

vipp



Vipp launches new bathroom series



### **Vipp launches new bathroom series**

The world-famous Vipp bin is now being followed by a brand new bathroom series designed in the Vipp Design Lab. The idea has been to create a sense of unity in the bathroom with a series which, like the other Vipp products, is based on classic aesthetic simplicity, stringent lines, soft edges and durable materials.

For almost 70 years, Vipp has been manufacturing its well-known pedal bin which, together with the Vipp toilet brush and the Vipp soap dispenser, can already be found in countless bathrooms around the world. Vipp is now completing the bathroom furnishings with a brand new series designed by the Vipp Design Lab.

The series includes towel hooks, a towel bar, a shelf as well as a toilet roll holder. All the products in the series are made of steel and rubber – the same materials used for the original Vipp bin.

At the same time as presenting its bathroom series, Vipp is relaunching its collection of towels.

Vipp's new bathroom series is sold in leading stores worldwide. To find your nearest dealer, visit [www.vipp.com](http://www.vipp.com).

For contact details and prices as well as a CD with images and texts from this press material, please see the back page.



Morten Bo Jensen, Vipp Design Lab

#### Thoughts behind the design

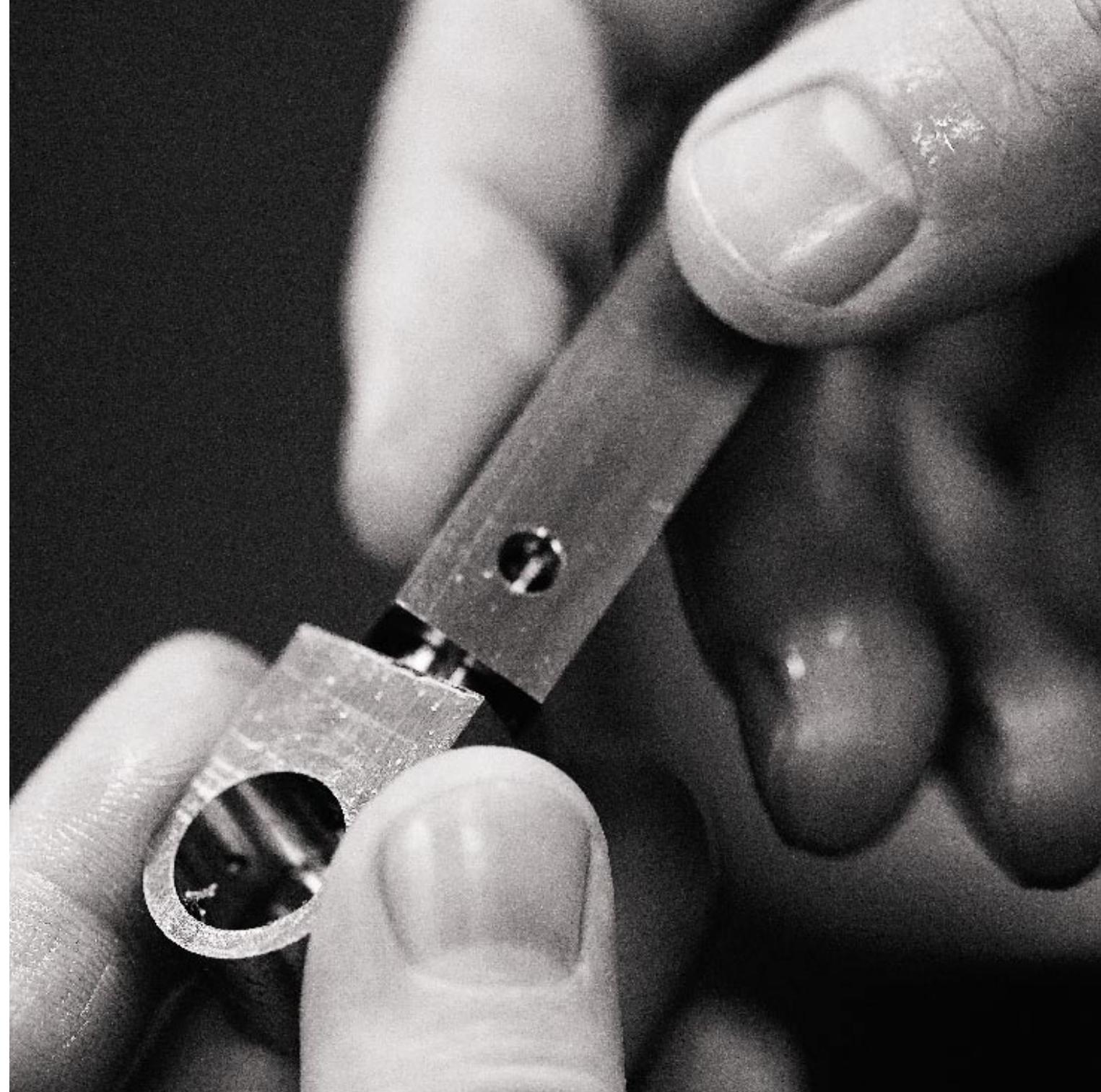
It has taken more than two years to design and develop the new bathroom series. The materials steel and rubber are integral to the series – as are the stringent horizontal lines and the soft edges which also characterise the soap dispenser and the original Vipp pedal bin from 1939.

‘The idea is to create a sense of unity in the bathroom with Vipp’s unique combination of functionality and aesthetics. We have therefore incorporated the most essential design features from the Vipp bin and developed a simplified industrial design idiom that makes the product blend with its surroundings – ensuring that it feels completely right. However, in our design, we also look to the future, to ensure

that the bathroom series will live up to expectations both now and tomorrow,’ says Morten Bo Jensen, head designer at Vipp Design Lab.

**‘The idea is to create a sense of unity in the bathroom with Vipp’s unique combination of functionality and aesthetics.’**

The industrial design idiom is reflected, for example, in the towel bar, which is unique in its design. The bar itself features a groove which is covered with rubber to form a smooth surface, preventing the towel from sliding off the bar and onto the floor.





#### Quality

Just like the other Vipp products, the new bathroom series is made from top-quality materials. Only the best steel and rubber is used, which ensures a long product life. And like the pedal bin, the series is manufactured in Denmark.

**‘The Vipp bin is known to last many years, and customers should be able to expect the same from this series.’**

‘The Vipp bin is known to last many years, and customers should be able to expect the same from this series. We have therefore spent considerable time finding the right materials and thoroughly testing them so we are certain they meet our requirements,’ says head designer Morten Bo Jensen.



#### Towel collection

At the same time as introducing the bathroom series, Vipp is relaunching its collection of towels. With their strong rubber loops and special combination of textiles, the towel collection adds the final touch to the bathroom.

**The modal fibres ensure the best absorption qualities and a faster drying time.**

The towels are woven in a combination of 35% modal fibres and 65% cotton. The modal fibres ensure the best absorption qualities and a faster drying time, while the cotton provides strength and softness.

Vipp towels are supplied in three sizes and in the colours white, cream, grey, black and limited edition.

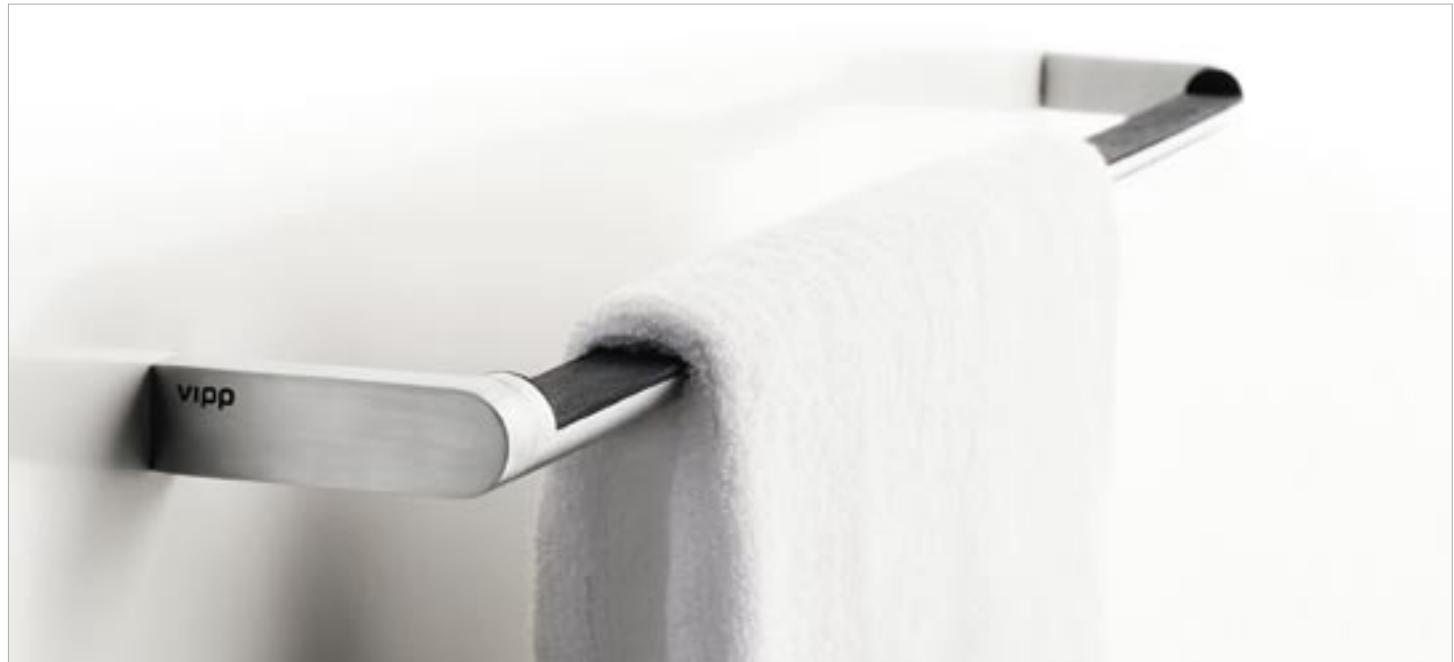


#### The Vipp story

When Holger Nielsen designs the Vipp pedal bin in 1939 for his wife Marie’s hairdressing salon, he has no idea of the success that will follow.

But customers at the salon enthuse about his pedal bin, and soon start ordering similar bins for their husbands’ medical practices and dental clinics. A couple of years pass by in this way, until Holger decides to start production on a larger scale.

Today, Holger and Marie’s daughter, Jette Egelund, is managing Vipp together with her two children, Sofie and Kasper. The pedal bin, which is unchanged since Holger’s time, is now a decorative feature in homes and companies worldwide. Holger Nielsen’s gift to Marie has thus become an international design icon.





Vipp bathroom series



Vipp 1 hook



Vipp 3 toilet roll holder



Vipp 6 shelf



Vipp 8 towel bar



Vipp towel



Vipp bathroom



Vipp 1 hook cut out



Vipp 3 toilet roll holder cut out



Vipp 6 shelf cut out



Vipp 8 towel bar cut out



Vipp towel cut out



Vipp detail



Vipp Design Lab  
Morten Bo Jensen



Holger & Marie Nielsen

## Images

High-res images (300 dpi) can be found on the enclosed CD – and at [www.vipp.com/photo](http://www.vipp.com/photo). The CD also includes all texts from this press material.

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## Prices

Vipp 1 hook (x 2)	gbp 75 /eur 95 /usd 155
Vipp 3 toilet roll holder	gbp 129 /eur 180 /usd 275
Vipp 6 shelf	gbp 139 /eur 195 /usd 295
Vipp 8 towel bar	gbp 129 /eur 180 /usd 275
Vipp 102 towel, small	gbp 10 /eur 15 /usd 20
Vipp 103 towel, medium	gbp 22 /eur 35 /usd 40
Vipp 104 towel, large	gbp 35 /eur 50 /usd 60

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