

Press Release

All good design comes full circle

Carl F International is re-launching the original d line 14mm design in the hardware and bathroom component range. Why? Because 14 mm is the epitome of the aesthetic and functional purpose of d line, that is to offer sleek but subtle components that blend seamlessly into surroundings.

The first d line design came about in Copenhagen in 1971, when the owner of Carl F at the time, Rolf and Sven Erik Petersen, approached Architect and Designer, Professor Knud Holscher, for a collaboration to supply Odense University with door handles. What began as a limited edition range of 14mm door handles soon became an international success, and the design was expanded into what is today known as one of the world's most extensive and recognised series within Hardware, Bathroom, Washroom, Handrail, and Signs, and thereby is an integral part of millions of people's daily life.

The inevitable cycle of good design has also proven to be the case for d line. Professor Holscher reminisce about his world famous employer in the early sixties, architect Arne Jacobsen, who knew that good design comes full circle, and states that "trends come and go, but good design endures for decades through its varying life phases." To explain d line's consistent and increasing popularity amongst world architects, he says without hesitation "the simple and understated design." He explains that by using the d line components, you allow room for other more expressive design and architecture.

Re-launching the 14mm range now seems like a very natural progression in d line history. But the idea wasn't some gimmick by a clever marketer. "This is what happens when you work with long-time loyal people who are passionate about what they do and the products they work with", says Michael Gantzler, General Export Manager at Carl F International, who has worked with the d line product range since 1979, "you get ideas that spring from a sincere commitment to always challenge what we do, and to remain true to the original idea about the brand and product."

And this is exactly what happened. d line is known and loved for its quality, subtle elegance and the fact that it is represented by a full product range, offering the same simplistic expression throughout the building. Later, as customer needs evolved so did the radius of the product range into 16, 19, 25 and even 38mm designs. These designs are still fully viable, however the 14mm is the core of the design philosophy behind d line.

Also, the 14mm design represents the unique skill and technique known to the d line product range, which has made it close to impossible to copy – although many have tried. Professor Holscher explains, "the thinner and finer, the more tricky the production process becomes, as the unique design detail in d line is the bend over its own radius. Naturally, the smaller the radius the tighter the bend, which requires the best quality steel and genuine skill and craftsmanship in production."

--end--

For more information please contact General Export Manager at Carl F International, Mr. Michael Gantzler, +45 4121 7854, mgz@carlf.com.

