

VIPP266 KITCHEN ROLE HOLDER



FRONT

UNIQUE SELLING POINTS

DESIGN DNA

MERCHANDISING

VIPP266
KITCHEN ROLE HOLDER

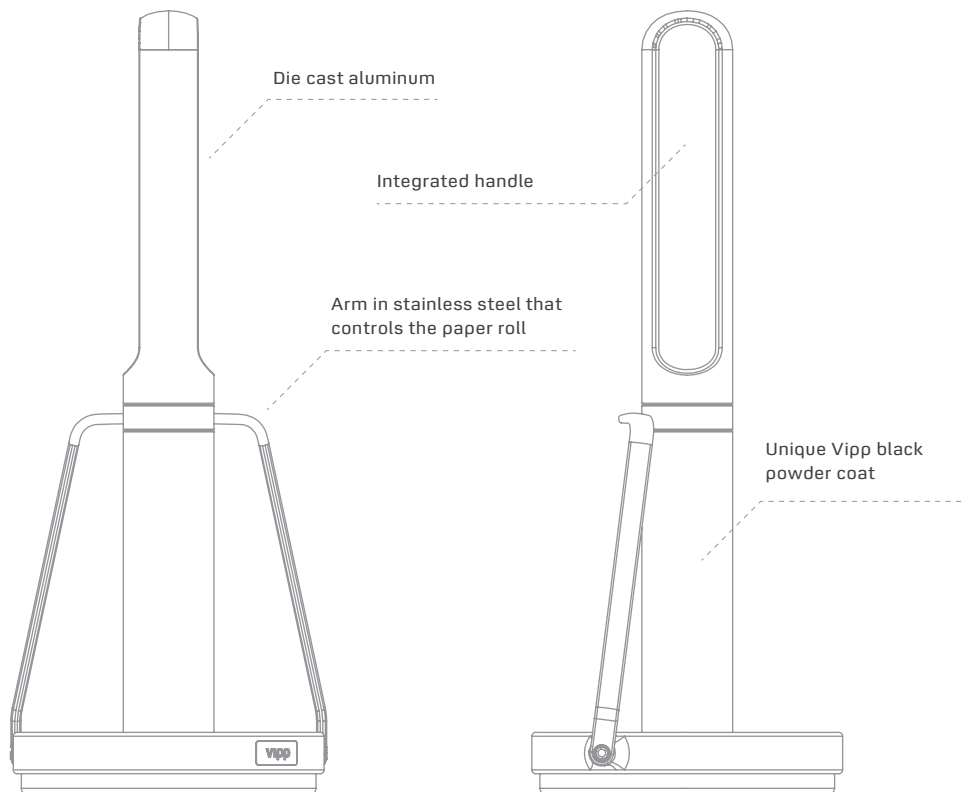
UNIQUE SELLING POINTS

VIPP266



VIPP266 KITCHEN ROLL HOLDER

UNIQUE SELLING POINTS VIPP206



PRICES

DKK	699,-
NOK	749,-
SEK	749,-
EUR	85,-
CHF	125,-
GBP	75,-
USD	119,-

UNIQUE SELLING POINTS

The Vipp kitchen roll holder is made of die cast aluminum and features an arm in stainless steel that controls the paper roll. The shaft with integrated handle and base are powder coated in the unique Vipp black.

DESIGN DNA

VIPP266

"18 prototypes were made before we could present the final Vipp kitchen roll holder. The aim was to create a simple product with an added function that clears away that really annoying experience when the paper unintentionally rolls out."

– Morten Bo Jensen, Chief Designer.



VIPP266
KITCHEN ROLL HOLDER

DESIGN DNA

VIPP266



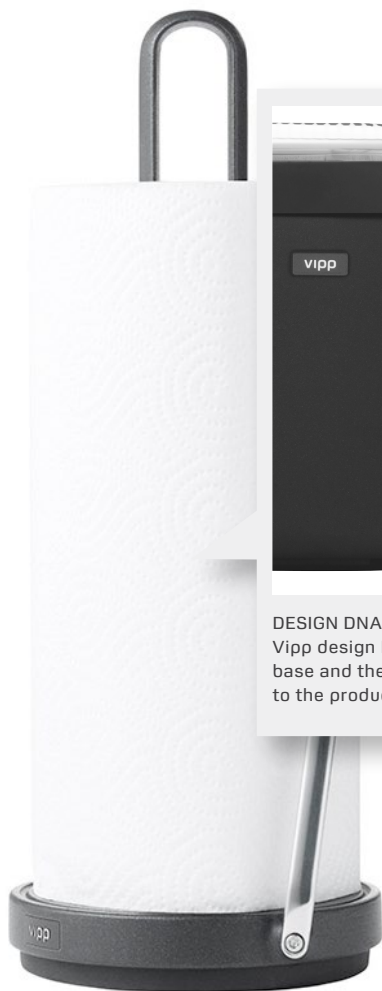
DESIGN DNA, FORM AND MATERIAL

Rounded edges are a key element in the Vippp design DNA and work as a contrast to the highly industrial material of solid cast aluminum used to manufacture the kitchen roll holder.



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DESIGN DNA VIPP266

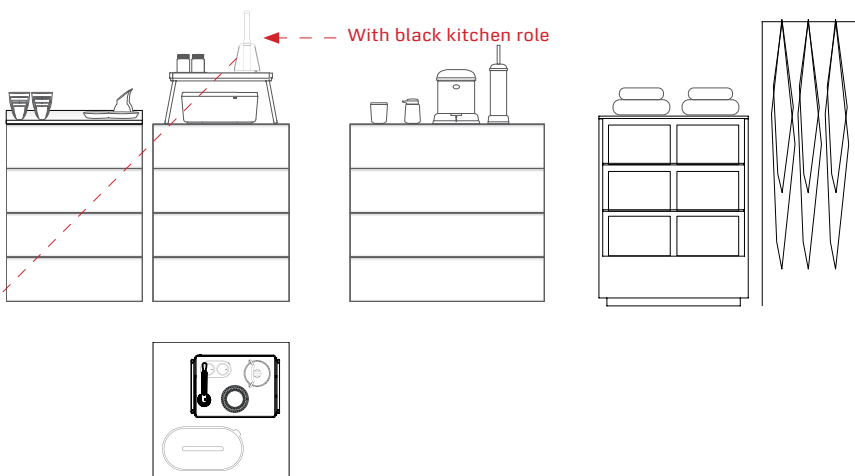
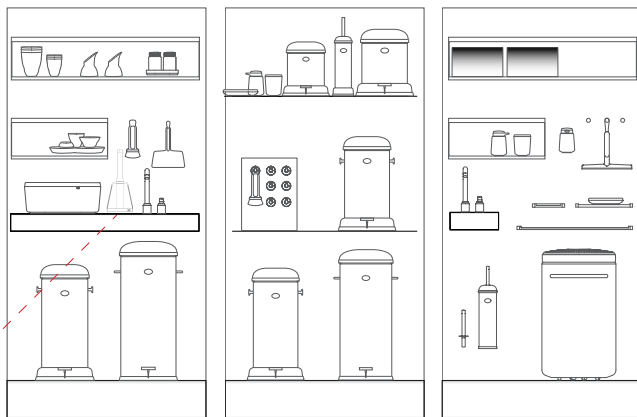


DESIGN DNA, IDENTITY

Vipp design DNA starts with function. The integrated handle, a soft rubber base and the arm for controlling the paper roll add some extra functionality to the product.

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VISUAL MERCHANDISING



PLACEMENT OF THE KITCHEN ROLE HOLDER