

## **Let's talk kitchens**

*We're launching a unique collaboration with the disruptive Danish kitchen designer, &Shufl. Our mission is simple; we want to challenge you to make the sustainable, highly enduring choice.*

In Denmark, we replace our kitchens every eleventh year. That's not only a waste of resources, but also a waste of money. In the pursuit of creating solutions that endure, we've teamed up with &Shufl to challenge this underlying misconception that new is better.

### **To shuffle with materials and possibilities**

&Shufl's ethos is fundamentally based on adding simple, reliable parameters to kitchens with as little CO<sup>2</sup> emission as possible, so that they can stay in their life cycle. With just a few adjustments in cabinets or tables tops, you can change an entire room in terms of form, function and aesthetics.

Now, &Shufl's customers can also choose between d line cabinet handles, and as with everything we do, it is thought from an environmental impact. With &Shufl's KEEP concept, customers have the possibility to return used d line cabinet handles, to reuse and avoid unnecessary production. This opens a completely new potential, as the handles can live in up to several kitchens during their 20- year warranty period alone.

### **The original pull handle**

The Ø14mm pull handle, which was not originally intended as a kitchen cabinet handle, has existed in d line's portfolio for more than 50 years, as one of the first pieces in our launch collection. With a new profile and a carefully curated palette of colours, selected by &Shufl, the handle has become a tribute to the clean, careful and durable design of d line together with the playful and sustainably front-running design of &Shufl.

Like the rest of the d line portfolio, the handle is sufficiently minimalistic to be timeless in its design, where the beauty comes from its Ø14mm rounded tube profile. The handle is made of non-corrosive, 100% recyclable stainless steel (AISI 316), preferred by d line, and is then applied various colour finishes. And, with a 20-year warranty on the product, d line takes its commitment as a modern design company seriously.

### **Opposites attract**

Even though there may be far between a young, entrepreneurial kitchen designer and a company that has been handcrafting the same original iterations since the 70s, it was not a coincidence that d line and &Shufl sought each other. &Shufl is founded and developed by architects who, in their schooling, could not avoid becoming acquainted with the d line Master, Knud Holscher. "In the search for another handle to complement our collection, it was actually quite difficult to overlook Knud Holscher's d line. This combination of colours from our universe goes really well, we believe, with the very strict design which Knud created way back in the 70s." – Kristoffer Brems, founder of &Shufl.

Choose between 8 carefully curated colours by &Shufl: satin stainless steel, brass look, copper look, charcoal, red, blue, green and white.

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## About d line

d line is a heritage Danish design brand conceiving and hand crafting enduring architectural hardware, sanitary ware and solutions for barrier-free living.

Launched in 1971 with the coordinated line of stainless steel architectural products Knud Holscher created for St Catherine's College Oxford, d line has since collaborated with iconic Danish designers including Arne Jacobsen. The brand's ambition is to be universally known, coveted and admired for the uncompromising endurance of its design, craftsmanship and quality.

## About &Shufl

&Shufl is Danish carpentry craftsmanship tailored to existing interior design since 2013, with the desire to reuse and avoid unnecessary production. With everything accounted for in CO<sup>2</sup>, &Shufl has made it their purpose to create a greener agenda for their customers and the world. The company was the first to hack IKEA kitchens, now they want to hack for a better future.

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## Notes to editors

The &Shufl x d line cabinet handle launches February 1<sup>st</sup> 2023.

Product attributes:

- Designed by Knud Holscher for d line, revitalised by &Shufl with a new profile (shorter length) and 8 curated colour finishes.
- 20-year guarantee.
- High quality stainless steel AISI 316 (non-corrosive and highly durable).
- Ø14mm tube profile, Center-Center: 128mm, which is industry standard (the original Knud Holscher cabinet handle is Ø10mm).
- The design was originally intended as a door pull handle to match the 14L and U lever handles as part of d line's launch collection in 1971.

Colours and finishes:

- Satin stainless steel
- PVD brass, copper, charcoal
- RAL 260 40 45 led blue, RAL 040 50 70 Pompeii red, RAL 140 85 10 leek green, RAL 9016 white

Stockist

- The cabinet handles are available exclusively via &Shufl: <https://andshufl.com/en/shop-en/handles/>

## Links

- d line: <https://dline.com/>
- &Shufl: <https://andshufl.com/en/>

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