

Brand Book

ferm 
L I V I N G



Content

Why make a Brand Book?	page 5
What's our story?	page 6
Who are we?	page 8
Where can you find us?	page 9
Which countries?	page 10
Which Shops?	page 11
Our beliefs...	page 12
Our logo	page 14
Our logo KIDS	page 15
Hangtags	page 16
Promotional and sales materials	page 17
Display system	page 21
Order form - display system	page 23
Product information pages	page 24
Supplier Manual	page 25
Website	page 26
Online image bank	page 27
Our blog	page 28
In the press	page 29
A few tips...	page 30
How to put up wallpaper	page 31
How to put up WallStickers	page 33
Order form	page 35
How to get in touch?	page 36



Why make a Brand Book?

Dear colleague,

Welcome to our ferm LIVING "Brand Book". We made this book to strengthen our co-operation with a tool that can help you show your ferm LIVING products the best way possible. We hope that this book will be helpful and valuable to you in your work with ferm LIVING products and that it may also provide inspiration for you to make your shop even more interesting and full of experiences for your customers.

We hope you enjoy it!

Kind regards,

Trine Andersen / ferm LIVING

What's our story?

ferm LIVING is a Danish interior company that aims at designing and manufacturing interior products with a graphic touch. The product range consists of wallpaper, Wall-Stickers, textiles, kitchen items, a large KIDS collection and much more ...

ferm LIVING originates from a graphic design agency in Aarhus, Denmark, founded by Trine Andersen in 2005. The company went from being a graphic design agency to a company that designs and sells lifestyle products. It started when Trine was re-decorating her house. She was looking for graphic wallpaper, but just couldn't find the right pattern – and when she found something interesting, it was way too expensive. Trine thought that other people probably felt the same way, so she decided to take it upon herself to create graphic wallpaper at an affordable price. By February 2006, the very first wallpaper collection hit the streets, and since then things have been going fast! ferm LIVING now operates successfully in Denmark and many markets around the world and has agents/distributors in Australia, USA, Finland, The Netherlands, United Kingdom, Spain, France, Italy, Sweden and Japan.



Who are we?

Bente Berg

Warehouse manager
bente@ferm-living.com

Annette Madsen

Warehouse
annette@ferm-living.com

Britta Madsen

Warehouse

Lise Lotte Nørgaard

Buyer
liselotte@ferm-living.com

Kristian Duus

Book keeping / accounting

Mette Breindahl

Sales & customer support
Export
mette@ferm-living.com

Charlotte Aasøe

Sales & customer support
Denmark
charlotte@ferm-living.com

Martin Neve

Graphic Designer / Web
martin@ferm-living.com

Trine Andersen

Designer & owner
trine@ferm-living.com

Where can you find us?

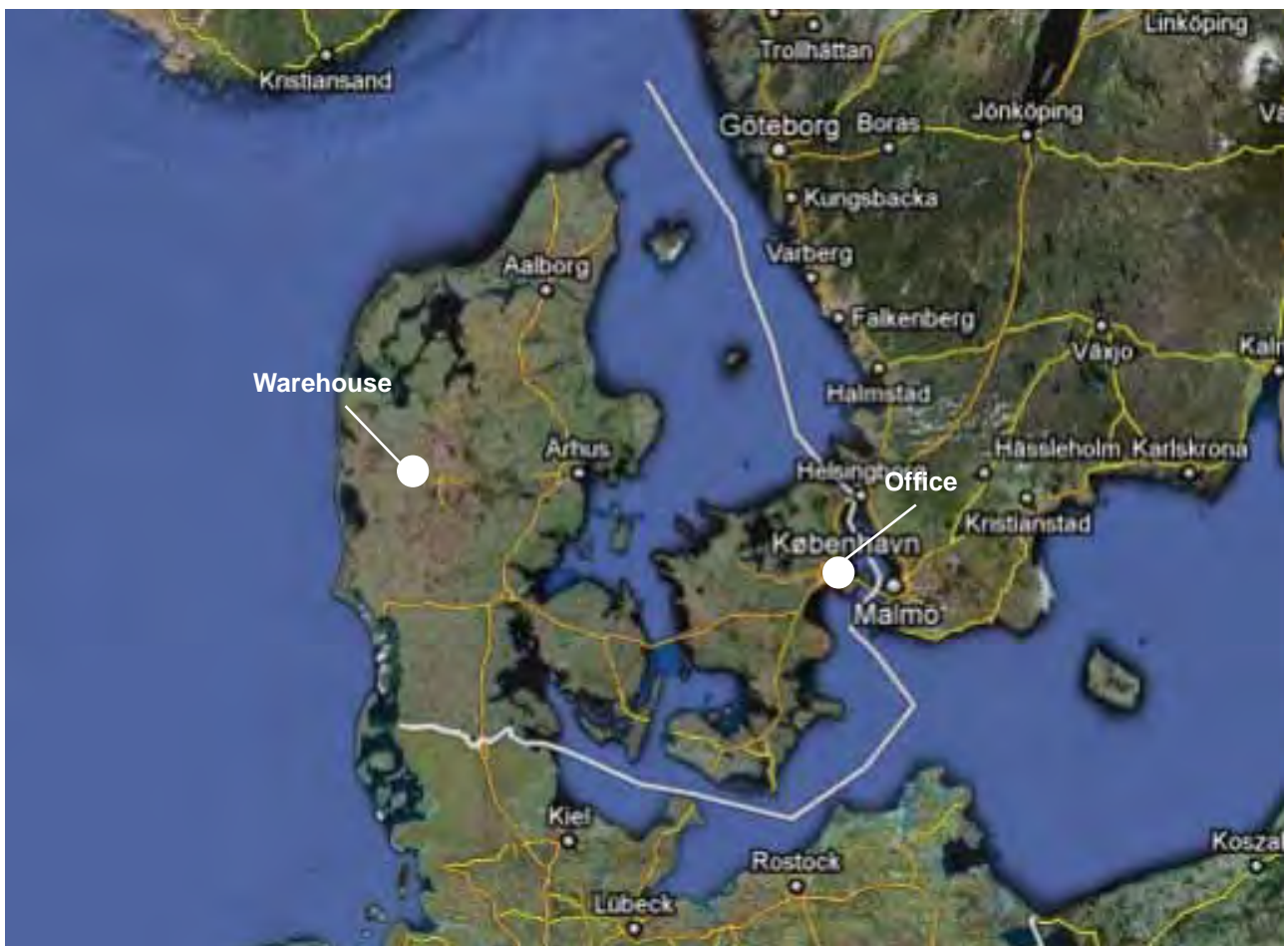
Our office and showroom is located in the capital of Denmark, Copenhagen, our warehouse is in Herning, Jutland.

Address showroom and office:

ferm LIVING
Sturlasgade 10.1
2300 Copenhagen S
Denmark

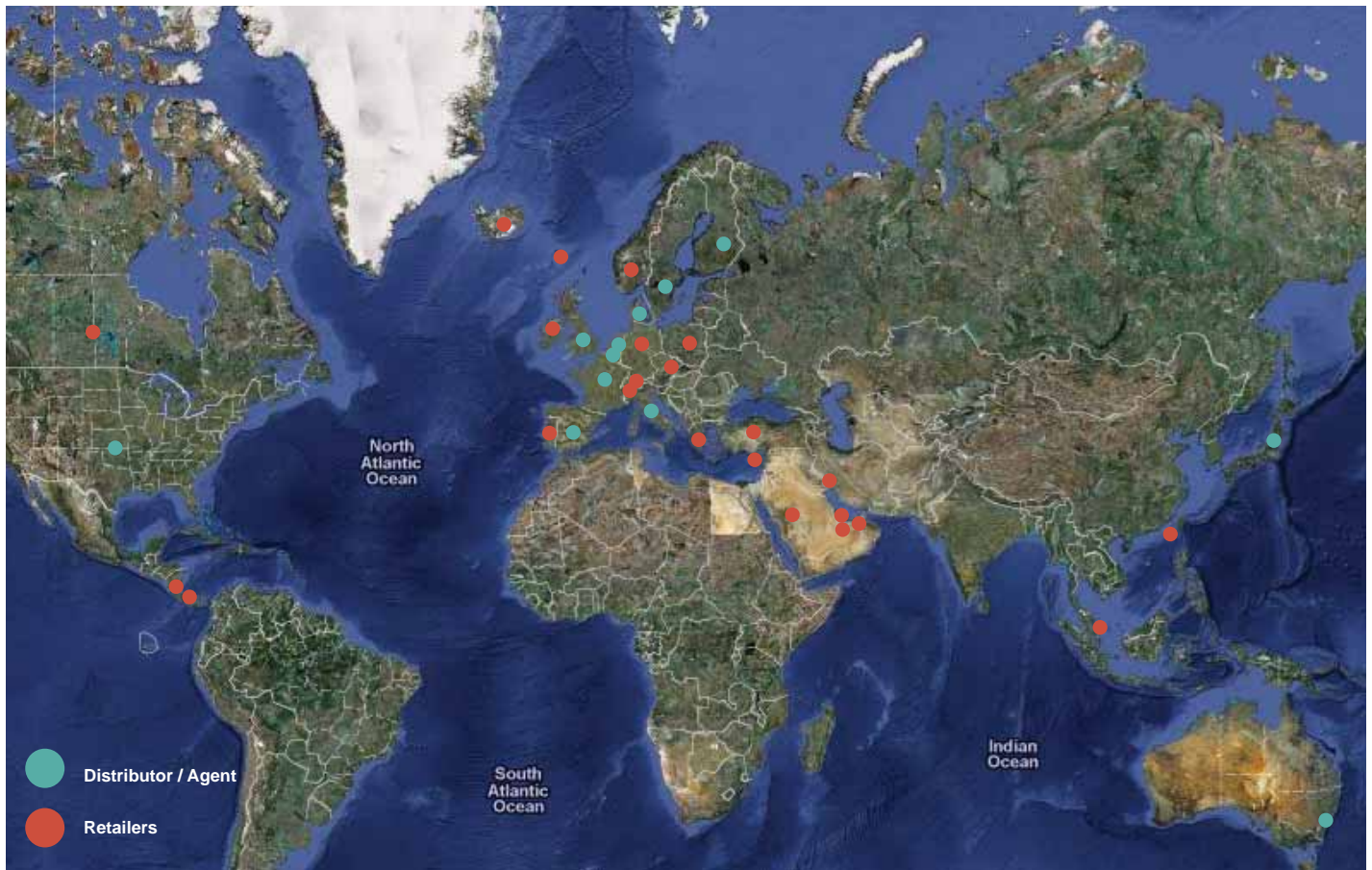
Address warehouse

ferm LIVING lager
Hvillumsvej 4-6
7400 Herning
Denmark



Which countries?

- | | | |
|----------------|--------------|----------------|
| Australia | Guatemala | Taiwan |
| Austria | Iceland | Turkey |
| Bahrain | Italy | U.A.E. |
| Belgium | Japan | United Kingdom |
| Canada | Kuwait | USA |
| Costa Rica | Malaysia | |
| Cyprus | Netherlands | |
| Czech Republic | Norway | |
| Denmark | Poland | |
| Faroe Islands | Portugal | |
| Finland | Qatar | |
| France | Saudi Arabia | |
| Germany | Spain | |
| Greece | Sweden | |



Which Shops?

Here are examples of some of our more well-known retailers:

- Illums Bolighus (Copenhagen)
- Magasin (Copenhagen)
- Le Bon Marché (Paris)
- Galeries Lafayette (Paris)
- La Rinascente (Milan)
- Skandium (London)
- The Future Perfect (New York, Brooklyn, Los Angeles)
- Pina (Barcelona)
- Scandinavian Designhouse (Tokyo)
- National Gallery of Victoria (Melbourne)

...

Our beliefs ...

- We believe in creating things that we cannot live without ourselves!
- We believe in great designwork, quality and reasonable pricing!
- We believe that it is essential to be proud of our products and how we work!
- We believe that we need to work hard and work together as a team!
- We believe in having fun!
- We believe in doing things a little differently!
- We believe that it's all about having a good gut feeling!
- We believe in getting better at what we are doing every day!
- We believe in being faithful to and proud of our Scandinavian roots, and we proudly associate ourselves and our products with Danish values like great design, human respect and focus on quality!
- We believe in growing our business through strong relationships with our customers and partners across the world. Together, we develop and create a very strong identity!
- We believe it's important to believe in order to succeed!

Geometric Graphic Grace

GRAPHIC SHAPES, COLOURFUL CONTRASTS AND GEOMETRIC FIGURES - THOSE ARE A FEW OF OUR FAVOURITE THINGS FOR AUTUMN/WINTER 2010.

For this season, we found our inspiration in geometry and all the amazing figures that come along with it. Our new products are characterised by the choice of colour and the graphic, geometric lines combined with a Scandinavian touch of nature. Browse through our third newspaper and allow yourself to be inspired by geometric, graphic grace.



Our logo



The ferm LIVING logo is a registered trademark (®) and is a characteristic typography combined with a bird, which has been used as a distinctive mark since the company was founded. The idea behind the logo came to life after Trine (owner and creative manager), mostly for fun, decided to visit a clairvoyant. Trine was astonished when the Clairvoyant saw a little bird sitting confused on a branch, not knowing which way to fly. This sight was essential for Trine's decision to follow her dream of starting her own business. When she founded ferm, the little bird knew exactly where to go and now it sits on top of our logo.

The design and proportions of the logo are fixed and can never be altered.



Proportions

Always maintain the correct proportions in the shape and do not rotate the logo.

It can be printed in following colourways: Black and white



Our logo - KIDS



Above you see the logo for our KIDS collection - it varies slightly from our main logo.

It can be printed in following colourways: Black and white



Hangtags

Our hangtags are shaped like a house - symbolising that ferm LIVING creates stuff for your home. We have two types of hangtags: one for your main collection and one for our kids collection.



Hangtag for main collection



Hangtag for KIDS collection

Promotional and sales materials

1/3

LOGO - Black foil in 3 sizes

ferm
L I V I N G

10 cm

ferm
L I V I N G

20 cm

ferm
L I V I N G

50 cm

Wooden logo block



- Height: 24 cm
- Width: 18 cm
- Birch wood

Price: 6.7€

Buckets for wallpaper and wallstickers



- Diameter: 30 cm
- Height: 36,5 cm
- Can contain 6 WallStickers
- Can contain 20-25 rolls of wallpaper
- White metal with handle

Price: 10 €

ferm
L I V I N G

Promotional and sales materials

2/3

Wallpaper sample book

A3 sized samples + information sheet for each wallpaper design



Price: 50€

News(Paper)



Our catalogue is created as a newspaper.

- Tabloid format.
- 48 pages.
- Contains pictures and product information of all our products.

Promotional and sales materials

3/3

Wallpaper display

Display system with sample rolls



- Contains 12 sample rolls
- White metal
- You can hang more displays above or next to each other
- Easy to install

Price per display: 50€

Price per sample roll: 5€

1 display + 12 rolls: 81€

Display system

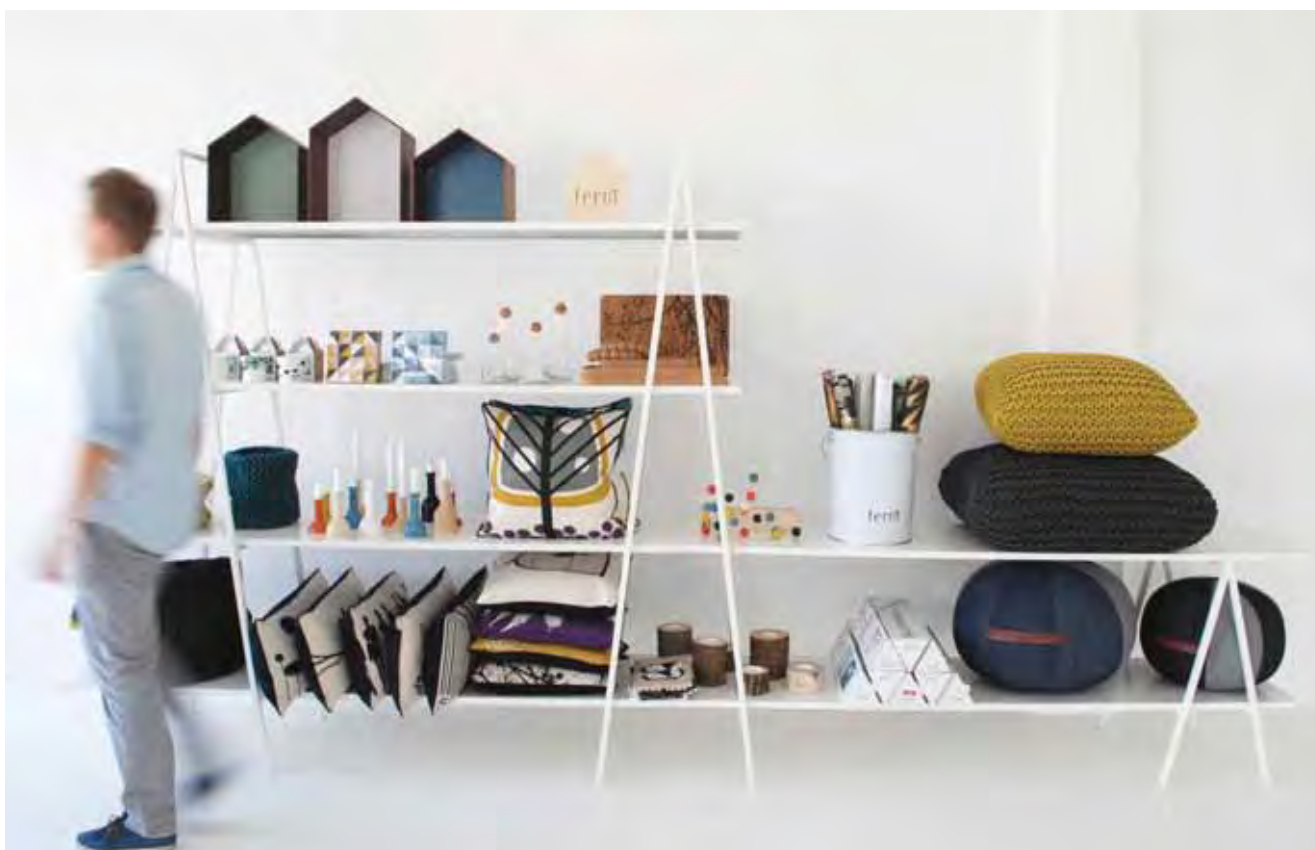
Display / shelving system

We have designed our own shelving system in order to create the best possible display for our products. The system is based around the idea of ladder shelves – a flexible system that is easy to work with and still makes our products stand out and look good.



Display system

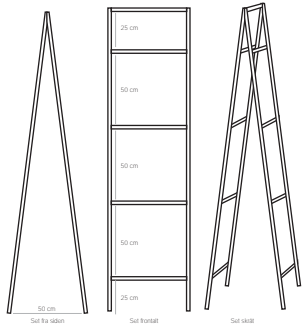
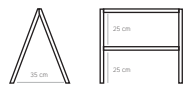
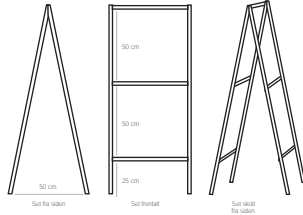

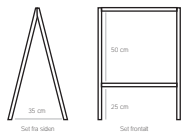

- Flexible in width and height
- Easy to install
- White metal
- Can be used against a wall
- Can be used free standing



Display system



Order form - Display system

Inventar-modul	Antal	Inventar-modul	Antal
<p>Høj stige · 2 meter Firkantet rør - ca 20 mm Pulverlakeret mat hvid 50 cm mellem trin</p> 	<p>_____ stk</p>	<p>Lille stige · 0,50 meter Firkantet rør - ca 20 mm Pulverlakeret mat hvid 50 cm mellem trin</p> 	<p>_____ stk</p>
<p>Mellem stige · 1,25 meter Firkantet rør - ca 20 mm Pulverlakeret mat hvid 50 cm mellem trin</p> 	<p>_____ stk</p>	<p>Lille hylde · 0,8 meter Pulverlakeret mat hvid metalplade</p> 	<p>_____ stk</p>
<p>Lille stige · 0,75 meter Firkantet rør - ca 20 mm Pulverlakeret mat hvid 50 cm mellem trin</p> 	<p>_____ stk</p>	<p>Stor hylde · 2,0 meter Pulverlakeret mat hvid metalplade</p> 	<p>_____ stk</p>

Delivery address:

Delivery date:

Product information pages

For each of our products we have a product information page in which you will find all relevant information regarding the product. You can find an example below. This can be a very useful work of reference if your customers have a lot of questions regarding a specific product.

Wallpaper



Wallpaper
Quality: WallSmart / non-woven fleece
Length: 10.05 meter
Width: 0.53 meter
Paste: Use wallpaper paste for a non-woven quality
Country of Origin: Sweden
How to hang wallpaper: Watch instruction video at www.ferm-living.com
Surface/gravure prints / water-based colours
HTC Code: 48.14.2000

 Very good light resistance
 Washable
 Apply adhesive to the wall

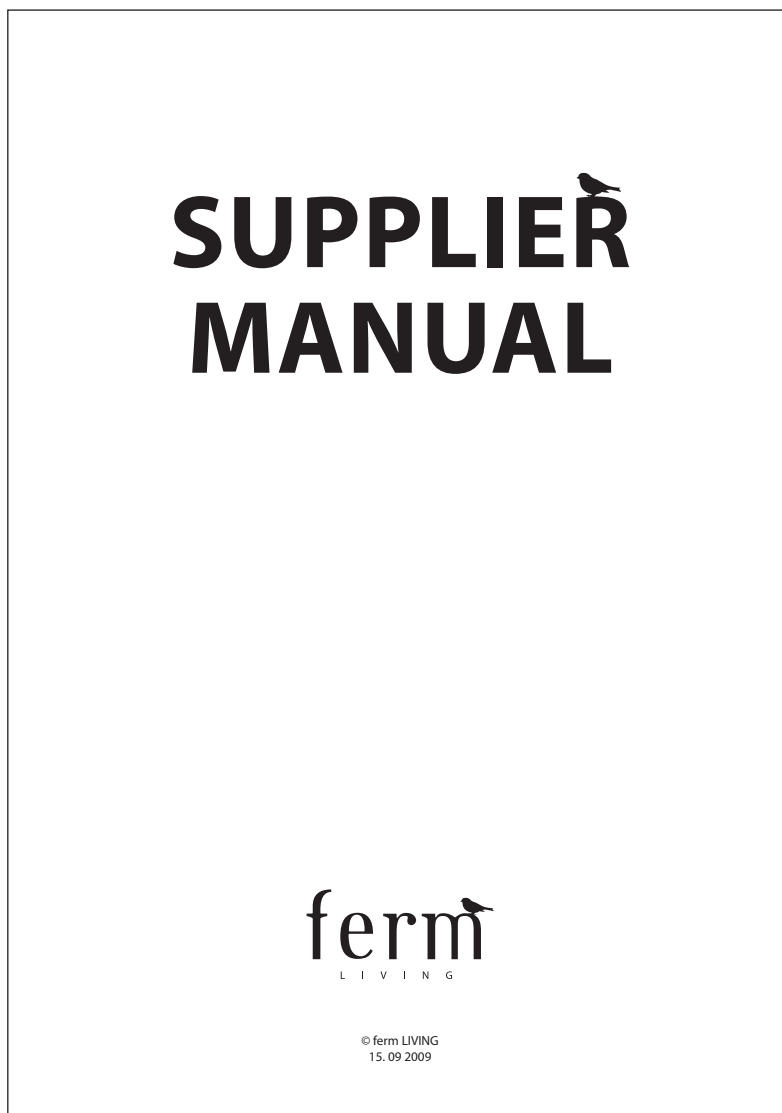


ferm
L I V I N G

ferm LIVING ApS · Sturlasgade 10.1 · DK-2300 Copenhagen S · Tel. +45 7022 7523 · info@ferm-living.com · www.ferm-living.com

Supplier Manual

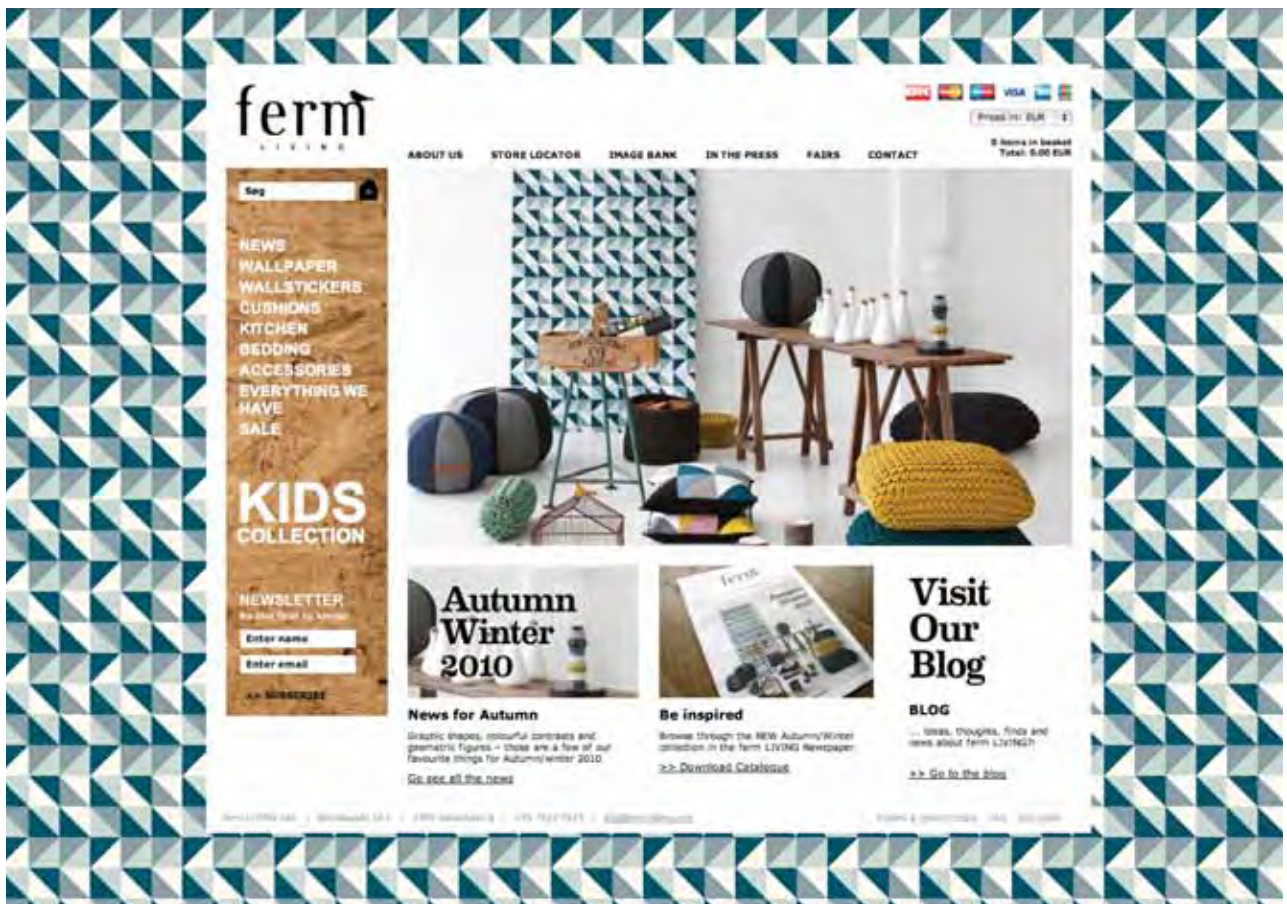
We are determined to create quality articles for our customers. Our goal is to ensure high quality in all our products and in everything that we do. We resolve on acting in a responsible manner and therefore, we require all our suppliers to sign our Supplier Manual. The Supplier Manual is a set of rules and guidelines regarding the co-operation between the supplier and ferm LIVING. In signing our Supplier Manual, the supplier also signs our Code of Conduct, in which we clearly state what we expect in terms of ethics, design exclusivity and quality requirements.



Website

www.ferm-living.com. Our website is an important tool for us. Here, all present products are on display and customers will be able to locate the retailer closest to them. The website is constantly developed, updated and improved. New pictures and products are added each season.

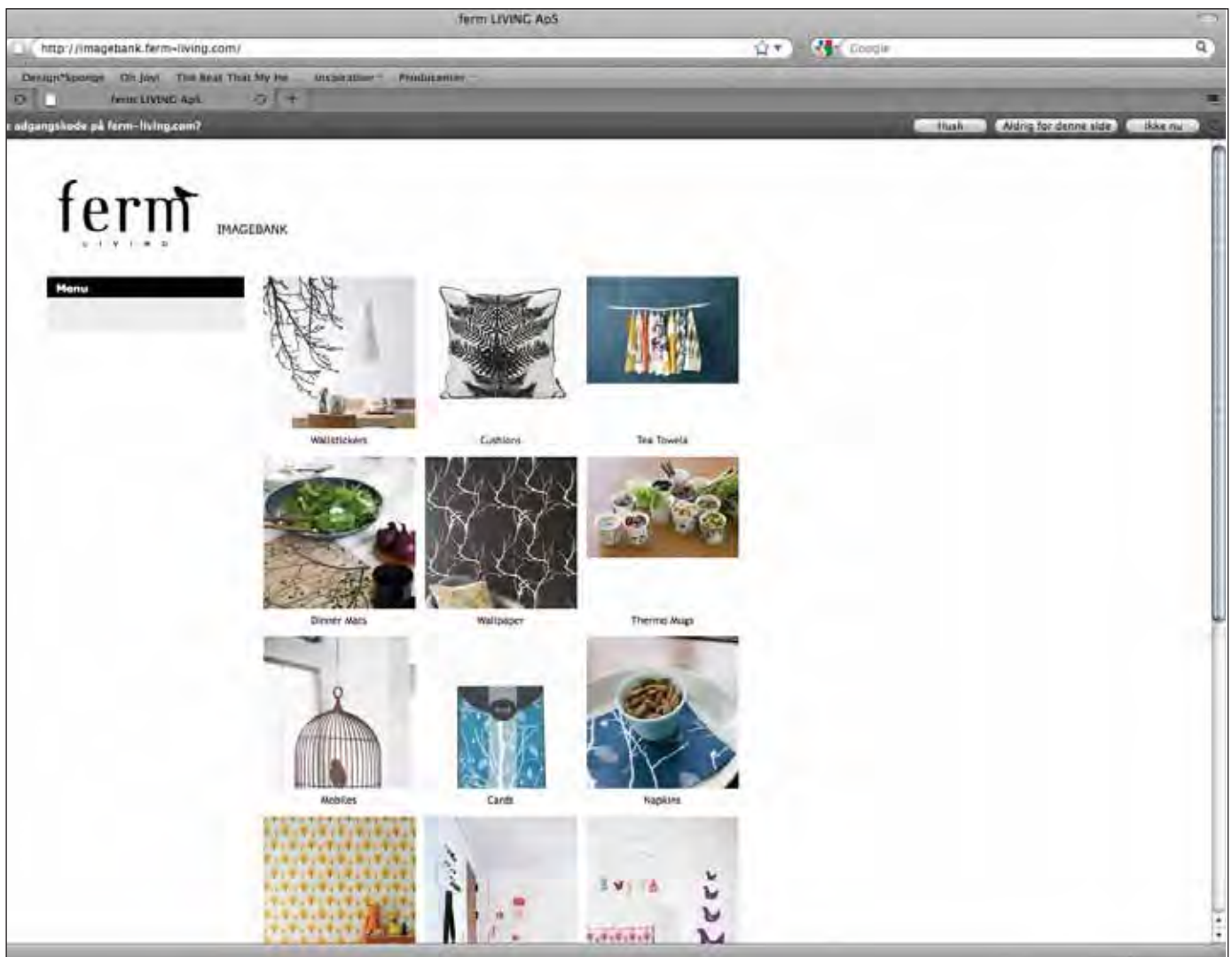
The website expresses, like our News(Paper), the profile, the uniqueness and diversity of our ferm LIVING brand.



Online image bank

With a password to our online imagebank you will be able to download high resolution images of all our products.

Please contact us to get the password - info@ferm-living.com

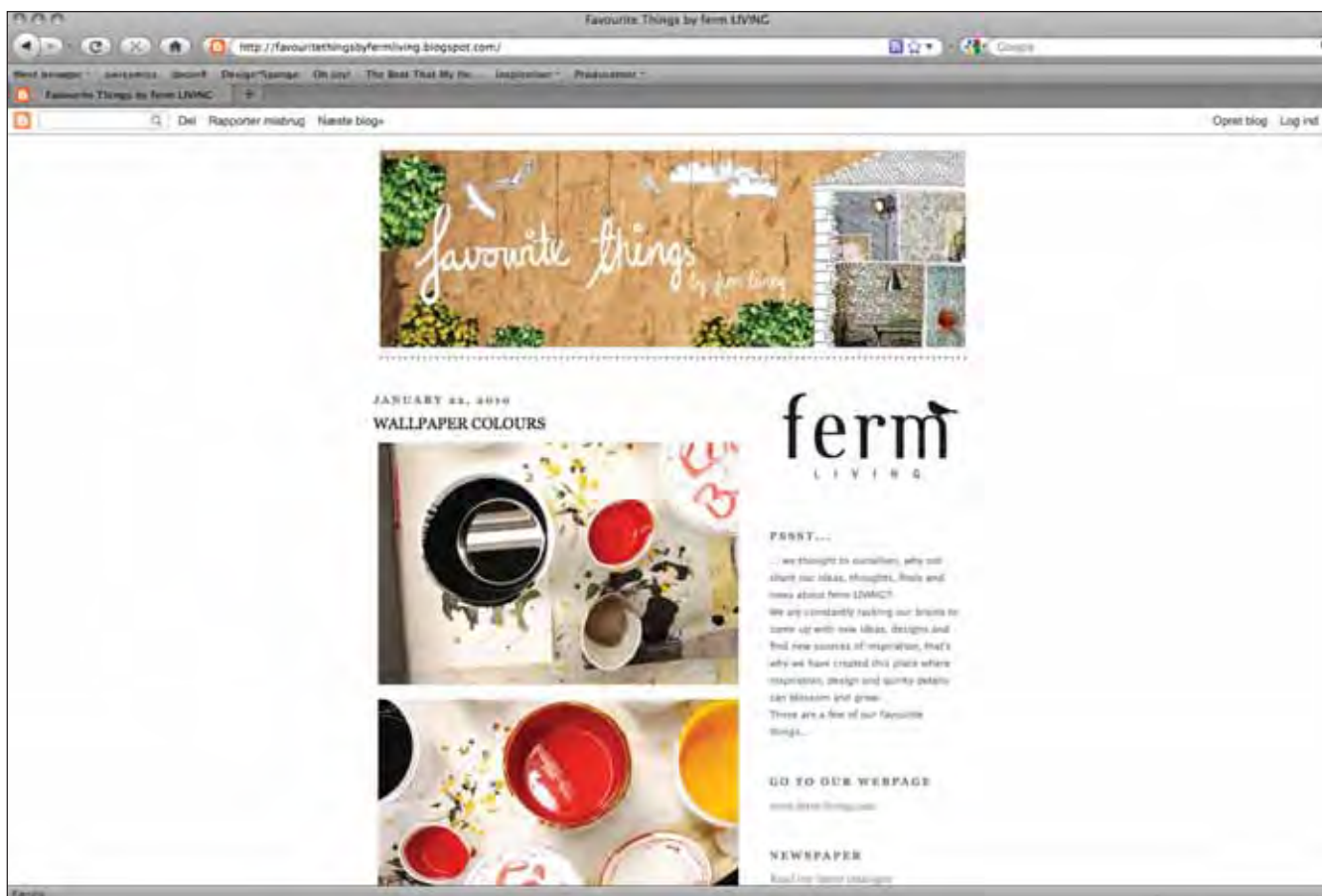


Our blog

**Favourite Things by ferm LIVING:
blog.ferm-living.com**

... we thought to ourselves, why not share our ideas, thoughts, finds and news about ferm LIVING?!

We are constantly racking our brains to come up with new ideas, designs and find new sources of inspiration, that's why we have created this place where inspiration, design and quirky details can blossom and grow. Visit our blog to see some of our favourite things...



In the press

We are privileged to get a lot of press coverage and it is really important and valuable for both you and us. At our website you can find press coverage for each month at the following link: www.ferm-living.com/in-the-press.html

We try to keep it updated, but it is hard to get all coverage from all over the world, so please send us scans, pictures etc. if you get your hands on some ferm LIVING press coverage - we'll be grateful!



A few tips...

If you, like us, are not trained merchandisers, these simple and basic tips might be useful when placing ferm LIVING products on your shelves:


- Larger products at the bottom – smallest items at the top
- Darker colours at the bottom – brighter colours at the top
- Brighter colours to the left towards darker colours to the right
- Show the products in a natural way and make a clear and uniform story
- Place the products in groups – think grouping in all presentations – keep the same products in the same place – keep same colours in the same place
- Breaks – leave a little space in between groupings. The customer needs a break between the presentations
- Use our images and News(Paper) as a source of inspiration for styling and presentation

How to put up wallpaper

Follow the simple steps below when you hang wallpaper.

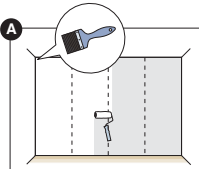
You can also watch a step-by-step video at the following link:

<http://www.ferm-living.com/how-to-wallpaper-with-wallsmart.aspx>



WALLPAPER HANGING GUIDE

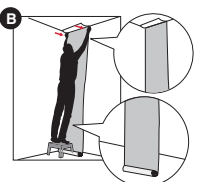
- How to wallpaper with WallSmart



A











BEFORE

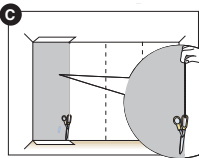
- Remember to account for pattern repeat
- Always use paste suitable for non-woven wallpaper
- Check that all rolls of wallpaper have the same batch number. Be sure to buy enough rolls with matching batch numbers in order to get the same colour on all rolls (the batch number is printed on the label in the bottom right-hand corner).
- If you have large colour differences on wall, the wall must be primed before hanging the wallpaper (primarily when using bright wallpaper).



B

TOOLS
Following tools are good to have

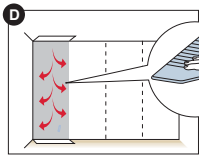
				
Scissors	Pencil	Roller	Paint brush	Tray
				
A bowl of water	Sponge	Spatula	Scraper	A sharp knife



C

GUIDE

A. Apply paste onto the wall with a roller. Put on paste for about 2-3 lengths at a time. Use a brush to apply paste by ceiling, floor and edges.

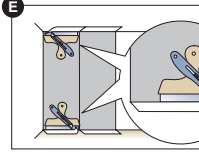


D

B. Pull up one length of wallpaper directly from the roll/floor, and hang it on the pasted wall. Make sure you have a few extra centimeters of wallpaper at the ceiling and floor and make sure that the wallpaper hangs straight.

C. Make sure that the wallpaper hangs correctly by hanging a pair of scissors on a string from the ceiling.

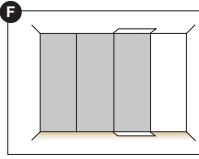
D. Smooth the section of wallpaper from the top down and from the centre outwards. Use a wallpaper brush or spatula and make sure that all air bubbles are removed.



E

E. Trim excess wallpaper using a sharp wallpaper knife.


F. Hang the next section by butting the edges together. Make sure that the pattern matches across the two sections. Wash away excess paste with a damp, soft sponge. Do not rub.



F

AFTER

- Make sure to ventilate the room well to make the wallpaper dry.
- The wallpaper is washable. If needed, wipe off with a damp sponge.
- Wipe off vertically and do not rub.





How to put up WallStickers

Follow the simple steps below when you hang WallStickers.
You can also watch a step-by-step video at the following link:
<http://www.ferm-living.com/wallstickers-step-by-step.aspx>



STEP BY STEP ...

STEP 1

Use the plastic scraper included in the supply kit to scrape across the transparent transfer sheet. This will ensure that the "WALLSTICKER" is completely fixed to the transfer sheet. Cut away the extra foil which can be used for lengthening the cables and pole.

STEP 2

Carefully tear off the white paper sheet so that the "WALLSTICKER" is left on the transparent transfer sheet with the glue facing outwards. It can be an advantage to tear off vertically downwards in order for the "WALLSTICKER" to let go of the paper sheet more easily. If parts of the "WALLSTICKER" should remain on the paper sheet, bend/break the sheet and "push" the "WALLSTICKER" onto the transfer sheet.

STEP 3

Place the motive on the desired spot on the wall or any flat surface. Use the plastic scraper for the mounting. Begin at the middle of the motive scraping outwards.

STEP 4

When you have ensured that the "WALLSTICKER" fastens completely to the wall, carefully tear off the transparent transfer sheet.



How to get in touch

Head office

info@ferm-living.com
Tel: +45 7022 7523

ferm LIVING
Sturlasgade 10.1
2300 Copenhagen S
Denmark

ferm LIVING warehouse
Hvillumsvej 4-6
7400 Herning
Denmark

Australia

ferm LIVING Australia Pty / Meredith Cridland
5 Margeret Street
Woolwich, NSW 2010
Tel: +64 0425 327 107 / +64 02 9817 0457
meredith@fermliving.com.au
www.fermliving.com.au

Finland

InnoDeco Oy/ Tanja Silvan
Peltovainionkatu 12 a 7
33400 TAMPERE
Tel: +351 045 202 5398
Info@innodeco.fi
www.innodeco.fi

France/Belgium (Walloon Region)

Modern Living / Katja Bonneville
Le Petit Armeillaud
84290 Cairanne
Tel: +33 04 90 66 64 13
Mobile : +33 06 67 00 33 71
Fax : +33 09 72 12 41 64
katja@modernliving.fr
www.modernliving.fr

Netherlands/Belgium (Flemish Region + Bruxelles)

Kolk en Kolk
Buitenvoort 16
5706 GA Helmond
Tel: +31 (0) 6 14265636
www.kolkenkolk.nl
info@kolkenkolk.nl

Italy

Nordic Designs / Susan Bonetti
Via San Carlo 2
37016 Garda (VR)
Tel: +39 045 723 5995
Fax: +39 045 626 7880
susan@nordicdesign.it

Japan

P.O.S.
1416-1 KUME, TOKOROZAWA-CITY,
SAITAMA, JAPAN
post cord:359-1131
Tel: +81 4 2925 6100
Fax:+81 4 2925 6211
info@posjapan.co.jp
www.posjapan.co.jp

Spain

Caprichos Daneses / Johnny Schöneck
Castilla la Mancha, 29
28750 Sab Agustin del Guadalix
Tel: +34 91 843 5731
Fax: +34 91 848 7465
Mobile: +34 609 00 50 75
info@caprichosdaneses.com
www.caprichosdaneses.es

UK

95% Danish
Cypher House,
Bampton Business Centre South,
Weald, Bampton, Oxfordshire OX18 2AN
Tel +44 (0)1993 867078 |
Fax +44 (0)1993 852125
sales@95percent.co.uk
www.95percent.co.uk

USA

ScanTrends
209 Wildwood Circle
Hot Springs, AR 71901
Tel: 501-262-2243
Mobile: 501-276-3096
Fax: 501-262-4984
info@scantrendsusa.com
www.ScanTrendsUSA.com

Other markets

Please contact head office
