2008 Labofa directed its focus towards new market segments and since then introduced new ranges for meeting rooms, canteens, conference halls and educational institutions. Today Labofa is considered one of Denmark's leading manufacturers of furniture for the learning segment.



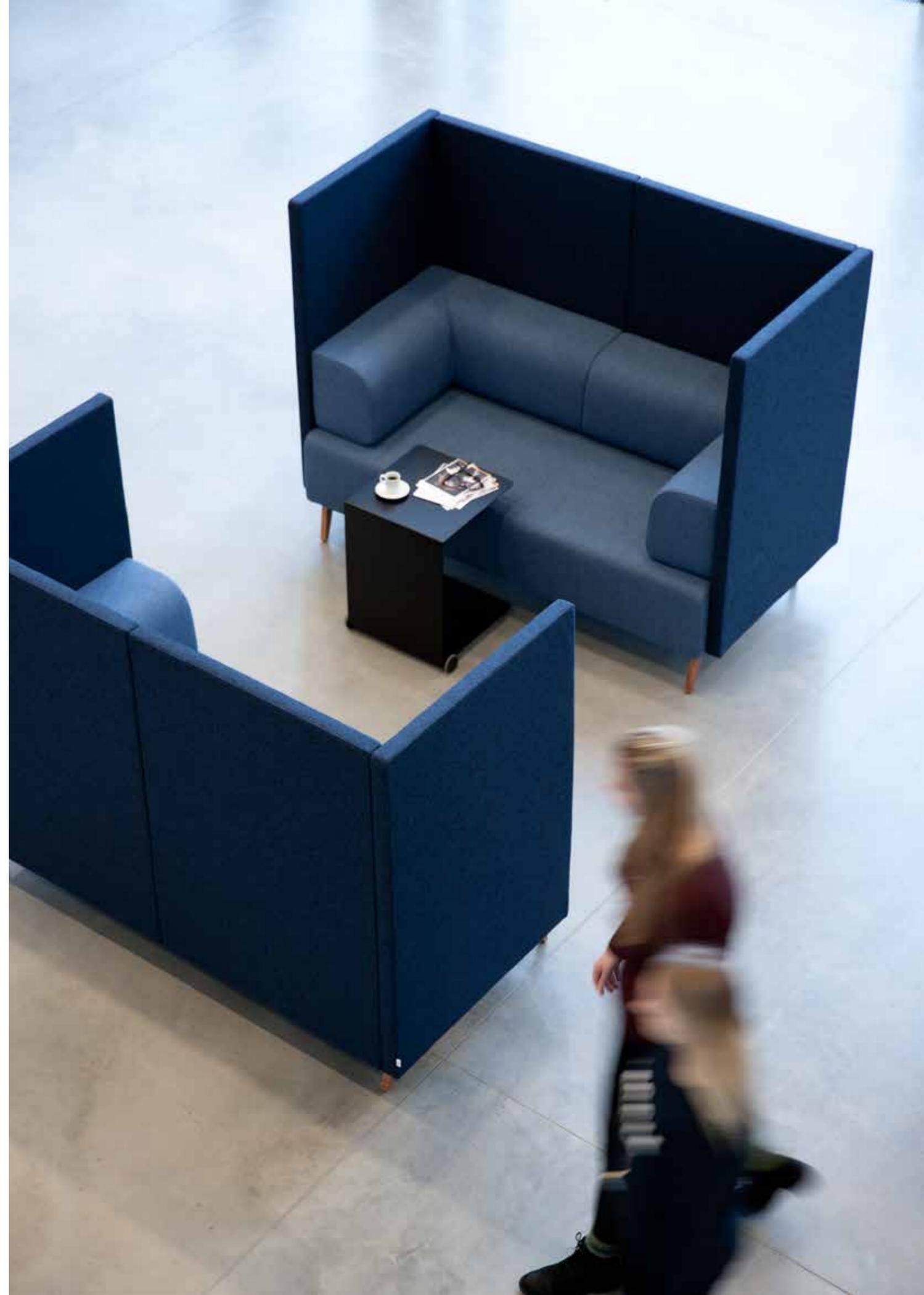
SPACES
BY HOLMRIS

V Spaces by Holmrís

Spaces by Holmrís vision is to introduce creative and innovative space solutions with focus on acoustics, technology and surfaces.

We work innovatively towards creating products for touchdown and informal meeting zones.

Beyond our standard products, we engage in collaboration with customers and architects on standard and tailor-made projects with designated furniture adapting to modern and visionary interior design solutions.





Sales showrooms Scandinavia

> In Scandinavia our products are distributed through independent office furniture dealers in Denmark, Norway, Sweden, Iceland and through Holmrís+Flexforms 4 sales offices in Denmark.

HOLMRIS FLEXFORM

HOLMRIS GROUP

HOLMRIS FLEXFORM

LABOFA

HOLMRIS FLEXFORM

HOLMRIS FLEXFORM



> Export

Our main export markets are Norway, Sweden, UK, Germany, Switzerland, Benelux and USA. We have export managers for these markets and sell through a strong network of local dealers.

In North America we have our own subsidiary Holmris US, Inc, based in Manchester, New Hampshire managing all sales and distribution in North America.

We aim at building strategic alliances and open sales offices around the world in order to become a global provider of furniture for offices and education.



Environment & human responsibility

> Holmris office furniture is produced at the factory in Bjerringbro according to the ISO 14001 standard. Reducing the impact on the environment to an absolute minimum is one of our natural focus areas. When designing new products the future environmental impact is considered at an early stage. This ensures that the combination of raw material, production method and applied technology results in products with minimal impact on the nature.

As a member of the worldwide CSR program Holmris focuses on decent working conditions for employees of our suppliers. To us it would not make sense to contribute to an improved working environment for our end users, if parts for our furniture were manufactured under unacceptable conditions.





> Designers

We believe that good design should be based on analysis, research and creativity. And this can only be achieved by working with top designers and architects.

- 01. Søren Rose Studio, Søren Rose
- 02. Aart designers, Anders Tyrrested & Morten Hove Lasthein
- 03. Voss & Hedlund, Morten Voss & Christian Hedlund
- 04. Hans Sandgren Jacobsen
- 05. Hans Thyge & Co., Hans Thyge Raunkjær
- 06. Perch, Simon Dennehy
- 07. KiBiSi, Bjarke Ingels, Lars Larsen, Jens Martin Skibsted
- 08. Henning Larsens Architects, Christian Andresen
- 09. Isbrand Design, Lise & Hans Isbrand





> Management
Henrik Holmrís and Niels Henrik Lauritzen



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