

# WE INSPIRE YOU TO LIVE EKSTRAORDINÆR



SCANDINAVIAN<sup>®</sup>  
DESIGN HØUSE

Intelligent Urban Design

[WWW.SDHOUSE.RO](http://WWW.SDHOUSE.RO)

# WHO WE ARE?

SCANDINAVIAN DESIGN HOUSE WAS BORN FROM THE DESIRE TO OFFER SCANDINAVIAN DESIGN LOVERS A DESTINATION WHERE THEY CAN BENEFIT FROM A COMPLETE EXPERIENCE FOR THE INTERIOR AND EXTERIOR DESIGN OF THEIR SPACE. WE OFFER COMPLETE FURNITURE SOLUTIONS FOR THE ENTIRE HOUSE, ACCESSORIES, DECORATIONS TO DESIGN YOUR DREAM HOME.

# WHAT SERVICES DO WE OFFER?

WHETHER IT'S RESIDENTIAL, OFFICE OR HORECA SPACES, SCANDINAVIAN DESIGN HOUSE OFFERS A WIDE RANGE OF SERVICES, FROM SPECIALIZED CONSULTING AND DESIGN, TO THE SALE OF FUNCTIONAL, SMART AND URBAN FURNITURE AND ACCESSORIES WITH A SUPERLATIVE SCANDINAVIAN DESIGN, UP TO PROFESSIONAL INSTALLATION SERVICES.

From a small update to a complete makeover. Let's co-create your extraordinary space with no-obligation guidance tailored to you.

## INTERIOR DESIGN SERVICES

However big or small your styling needs are, we can discuss them and co-create in the comfort (and context) of your home.

## VISITING YOU AT HOME

Measuring your space isn't hard, but it is important all measurements are accurate as this will be the foundations of your project. We take time when taking measurements to ensure accuracy.

## VIRTUAL STYLING SESSIONS

Book a video call to discuss your needs and virtually explore the collection. Show us your space, or don't. It's entirely up to you.

## ASSEMBLY AND DELIVERY

We offer interior design services, delivery and assembly services, wallpaper mounting service, decorative walls, floors and skirting boards assembly services. All of this provided by our own team of professionals, with over 10 years experience.

## GIFT VOUCHER

Gift cards are a surefire way to make certain that everyone gets something they love. Also, it can be the most suitable gift for your company's employees.

# SCANDINAVIAN DESIGN IN FACTS AND FIGURES







# 16

YEARS OF EXPERIENCE  
IN INTERIOR DESIGN

# 1

ONLINE SHOP  
[WWW.SDHOUSE.RO](http://WWW.SDHOUSE.RO)

# 25k

COMPLETED  
PROJECTS

# 60

RELIABLE  
PARTNERS

# 150k

DELIVERED AND  
ASSEMBLED FURNITURE  
PIECES

# 70k

ITEMS ACCORDING TO  
YOUR REQUIREMENTS



# INDOOR



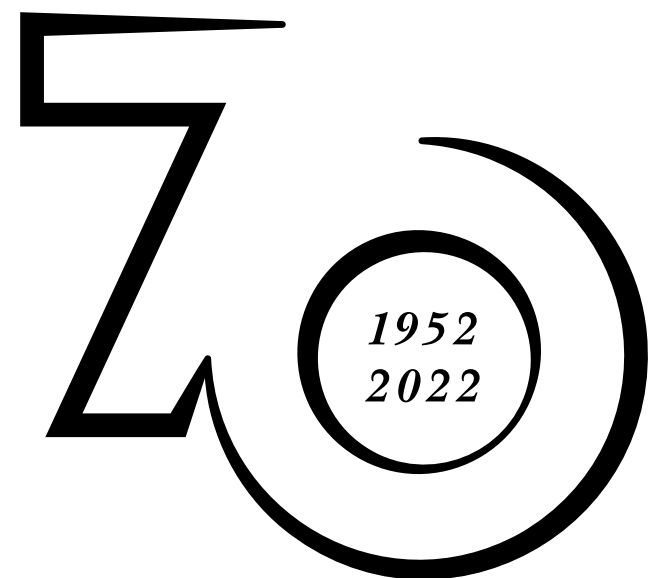


# BoConcept®

**BoConcept** was born in Denmark in 1952, and is today a premium retail lifestyle brand, with close to three hundred stores in over sixty countries. We design, produce and sell contemporary furniture, accessories and lighting for living, dining, sleeping, home-office and outdoor spaces. We also help our customers create a personal home with our comprehensive in-home or store interior design service.

For us at BoConcept, a culture should be built from the inside out. Growth, customer focus and performance have many metrics. But we believe the most important is the satisfaction of our people. The feeling of being empowered to produce our best results. That's why we have created a set of Values: the foundation of our collective culture – and shared success. We call it **The BoConcept Way**.

[WWW.BOCONCEPT.RO](http://WWW.BOCONCEPT.RO)





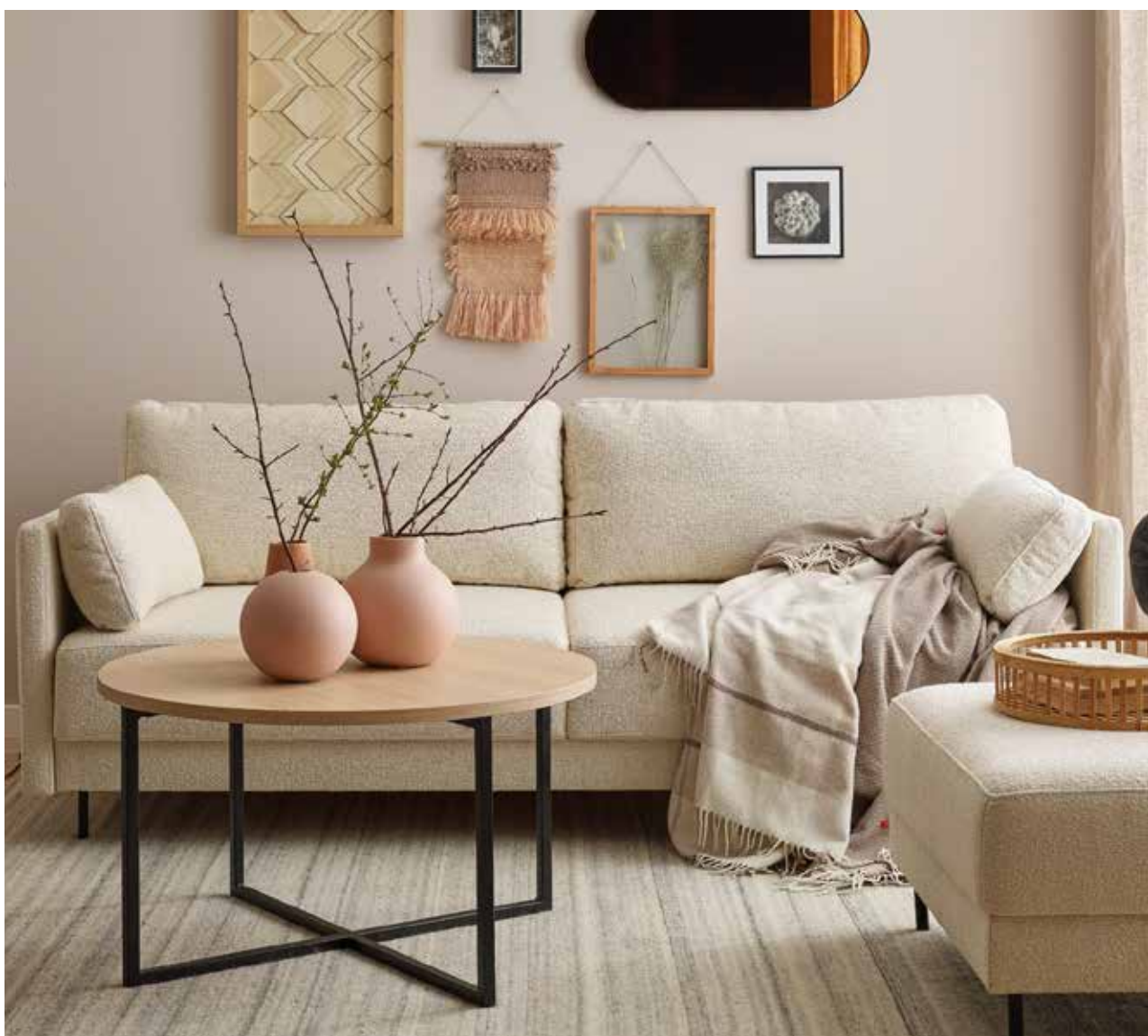


VOX is an interior design brand that has been steadily strengthening its position as one of the most innovative companies in the furniture sector in Poland since 1989. Our portfolio includes both unique as well as complementary products and services connected with decorating apartments and houses. In VOX we believe that real freedom begins at home, and the way we organise our living space has a great influence on our life.

[WWW.MOBILIERVOX.RO](http://WWW.MOBILIERVOX.RO)



**FREEDOM  
BEGINS  
AT HOME**







## CREATIVE COLLECTION

Following the changing world and different lifestyles of our clients, we have designed a new furniture system that gives almost unlimited configuration possibilities. Thanks to Creative you will create exactly the piece of furniture you need. A rich palette of colors, several types handles and legs - everything has been thought out so that you can arrange your dream interior.







It is easy to summarize the philosophy of our work: we design and produce every product as if it were to be aimed at our own home. At a glance there are few details that you can grasp but, over the years, when a product enters our everyday life, everything becomes clear and tangible. In fact, only living day by day a sofa, a bed or a simple pouf you learn to know and appreciate even the less obvious details and our work, at every stage, has the goal of keeping the promise made: comfort designed to last in times.

**WWW.RESPACE.IT**



**Sits**  
— comfortable life

**29 YEARS IS A LONG TIME.** Say what you will about time, but sometimes it works in your favour. Let enough time pass, and it will bring perspective, to clarify if what you thought was a good idea actually turned out to be one.

Our history shows that we achieved what we set out to do: become a long-term-thinking, reliable company. But in order to remain that way, we must rely on anything but the past. Instead we have to keep moving, to keep making progress, every day and on every level.

**WWW.SITS.EU**





# INNOVATION LIVING™

## Expand Your Living Space

Since 1989 we have dedicated ourselves to design and development of multifunctional sofa beds, and today we are proud to be able to call Innovation Living™ an international renowned sofa bed specialist.

[WWW.INNOVATIONLIVING.COM](http://WWW.INNOVATIONLIVING.COM)





# BABIES (0-3) YEARS

SMART SCANDINAVIAN DESIGN FOR  
TODDLERS' ROOMS





# JUNIORS (3-10 YEARS)

TURNING JUNIOR'S ROOM  
INTO A CREATIVE PLAYGROUND



LIFETIME has been looking at the world through children's eyes for more than 50 years. We are proud of our Danish design, production and craftsmanship, where sustainable thinking and high quality ensure safety for your child. We have a shared responsibility for our world and all children because they are our future.

Our collection has a variety of exciting beds, from the adventure bed to a 4-poster bed, practical cabin beds and clever high beds, that redefine storage and space. Our different mattresses and slats are here to cater to the individual needs – to altogether ensure sweet dreams in a bed that makes dreams come true!

[WWW.LIFETIMEKIDSROOM.COM](http://WWW.LIFETIMEKIDSROOM.COM)







# FLEXA®

For more than 45 years FLEXA has brought joy to children around the world with our unique design of children's furniture and interiors that combines Danish design with the highest standards of safety and quality. Our collections are innovative designs made from long-lasting materials, which will grow with your children as their needs change.

[WWW.FLEXAWORLD.COM](http://WWW.FLEXAWORLD.COM)



## WE GROW TOGETHER

FLEXA creates children's furniture that can be reconfigured as the child grows. Design the bed to suit your child's needs and change the bed parts continually, so bed and child will grow together.

For most children it is a big event to get their first big bed. Safety rails can be added for when your child is little, and be removed when your child no longer needs them. The single bed can also be used as a daybed for the teenager.

A house bed is great for children who like an extra element of play in their room. Let your child sleep safe and sound inside the little house, and in the day time enjoy lots of playful fun around the cosy cave.

[WWW.FLEXAWORLD.COM](http://WWW.FLEXAWORLD.COM)







### FLEXA STUDY

FLEXA Study is a collection intended for school- and preschool-aged children who need a space for doing homework, working on creative projects or simply relaxing in their own company or with friends. The collection consists of FLEXA study tables and desk chairs in ergonomic design that ensure the comfort of your child at all times, so he or she can concentrate on the activity they are doing.

FLEXA Woody is a height adjustable desk with tilt function, designed to follow your child all the way from their first day of school to their teenage years. With an ergonomically correct workspace at home, your child is ready for taking on new tasks – homework, hobbies, and all sorts of creative projects. With its rounded corners and dusty colours, combined with the warmth of the oak tabletop, Woody is a sculptural and Scandinavian piece of furniture.

[WWW.FLEXAWORLD.COM](http://WWW.FLEXAWORLD.COM)

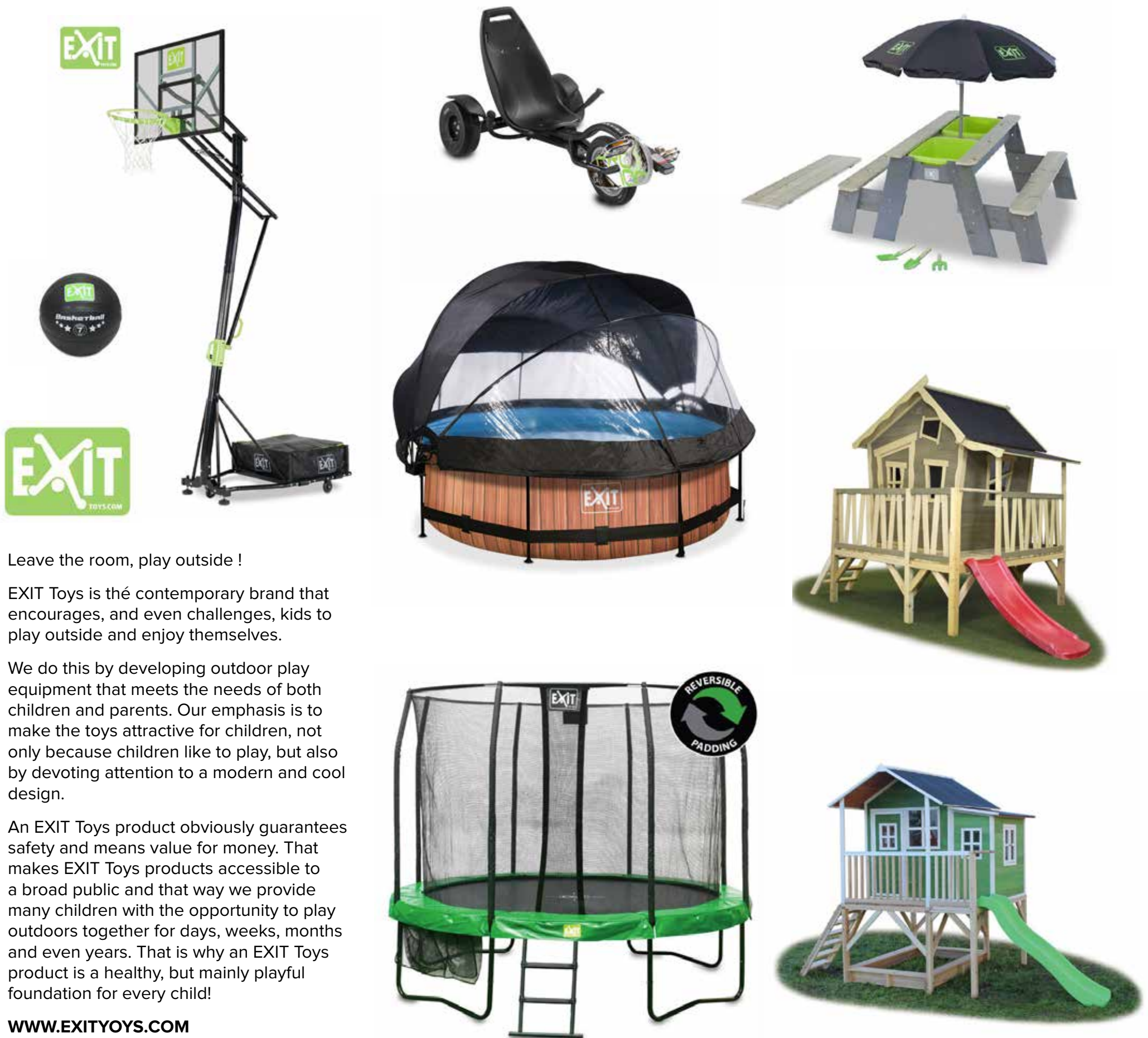


# TEENAGERS(10-14 YEARS)

CONVERTING TEENAGERS' ROOMS  
WITH BEAUTIFUL AND FUNCTIONAL DESIGN







Leave the room, play outside !

EXIT Toys is the contemporary brand that encourages, and even challenges, kids to play outside and enjoy themselves.

We do this by developing outdoor play equipment that meets the needs of both children and parents. Our emphasis is to make the toys attractive for children, not only because children like to play, but also by devoting attention to a modern and cool design.

An EXIT Toys product obviously guarantees safety and means value for money. That makes EXIT Toys products accessible to a broad public and that way we provide many children with the opportunity to play outdoors together for days, weeks, months and even years. That is why an EXIT Toys product is a healthy, but mainly playful foundation for every child!

[WWW.EXITYOYS.COM](http://WWW.EXITYOYS.COM)



**We are Jungle Gym**

We are Europe's most adventurous designer, manufacturer, and marketer of premium playground equipment. With our history, which goes back over 70 years, Jungle Gym and Hy-land can be considered as the oldest and leading brands of safe and sustainable wooden climbing frames. We achieved this position by continuously investing in innovative designs, optimized logistical solutions, and state-of-the-art marketing concepts.

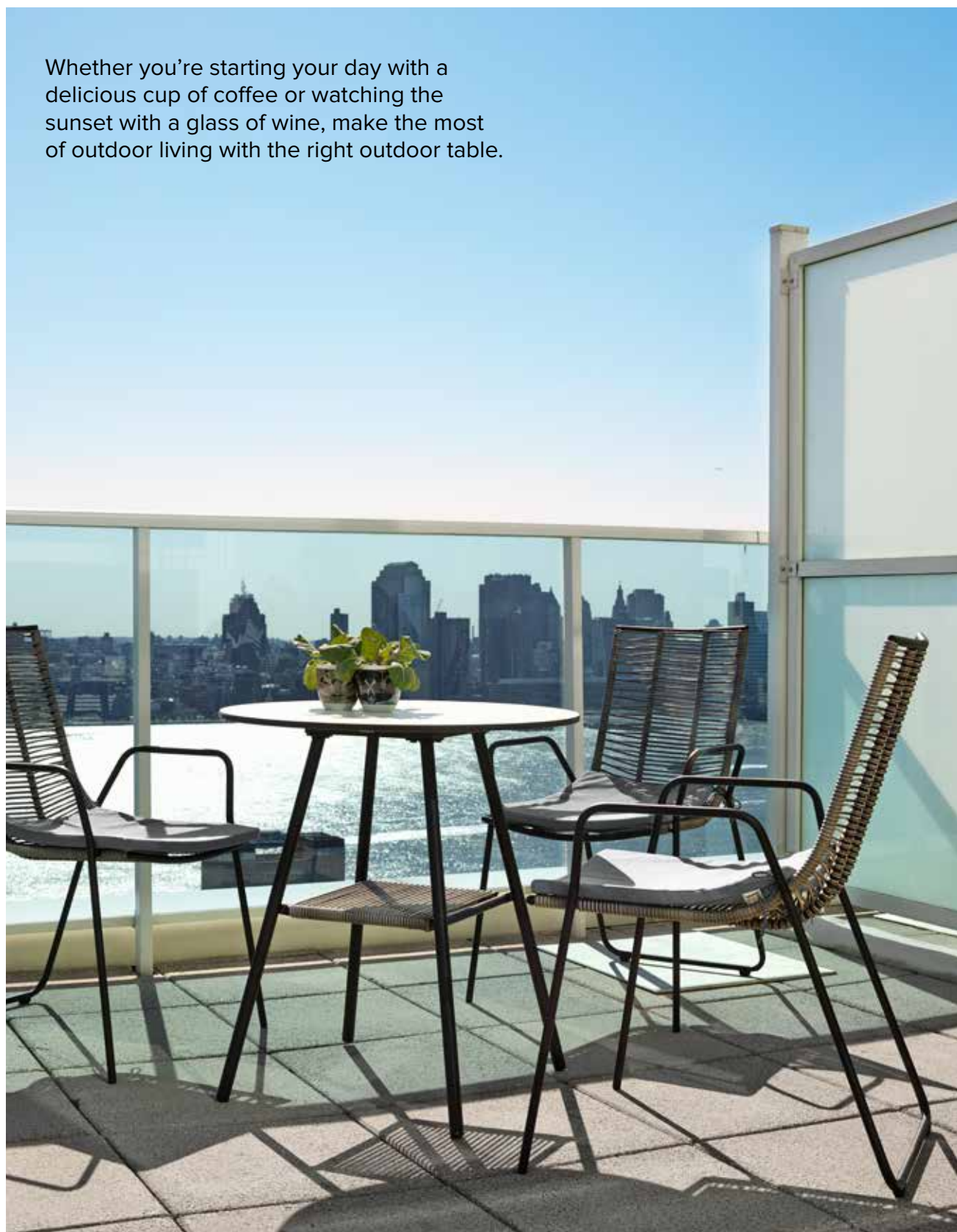
[WWW.JUNGLEGYM.COM](http://WWW.JUNGLEGYM.COM)



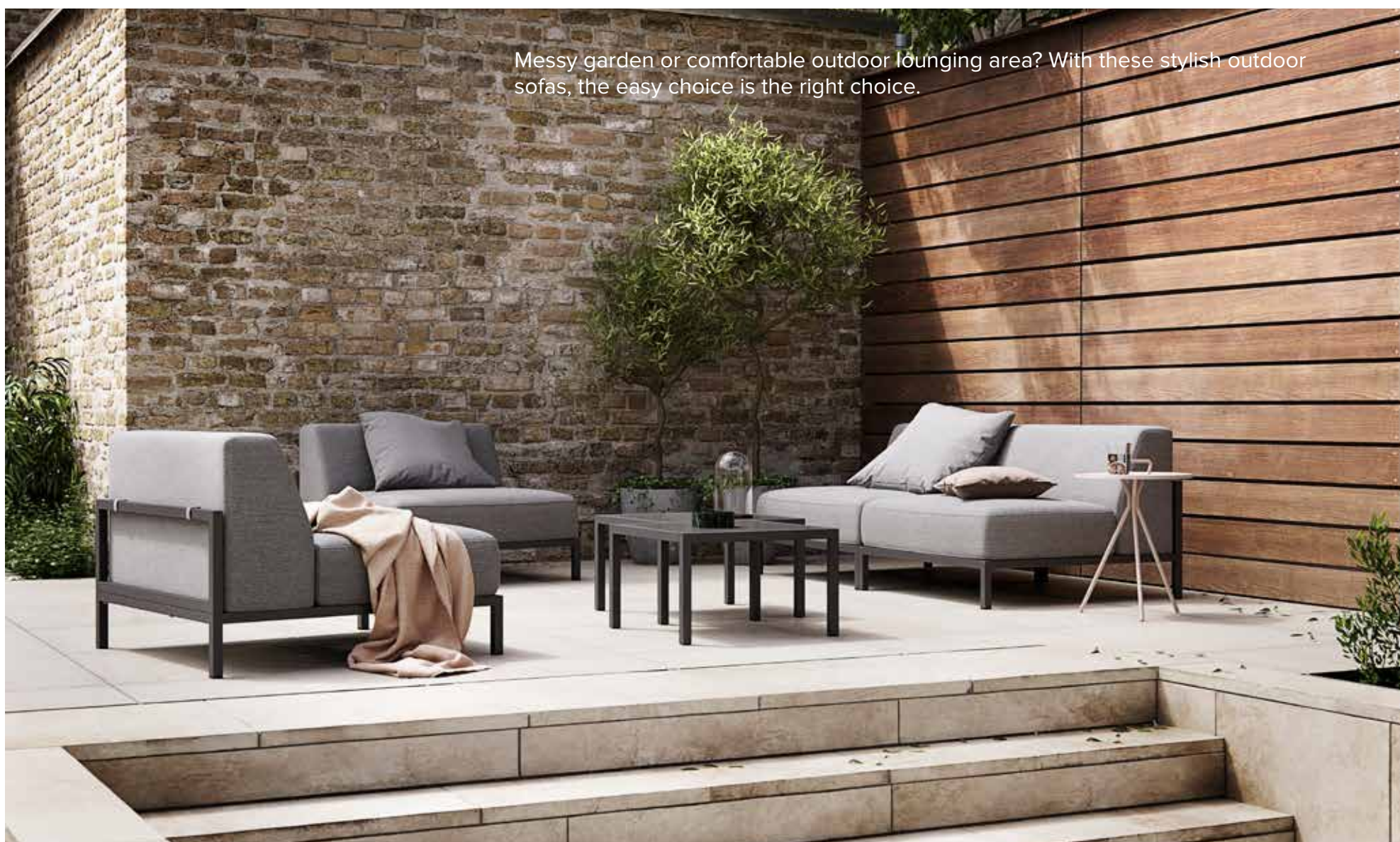


Take it outside! Most people spend far too much time trapped indoors, when they could be outside enjoying fresh air and sunshine. With our outdoor chairs you'll be seated in style wherever you are.

**BoConcept®**  
WWW.BOCONCEPT.RO



Messy garden or comfortable outdoor lounging area? With these stylish outdoor sofas, the easy choice is the right choice.







**cinas**

**Design for more than 100 years**

Cinas creates outdoor furniture characterized by its unique design, incredible durability, and a deep sense of culture that derives from the northern climes that Scandinavians call home.

Manufactured using quality materials, our exceptional furniture is designed for long life and everyday use. In this year's collection, you will find new products and new materials that reflect contemporary trends in outdoor living. We feel these new additions will shape the market for years to come.

We invite you to share in this heritage by stepping outside to enjoy the great outdoors with us.

**WWW.CINAS.COM**



**Sika·Design®**  
HANDMADE FURNITURE

#### **EMMA CHAIR**

The charming Emma chair ensures great comfort and is a good choice for long days with lots of quality time with family and friends. The romantic chair's many detailed windings show the great craftsmanship behind each chair. The chair is stackable and requires no maintenance.

Use it to create an outdoor oasis where you can relax and enjoy the moment.

**WWW.SIKA-DESIGN.COM**







**Cane-line®**  
- life made comfortable

#### Comfort is our core value

Cane-line outdoor collection is designed and manufactured with the purpose to have a comfortable outdoor living lifestyle. The all-weather furniture offer maximum comfort and minimal maintenance.

We are constantly focusing on quality, innovative technologies and comfort in both products and life to ensure that our furniture is made with the greatest care for the environment and the well-being of people.

**WWW.CANE-LINE.COM**







# SIRIUS®

SHINING MOMENTS

Sirius is a global Danish brand that creates light decorations and designs in tune with popular classics and latest trends.

It all started in 1971 with product development and production of light decorations, where a deeply felt passion and true interest in light lead to a close cooperation with selected designers.

A combination of significant experience, high quality control and flair for design and details has made Sirius a leading brand in the market today, reaching our worldwide.

Sirius is well-known for being able to inspire and to set trends for home decoration lightning as well as professional light solutions.

With the desire always to be at the cutting edge of new designs, Sirius is today not only known for Christmas light, but also for all-year decoration light in a wide range of materials and shapes.

This makes it possible anytime to create a magical and pleasant atmosphere with light decorations from Sirius.

**WWW.SIRIUS.AS**





# VOX

The perfect office space suits every user needs. To juggle through different work styles and create an ergonomic, beautiful space, we create and find thoughtful and well-designed solutions. VOX offers everything that is necessary for a workspace: from floors, doors and wall panels systems, to desks, lighting and decorative items. With us you will equip both spacious open space and an intimate office with a homely character.

A desk is a basic piece of furniture in every workplace. However not every office has the same atmosphere and rhythm of functioning. That is why the VOX offer includes both classic solutions and and furniture that supports creativity, as well as facilitating personalization space.

You can arrange your office with us perfectly suited to your needs and to your employees needs.

[WWW.MOBILIERVOX.RO](http://WWW.MOBILIERVOX.RO)







# balma

Balma has gone from designing office furniture to thinking holistically about business space design. However, we always keep in mind we create for people. Therefore, we place a human being and his work style right in the centre of our activities. A well-designed office space stimulates creativity and facilitates more productive teamwork. We do know that – after all, we are a group of passionate professionals ourselves.

There is much more to office design than just creating an opportunity to work in a visually attractive interior. Thanks to the unique Think Pro philosophy, Balma solutions can significantly increase worker productivity.

By designing office space where aesthetics go hand in hand with functionality.

**[WWW.BALMA.PL/EN](http://WWW.BALMA.PL/EN)**





balma







### **BALMA. THINK PRO**

Our Think Pro philosophy, which we follow, has developed through years of experience. It incorporates the perspective of the investor - PRO BUSINESS, the user - PRO CLIENT, and the space - PRO DESIGN. This comprehensive approach sees the office as an effective tool and the foundation of every success. Our starting point is always the people and their work style. We study each scenario, incorporating their input and this can deliver tangible results showing that it is not just the available space that is important to us.

**[WWW.BALMA.PL/EN](http://WWW.BALMA.PL/EN)**





# profim

**Our mission consists in establishing standards of healthy and effective sitting.**

Our current position is attributed to many years of consistent work and constant development of the company. For 30 years we have been manufacturing products which meet the highest standards in terms of ergonomics, quality and design.

The more pieces of furniture we provide for offices, open space facilities, waiting rooms, front desks, hotel halls or conference rooms the more responsible we feel for their functionality and reliability.

**WWW.PROFIM.EU**



## VIOLE

The Violle is a premium office chair that attracts attention with its elegant design and tasteful, noble form. It's simple but impressive aluminium frame merges the backrest and seat into a harmonious unity.

The Violle's great usability comes from its high-level ergonomics, which comes in part from its innovative Synchro mechanism and easily accessible, intuitive adjustment controls – all fully integrated into the seat.

Standard equipment includes, amongst others, lumbar support with adjustable height and depth, and multi-adjustable armrests with soft pads.

**WWW.PROFIM.EU**







### TRILLO PRO

Trillo Pro is a chair for everyone. Simple but not boring. This is our answer to the need for modern offices that are beginning to become a game board - action, continuous movement, changing places, new tasks, shorter and longer meetings.

The employee is less and less often attached to one work place. He decides where he will operate now - depending on the current needs. What chair will meet the requirement of such a mobile and active environment? Universal, modern, easy to use and economical.

A chair for everyone. Especially for active, conscious people who like change, but who value interesting design, convenience, good product quality and its positive impact on the environment.

**WWW.PROFIM.EU**







## HOSPITALITY

More than food, drink and good service, the recipe for a memorable stay requires the right atmosphere. Our designs give your establishment just that. Together, we create comfort, helping your guests feel right at home.

**BoConcept®**  
WWW.BOCONCEPT.RO



## OFFICE

Meeting rooms and offices are where decisions are made, ideas formed and strategies devised. So, why are so many spaces uninspiring? Our furniture and accessories give you work environments designed for creativity and success.











## KERRAFRONT

Kerrafont is modern façade cladding. Once installed, it does not require any maintenance in its lifetime. Kerrafont guarantees savings - it protects the interior of the building and prevents the loss of heat. It ensures good air circulation, which prevents mould. Assembly is fast and easy due to elasticity, low weight and simple jointing. Kerrafont is divided into 7 different collections, which in turn give us over 30 colour schemes to choose from.





#### **SOFFIT INFRATOP**

Soffit is a practical and trouble-free method of finishing the roof for everyday use. The Infratop soffit made of PVC is a convenient and economical alternative to the wood and metal false lining which were used hitherto. It does not require maintenance, its assembly is quick and easy. Perfectly selected colour scheme allows us to match it to the most frequently used elements of wood joinery. 30 year warranty.

#### **SIDING VIFRONT**

Vinyl siding Vifront is an excellent solution for building facades. It is resistant to changing weather conditions and does not require any additional treatments to preserve and refresh it throughout its lifetime. Vinyl siding is available in two colour options, Unicolor and Nature, which provides excellent design possibilities for architecture of virtually any type.

**[WWW.MOBILIERVOX.RO](http://WWW.MOBILIERVOX.RO)**







# DECORATIVE WALLS

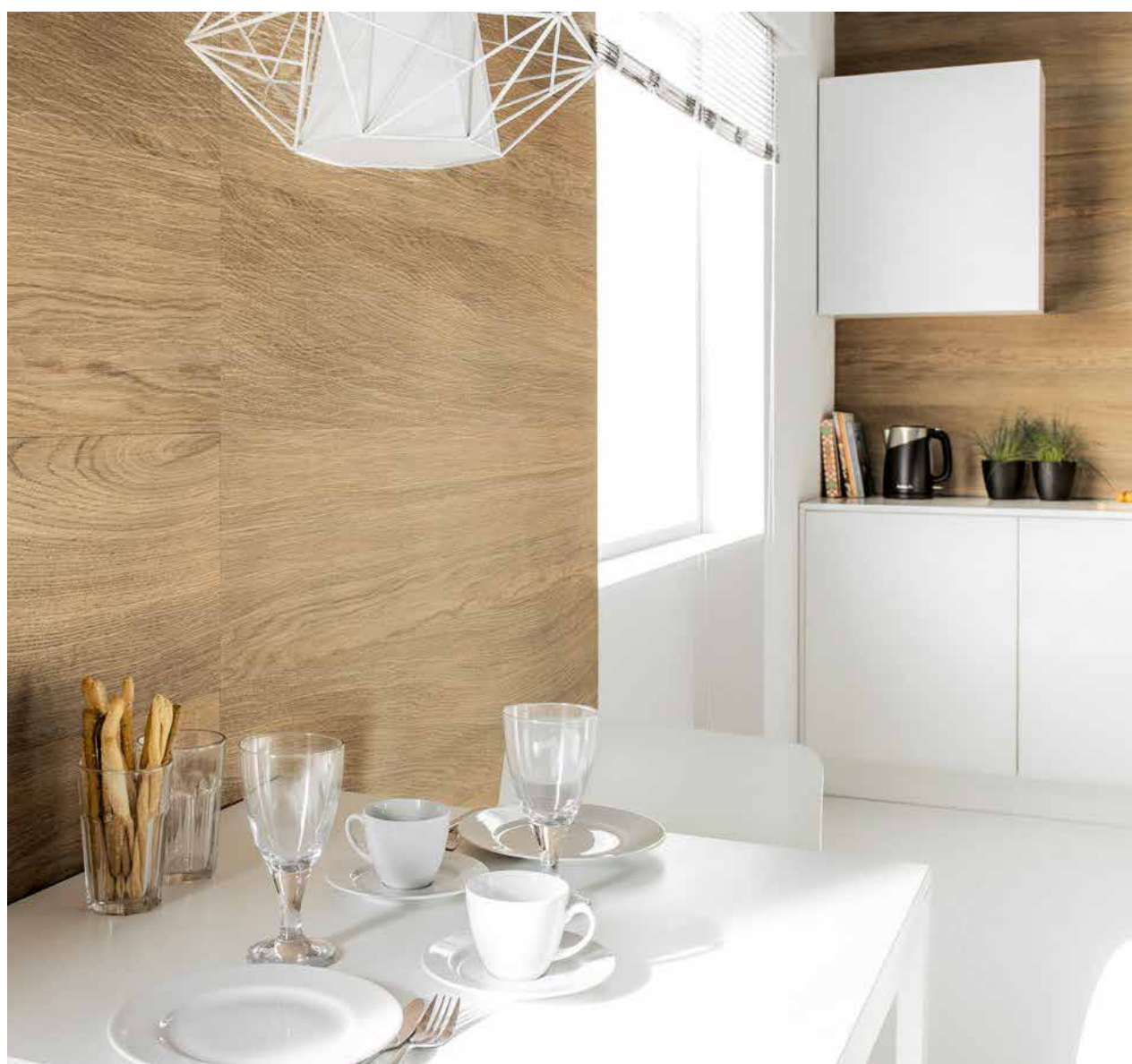


## KERRADECO

### WALL ANEW

Each interior has different possibilities. Each one can create an individual, inspiring atmosphere. The modern Kerradeco decorative walls, created by VOX stylists and experts, makes walls cease to be part of the background and integrates into your lifestyle. A large palette of decors and colours gives you endless design option and the new, textures provide a tactile touch sensation. Kerradeco is not only aesthetically pleasing but also has exceptional technical qualities. Kerradeco is non-flammable with enhanced sound insulation and also impact and moisture resistant.

[WWW.MOBILIERVOX.RO](http://WWW.MOBILIERVOX.RO)







## LINERIO

Each element of the interior matters. They all affect its atmosphere and the way we feel about it. That is why, when we finish walls, we need to decide what role they will play – the quiet hero in the background or the crowning glory of the interior. Regardless of our choice, Linerio panels will be useful. They will give the interior a unique character and help to designate different zones. The final effect depends on which of the three available lines you choose – we offer lines S, M, or L, which differ in the width and depth of the slats and in colours.

**[WWW.MOBILIERVOX.RO](http://WWW.MOBILIERVOX.RO)**







## SOFORM

Soform upholstered panels are a decorative wall finish with many practical advantages they provide a soft and comfortable support, facilitate the organization of space and improve the acoustics of the room.

The panels are available in many shapes and colors, which makes it easy to adapt them to a specific interior Thanks to their softness, they will be perfect in the bedroom as a comfortable headrest or backrest They are also perfect as a decorative element in the living room Thanks to the available accessories, they will help you organize your notes, display souvenirs or hang jackets







# FLOORS SKIRTING BOARDS

## FLOORS FOR DEMANDING SPACES

Durable and resistant to scratches, dents and water. Perfect for the hallway, kitchen or bathroom.

## NO EXPANSION GAPS, NO BARRIERS

Now you can enjoy your floor without thresholds between individual rooms. Our floor may be installed entirely without expansion gaps.

## ESPUMO - BASEBOARD LIKE NO OTHER

Baseboard made using Kerracore technology, which guarantees impact resistance and moisture insensitivity. This is an ideal finish for ceramic, vinyl and laminated floors. It can be painted. It has dedicated trimming accessories.





# WALLPAPER AND WINDOW SOLUTIONS



## TEXTILES FOR CURTAINS AND BLACKOUTS

**kvadrat**

[www.kvadrat.dk](http://www.kvadrat.dk)

**Gabriel®**

[www.gabriel.dk](http://www.gabriel.dk)

**Eijffinger®**

Decorating the world

[www.eijffinger.com](http://www.eijffinger.com)

**Ashley Wilde**

Soft Furnishings since 1950

[www.ashleywildegroupp.co.uk](http://www.ashleywildegroupp.co.uk)

## HANGING SYSTEMS FOR CURTAINS AND ROMAN SHADES

**somfy®**

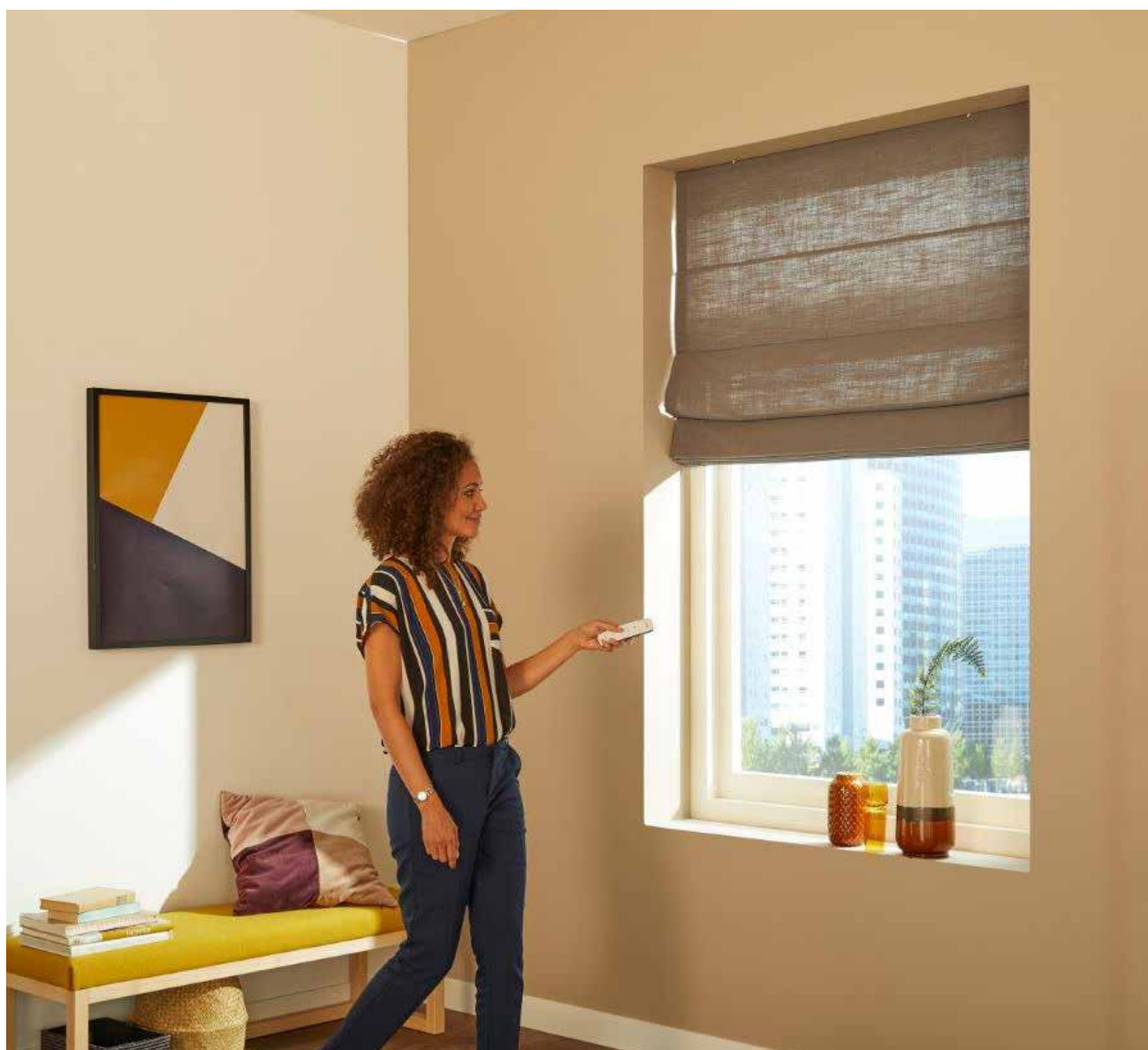
[www.somfy.ro](http://www.somfy.ro)

**TOSO**

[www.toso.com](http://www.toso.com)



[www.mottura.it](http://www.mottura.it)



## WALLPAPER AND WALLS DECO

**Eijffinger®**

Decorating the world

[www.eijffinger.com](http://www.eijffinger.com)

**LILIPINSO**

art for kids

[www.lilipinso.com](http://www.lilipinso.com)

**MINDTHEGAP**

DESIGN & SUPPLY

[www.mindthegap.com](http://www.mindthegap.com)





# LIGHTING



## UIMAGE

At UIMAGE, we take the story of Scandinavian design further than ever before. We combine aesthetics, simplicity and functionality, and infuse it with thoughtful craftsmanship and environmental care. This is the result: exquisite designs with a sustainable edge.

All our products are flat-packed in stylish boxes, to optimise global logistics, reduce storage and transportation costs, and to make our designs more accessible and affordable.

[WWW.UIMAGE.COM](http://WWW.UIMAGE.COM)



### EXTENSIVE KNOWLEDGE AND EXPERTISE SINCE 1968.

We have been designing, producing and marketing lamps since 1968 and have extensive knowledge and expertise within all stages of production.

We have interpreted the best of Scandinavian lighting aesthetics since the very beginning. Today we design, manufacture and market lamps around the world.

We work with high-end designers, private label partners, contract providers and a wide range of international retailers.

[WWW.FRANDSEN.COM](http://WWW.FRANDSEN.COM)





# HOW CAN OUR STYLISTS HELP YOU?

01

## A FRIENDLY CONVERSATION

Step 1 is a chat in store, virtually or in your home, where we will get to know your tastes, initial ideas and lifestyle demands.

02

## DESIGNING YOUR SPACE

Together, we will co-create your design, often incorporating your existing furniture. It can be optimising a single design, advice on piecing elements together or a comprehensive home design – it's entirely up to you.

03

## FROM VISION TO REALITY

Your design will match your budget and lifestyle, while reflecting your unique personality. Once you are 100% happy, we then bring it to life, with as much or as little help as you need.



FURNITURE DESIGN BY KARIM RASHID FOR BOCONCEPT

**BoConcept®**

**Showroom BoConcept**

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Galeriei Mobexpert Băneasa, Sector 1  
Telefon: 0727 333 608  
support@boconcept.ro  
www.boconcept.ro



**Showroom VOX**

Șos. București Nord 15-23  
Swan Office Park, Sector 1  
Telefon: 0727 333 607  
office@sdhouse.ro  
www.mobiliervox.ro



**Showroom Scandinavian Design House**

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