

2012 COLOR TRENDS FROM SORBET TO WHISKEY

PRESS CONTACT

Anna Sylvan
Birger Jarlsgatan 53
S – 111 45 Stockholm
Phone. +46 8 728 20 02
Mobile. +46 70 639 80 01
E-mail. anna.sylvan@
bookbindersdesign.se
www.bookbindersdesign.com



High resolution images can be downloaded from the bookbinders design picasa webalbum: <https://picasaweb.google.com/bookbindersdesignsweden> we update the imagebank continually. you are welcome to borrow products from any of our stores.

Each year Bookbinders Design presents three new color trends. 2012 is no exception. The choice for 2012 year falls upon soft sorbet colors with a natural touch. We will launch a selection of our finest bookbinding products which, whilst harmonising seamlessly together, are also powerful enough to stand alone. In addition, these new colors create unbelievably exciting color combinations with products in any of our sixteen base range colors. Color is, and always will be, an important ingredient in Bookbinders Design.

Vintage Mint, Flamingo Pink och Scotch Brown

From thoughts drifting back to the pastel shades and soft colors used in the interior design of the sixties, comes the inspiration behind the colors Vintage Mint and Flamingo Pink – a soft mint green and a cool purple pink. Flamingo Pink is a so-called double cloth, shifting between two colors to provide character and depth of color. Scotch Brown has a warm mature whisky color and by way of its two-colored duo cloth, variations and an interesting depth are created.

The only problem is which one to choose? It will be very exciting to see which one turns out to be the big favourite for 2012.

Two sizes of cloth-covered boxes and matching paper can be found in these colors. Complete the set with A4 ringbinders which, aside from their usual function as a binder, can also be used as a photo album with loose photo sheets. Trendy notes can be taken in notebooks in two different sizes – lined and plain, and with a green marking stripe. As part of our photo range, the Columbus and accordion photo albums are launched in these three new colors. Coordinate together with your interior design and hang these latest color trends on the wall. All colors come in three sizes of cloth-covered frames.

Something new for your desk

A simple way to alter the appearance of a desk is to change the desk pad. Something happens when shocking pink becomes apple green, or black becomes grey. Our desk pads are covered in beautiful cloth fabric and create a soft and stylish look. Eager to give your desk a new burst of colour? Choose between pink, green, turquoise, purple, grey or black. Match up with beautiful cloth folders in

blazing colors of purple, red, green, orange or pink.

New homepage and online store

In the middle of December, Bookbinders Design launched its new homepage and online store. The design agency Planeta Design is responsible for the new graphic look. Bookbinders Design has been working with e-commerce for many years, but we are only now investing in a wider range and delivery to more countries. At the start of next year, our e-commerce will be a store with a full product range.

“This technical platform allows us significantly more possibilities than ever before,” says Anna Sylvan, marketing director at Bookbinders Design. We estimate our e-commerce sales will double during 2012.

“We are currently working on further visual changes to our brand, and the web is only the first step towards a comprehensive development of our fantastic concept.”

Planeta Design is a design agency based in Stockholm, and with an international network and several international clients. Their clients include such brands as The Body Shop Intl., BRIO, c/o Hotels, Penclie, HEMA, H&M, Svenskt Tenn, and others.

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1 BOX IN CLOTH/PAPER
A5 and A4

2 RINGBINDERS IN CLOTH
A4

3 BOX IN CLOTH/PAPER
A5 and A4

4 COLUMBUS ALBUM
227*220 mm

5 NOTEBOOKS IN CLOTH
210*240 mm

6 NOTEBOOKS IN CLOTH
210*240 and 170*200 mm

7-9 FRAMES IN CLOTH
130*180 mm
180*240 mm
210*300 mm

10 ACCORDION ALBUM
150*190 mm



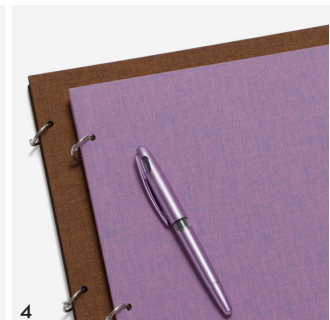
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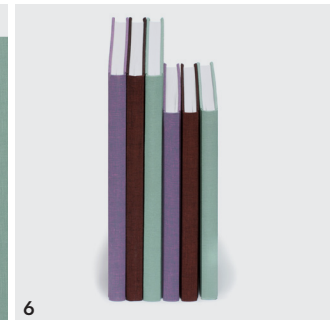
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