

A common thread from product to catalogue

Ever since Lyngby Porcelæn was founded in 1936, the simple, elegant lines have helped write Danish history. Stibo Complete has produced Lyngby's latest *brand book*, which has a wholly unique expression.

What's special about this catalogue is the cover, which with a 3D touch resembles a "real Lyngby vase".

"We're known for our brands and products, and it's crucial for us that our printed matter matches our beautiful products and brings these to life. We work based on a 360 degree philosophy to ensure familiarity and uniform visibility, no matter where we meet the customer. The quality of our printed matter plays a big part here, where the reproduction of textures, colours and atmosphere in the picture is especially important to us," says Margit Friis, Head of Marketing & E-commerce.

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Head of Marketing & E-commerce



