BRANDBOOK



blomus

RUN BY FAMILY
DRIVEN BY PASSION

blomus is synonymous with intelligent, minimalist, and functional design for the contemporary home. Founded in 1961 and rooted in the German tradition of exceptional quality and highly skilled craftsmanship, we have built our success on a firm belief in the honesty of materials, the purity of shape, and the necessity of a passionate approach. This has made blomus a leading provider of interior design and accessories to last and be loved for generations to come.

THIS IS BLOMUS

A family affair

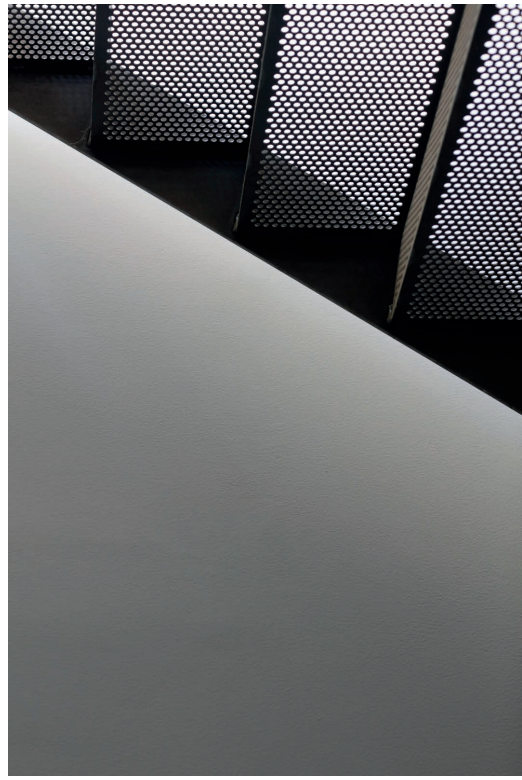
Run by the fourth generation of the Blome family in the town of Sundern in the North Rhine-Westphalia region of Germany, we carry the legacy of strong family allegiance and a talent for business, but blomus as a brand also tells the story of a geographical area that was once the home of a thriving steel and coal industry. The family business was established in 1921 as a manufacturer of bicycle parts, and in 1961 we branched out into gifts and design items, locally produced from copper, brass, pewter, and stainless steel. Year 2000 marked another shift in our history, when the name blomus was chosen, and the visionary design brand of today was born.

Times have changed, and the region of North Rhine-Westphalia is no longer the industrial hub for steel production; however, our historic roots still play a vital role, and we continue to be known for our devotion to exquisite quality, a highly innovative approach to product development, and a desire to look beyond the mere aesthetics of a product and view its practical properties as equally important. In combination with an overall design philosophy that expresses simplicity and an uncompromising approach to colour, shape, and choice of material, this has positioned us as a strong player on the international design scene.

















ENTERING A NEW ERA

These years, blomus has taken steps into the realm of modern interior design, introducing an extensive series of brand new everyday essentials full of purpose and integrity, brimming with promise. From the initial focus on stainless steel, we have moved into new materials such as stoneware, smoked cork, linen, concrete, and wood – all of which perfectly complement our existing product portfolio. Every new item possesses the unmistakable blomus DNA, securing the necessary continuity of the brand, yet they reflect our ambition to constantly develop, keep curious, and embrace the many influences in the world around us. This is how we stay relevant and how we intend to keep our promise of quality, simplicity, and excellent craftsmanship.



MODERN AUTHENTICITY

In today's digitalised world, we need to cultivate all the tangible qualities of life to remind us of where we come from and how we can live in balance with ourselves and with our immediate surroundings. At blomus, therefore, we strive to create objects and pieces of furniture that we can connect with beyond their practical importance in our daily lives. We believe in modern minimalism, curated spaces and strong, simple shapes. However, as we need fewer items of furniture, the remaining ones should carry deeper meanings.

To us, every design starts with defining the right material and determining the ideal shape that makes best use of its qualities. A clear visual presence, clean lines and an often subtle and restrained colour scheme inspired by nature are all key elements of our design ethos. We rely on natural materials and have a sensitivity towards shape and craft that inspires people to decorate spaces as modern sanctuaries full of well-being and tranquillity with a truly homey atmosphere.

WILLO BLOME
CEO

To you, what constitutes a great product?
The ideal combination of both emotional and functional properties. And simplicity! In the design process, we always strive to eliminate excess in order to let the pure essence of the object reveal itself, and nothing is more pleasing than when we have been working on a specific product and we finally get it; when it ends up being both simple, beautiful, and serving a clear and well-defined purpose.

What are the core values of your company, blomus?
First of all, authenticity! We are not telling stories made up by clever marketing people, and if you pay us a visit, you will find that what we stand for is indeed very real. Secondly, innovation. We're firmly rooted in the German tradition of steel production, of quality and craftsmanship, which is a great starting point when it comes to developing new designs and working with new materials or techniques. When you feel confident in what you come from, you're less afraid of embracing change. And finally, we are reliable. We view everyone around us as equal partners – and as partners, we can always count on each other.

How do blomus' German roots influence the design and production process?
We have been in business since 1921, so inevitably we have an extensive expertise in design and production. This, accompanied by a culturally determined set of values including a certain German sense of punctuality, accuracy, and quality, gives us unique advantages.

In the age of the heritage brand, does looking forward inevitably mean looking back?
Sure, it does. If you don't know your past, you will get lost in the future. Our history as a company spans a hundred years, and in this period our products have been an integral part of daily life in millions of homes in Germany and beyond. People count on us for beautiful and functional quality products that, simply put, do the job when required, and that makes us both proud and humble. This is our platform; what we build on, and what has shaped our dreams and aspirations. We are thankfully aware of what our history has given us, and this is our compass now in a time of great possibilities and exiting changes.

"IF YOU DON'T KNOW YOUR PAST,
YOU WILL GET LOST IN THE FUTURE"

OUR AESTHETICS

Keeping it simple

A clean and modest shape stripped of any and all unnecessary details, yet infinitely complex and imbued with warmth, elegance, and sensuality. This notion of modern simplicity is at the core of our design philosophy. Only by looking beyond passing trends and by constantly seeking the perfect shape, we will create objects with the desired relevance and longevity – and only by letting simplicity be our guiding principle, we are able to invent modern classics that will gain international appeal and become timeless testaments to the unique blomus aesthetic.







Opposites attract

In many aspects of life, magic occurs when opposites meet and bring out the best in each other. This also holds true for design, where the feminine qualities of grace, balance, and sophistication are only reinforced when accompanied by a masculine counterweight of stringency, restraint, and a focus on purpose.

The aesthetic values that define our brand are a result of the meeting of these conventionally masculine and feminine qualities of design. In our world, there can be no flawless beauty without practical perfection – and no function without the well-designed shape that will immediately attract attention and please the eye. Every design object by blomus is the perfect marriage between the visually appealing and the practical; between shape and function. One cannot exist without the other.







The timeless beauty of stainless steel

Stainless steel is hard, relentless, and cold; yet it can be shaped into in organic silhouettes that speak the language of feminine softness, sophistication, and grace. The magical properties of the age-old material are fascinating in their contradictory nature, and this has attracted artists and designers alike throughout the history of arts and crafts.

Stainless steel has been an important material for blomus since its foundation, and it continues to play a fundamental part in our success. Today, our product range has grown into a wide variety of objects in an equally diverse selection of materials such as stoneware, smoked cork, linen, concrete, and wood; however, we still treasure the unique qualities of stainless steel – in the company of other materials, or standing alone in all its unobtrusive perfection.





Contemporary colours

Originating in the design and manufacturing of items in stainless steel and other metals, we are historically a brand of the monochromatic; of shadow and light, surface and reflection. Our understanding of colour is influenced by our heritage, and even though colour is indeed instrumental when we adapt to the current trends in the world of contemporary design, we prefer a palette of mainly soft, discreet, and balanced tones.

The colours we choose are always strong enough to stand alone, yet they effortlessly blend and bring out the very best in each other when combined, allowing us to offer endless, personalized combinations of blomus products for the individual taste and purpose. But perhaps most importantly, the blomus colour range for any season is created to complement the timeless and ever-elegant stainless steel on which we have built our success.



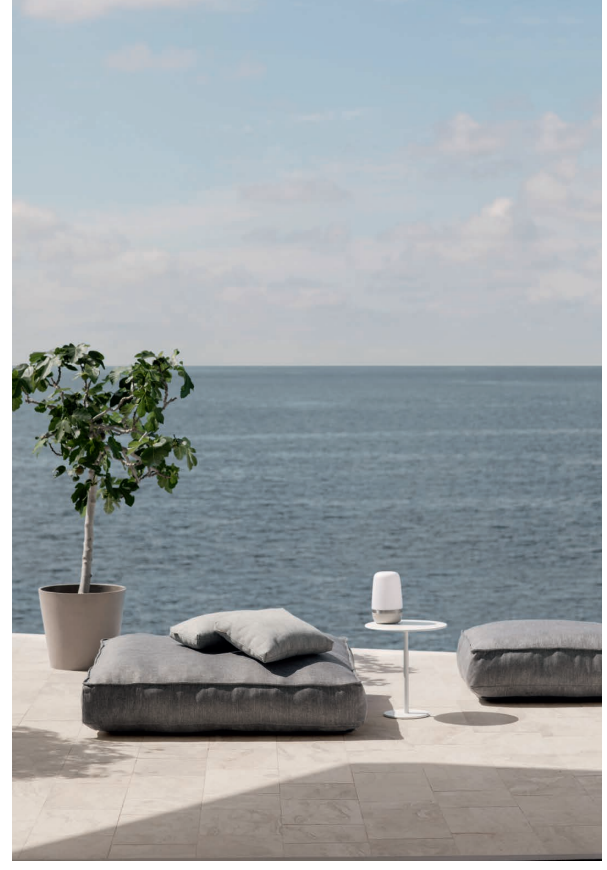


OUR VALUES

Quality above all

An uncompromising devotion to quality is the hallmark of blomus, and this has brought our products to the forefront of the international design world. We do not compromise when we choose our materials or mode of manufacturing – and we always strive to improve wherever possible. But to us, quality also extends beyond the actual product into our relations and how we operate as a company in all aspects and on all levels. We want to be known as respectful, honest, reliable, and hard-working partners to the people we work with and the customers we cater to. This is our true dedication to quality.







In the pursuit of fuctional exellence

Throughout the history of blomus, we have been known for our tireless effort to constantly improve the performance of our products. To us, only the best is good enough, and we are not satisfied until we have found the perfect solutions to the problems that great everyday design is ideally meant to solve. The key to success is the small, intelligent design features – a lid that closes tightly to keep out air and keep in smell, an ergonomically designed water carafe that lets your hand naturally find its place when you grab it, or a decanter with a built-in unit that filters out cork and sediment while perfectly airing the wine. Those are technical details that may seem insignificant at first glance, but make all the difference when the product is used over and over again.



AN INTERNATIONAL MINDSET

We know that nothing is static, and in order to constantly develop and grow as a business and as individuals, we cannot stand alone. Even though our roots are German, we are an international brand with an international mindset. We deal with people from all corners of the world, and we adapt to global trends and transnational modes of operating. By collaborating across borders in a world that is smaller than ever, we will continue to get better, wiser, and stronger.

We have set up a Copenhagen office in order to infuse our brand with the Scandinavian way of thinking, in terms of design, product innovation, and the unique Nordic notion of how design is ideally incorporated in every little mundane activity of everyday life. We feel that this goes perfectly hand in hand with our German heritage, and the match between the Nordic minimalism and the German sense of quality and craftmanship has resulted in a new series of blomus products – to be valued and enjoyed by people all over the globe.



blomus GmbH
P.O. Box 1701
59844 Sundern
Germany

Phone +49 (0) 2933 831-0
Fax (international order) +49 (0) 2933 831-195
Fax (national order) +49 (0) 2933 831-201

info@blomus.com
blomus.com




BLOMUS • ESTABLISHED 1961 • RUN BY FAMILY • DRIVEN BY PASSION •