LARS NYSØM

THE SIMPLE BEAUTIFIED



THE SIMPLE BEAUTIFIED



CONTEMPORARY MINIMALISM

Throughout our lives, we are on the search for simplicity within constant change. We tend to be distracted by unessential items - things that do more than we want but less than we need.

At LARS NYSØM, we commit to the simple, yet delightful. By blending contemporary minimalist design with superior usability, we excel at bringing beauty into everyday objects.



ØUR MISSIØN

We strive to bring beauty into the small everyday moments, encounters, life.

One piece at a time.

CLEAN DESIGN

Our products are designed to highlight the beauty of simplicity.

Clear shapes and lines are in the center of our creations.

UNIQUE COLORS

Our products are marked with carefully selected color schemes that are particularly pleasing to the eye.

FUNCTIONALITY

We strive to achieve a perfect balance between timeless design and superior functionality.

.

CLIMATE NEUTRAL

In 2021 alone, we offset 313 tons of ${\rm CO_2}$ emissions by supporting the Plastic Bank globally and reforestation projects in Germany.



We are Climate Neutral certified by ClimatePartner

MEASURE CO₂ EMISSIONS

We measure CO_2 emissions across our value chain in order to create transparency and identify potential for reducing emissions.

REDUCE AND REUSE

We focus on reusable products and concepts such as plastic-free packaging. Our goal is to reduce our footprint step by step.

OFFSET THE UNAVOIDABLE

Unavoidable emissions occur during production. We support environmental projects in order to offset these emissions.

AWARD WINNING DESIGN

By blending contemporary minimalist design with superior usability, we excel at bringing beauty into everyday objects.



IF DESIGN AWARD

The iF DESIGN AWARD is one of the world's most prestigious design awards.

Organized in Germany since 1953, the iF seal signifies outstanding design, for consumers and the design community.



RED DOT AWARD

Every year, the Red Dot Award sets out to find the year's best products. The awarded products may be aesthetically appealing, functional, smart or innovative, but what they all have in common is their outstanding design.



GERMAN DESIGN AWARD

The German Design Council, the expert for brand and design in Germany, bestows the German Design Award in order to highlight exciting new developments in the German design industry.



ICONIC AWARDS

The ICONIC AWARDS: Innovative Interior honour only the best of the best in the furniture and interior design industries. The competition creates a unique platform for furniture and interior design.



TABLE OF CONTENTS

HØME & KITCHEN

Sjæl - Salt & pepper mill set	14
Lagom - Salt & pepper mill set	16
Glæde - Bread box	20
Ægte - Bread box	22
Nedskæring - Cheese knife set	24

ØUT ØF HØME

en - Water bottle	28
ølge - Water bottle	30
åde - Water bottle	34
evægelse - Travel mug	36
læst - Sports bottle	40
vslyst - Hip flask	42

ADDENDUM

About LARS NYSØM	44
Unique colors	46
Selected materials	50
Contact information	52



HØME & KITCHEN

Beautify your home with everyday essentials that stand out.

Sjæl [ˈɕɛ²l] Salt & pepper mill set





Sjæl in Onyx Black

Simplicity is the essence of minimalism, as much as spices are the soul of every dish. Embracing this idea, Sjæl spice grinders are carefully crafted with clean design and superior usability.

HIGHLIGHTS

- Ideal for salt, pepper and other spices
- Premium ceramic mill (manual)
- Adjustable coarseness
- Ø4 Crumb protection lid

reddot winner 2021

PRODUCT VARIATIONS

UNIQUE COLORS



Bayberry











Buttercream

Baby Blue



Black & White















Spicy Mustard



Greige







SJÆL AT A GLANCE

MEASUREMENTS

- . Height 11.6cm
- . Diameter 4.3cm
- . Weight 136g (per piece)

MATERIALS

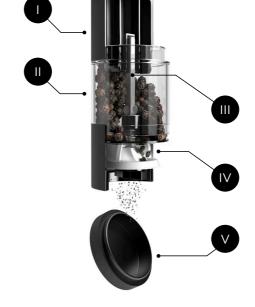
- Stainless steel
- II. Acrylic glass
- III. Aluminium
- IV. Ceramic grinder
- V. ABS

EASY TO USE

- . Pull lid carefully to open grinder
- . Fill with seasoning of choice e.g. salt, pepper, chili
- . Smoothly clip top lid back onto body to close the grinder
- . Adjust grinding level by turning lever at bottom of the grinder

EASY TO CLEAN

- . Use a dry cloth to clean dirt stains on the outside
- . Empty grinder & fill with dry rice grains
- . Grind the rice grains through the mill to clean it
- . The rice grains dissolve spice residues and absorb flavors
- . Do not wash in dishwasher and avoid humidity on the inside





Lagom ['laːˌgɔm] Salt & pepper mill set

Balanced Beauty





Lagom in Onyx Black

When it comes to spices and design, there is virtue in moderation. With that in mind, Lagom spice grinders strike the right balance between simplicity and functionality. Not too much, not too little. Just right.

HIGHLIGHTS

- Ø1 Ideal for salt, pepper and other spices
- Ø2 Premium ceramic mill (manual)
- Ø3 Adjustable coarseness
- Ø4 Crumb protection lid







PRODUCT VARIATIONS

UNIQUE COLORS Baby Blue Black & White Cool Grey Greige Spicy Mustard Stainless Steel

LAGOM AT A GLANCE

MEASUREMENTS

- . Height 18.7cm
- . Diameter 5.0cm
- . Weight 200g (per piece)

MATERIALS

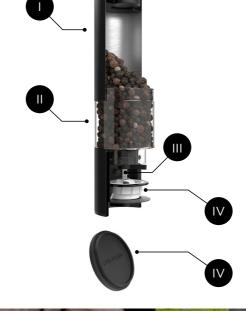
- I. Stainless steel
- II. Acrylic glass
- III. Aluminium
- IV. Ceramic grinder
- V. ABS

EASY TO USE

- . Turn & pull lid carefully to open grinder
- . Fill with seasoning of choice e.g. salt, pepper, chili
- . Smoothly clip top lid back onto body to close the grinder
- . Adjust grinding level by turning lever at bottom of the grinder

EASY TO CLEAN

- . Use a dry cloth to clean dirt stains on the outside
- . Empty grinder & fill with dry rice grains
- . Grind the rice grains through the mill to clean it
- . The rice grains dissolve spice residues and absorb flavors
- . Do not wash in dishwasher and avoid humidity on the inside





ØUR VALUES

What drives us?



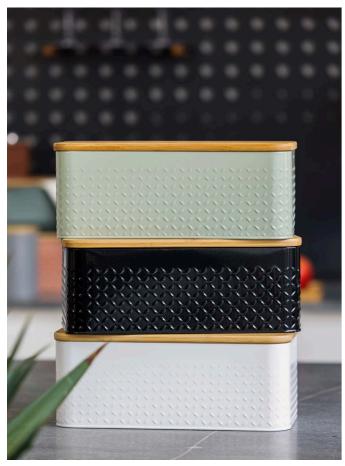
THE POWER OF MINIMALISM

We wholeheartedly believe that less is more. This basic principle guides every aspect of our efforts.

Glæde [ˈglɛːðə] Bread box

Pure Delight





Glæde in Sage, Onyx Black and White (from top to bottom)

Combining form and function, Glæde bread boxes embrace the concept of minimalism to preserve the most essential element of an object. In this case, the pure delight that comes with fresh broad

HIGHLIGHTS

- Ø1 Keeps your bread fresh for many days
- Ø2 Bamboo cutting board lid included
- Ø3 Matching linen bread bag included
- $\emptyset 4$ Vents on three sides for optimized air circulation
- Ø5 Multi-use storage box for bread, potatoes, onions, etc.



PRODUCT VARIATIONS

UNIQUE COLORS





Buttercream

Onyx Black





Navy Blue

Cool Grey





Greige





Sa

GLÆDE AT A GLANCE

MEASUREMENTS

- . Width 34.0cm
- . Depth 18.5cm
- . Height 13.5cm
- . Inner height 10.5cm
- . Thickness cutting board 2cm
- . Weight incl. lid 1,570g

MATERIALS

- I. 70% linen & 30% cotton bag
- II. Bamboo lid
- III. Galvanized steel box

EASY TO USE

- . Flip-side of bamboo lid can be used as cutting board
- . Bread bag can be used both inside and outside the bread box

HOW TO CLEAN THE BREAD BOX

- . Use a dry or humid cloth
- . Wipe the box dry thoroughly after cleaning
- . Do not wash in dishwasher and avoid humidity inside

HOW TO CLEAN THE BREAD BAG

- . Hand washing recommended for longlasting durability
- . Bread bag washable at 30° delicate cycle (max. 600 rpm)
- . Bread bag is dryer-proof and not usable in a microwave





Ægte [ˈɛgdə] Bread box

Authentic Taste





Ægte in Greige

Ægte bread bins embody the philosophy of LARS NYSØM by blending contemporary design with superior functionality. Thus, achieving perfect storage conditions to preserve the authenic taste of your bread.

HIGHLIGHTS

- Keeps your bread fresh for many days
- Bamboo cutting board lid included
- Matching linen bread bag included
- Vents on three sides for optimized air circulation
- Multi-use storage box for bread, potatoes, onions, etc.

PRODUCT VARIATIONS

UNIQUE COLORS



















22



ÆGTE AT A GLANCE

MEASUREMENTS

- . Width 36.0cm
- . Depth 19.0cm
- . Height 13.0cm
- . Inner height 10.0cm
- . Thickness cutting board 2cm
- . Weight incl. lid 1,350g

MATERIALS

- I. 70% linen & 30% cotton bag
- II. Bamboo lid
- III. Galvanized steel box

EASY TO USE

- . Flip-side of bamboo lid can be used as cutting board
- Bread bag can be used both inside and outside the bread box

HOW TO CLEAN THE BREAD BOX

- . Use a dry or humid cloth
- . Wipe the box dry thoroughly after cleaning
- . Do not wash in dishwasher and avoid humidity inside



- . Hand washing recommended for longlasting durability
- Bread bag washable at 30° delicate cycle (max. 600 rpm)
- Bread bag is dryer-proof and not usable in a microwave





Nedskæring [nˌsgɛ²geŋ] Cheese knife set

Clean Cut





Nedskæring in Onyx Black

Nedskæring cheese knives embody functional design in two forms. Stainless steel blades coupled with ergonomic handles provide an enjoyable cutting experience for various forms of cheese.

HIGHLIGHTS

- Ø1 2-piece cheese knife set
- Ø2 Soft-cheese knife and hard-cheese hatchet included
- Ø3 Hygienic and robust: 100% stainless steel
- Ø4 Ergonomically shaped handles
- Ø5 Premium gift box



PRODUCT VARIATIONS

UNIQUE COLORS





Onyx Black





Stainless Steel

NEDSKÆRING AT A GLANCE

MEASUREMENTS

Soft-cheese knife

- . Length 21.5cm
- . Weight 85g

Hard-cheese hatchet

- . Length 18.5cm
- . Weight 94g

MATERIALS

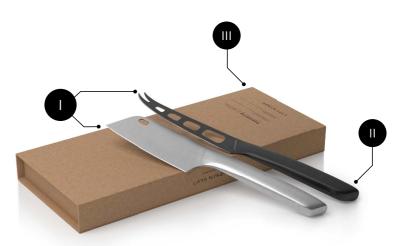
- I. 100% stainless steel
- II. Onyx Black non-stick coating
- III. Premium gift box

EASY TO USE

- . Cheese knife suitable for soft cheese such as Camembert, Brie, etc.
- . Cheese hatchet suitable for hard cheese such as Parmesan, Comté, etc.

HOW TO CLEAN

- . Handwashing recommended for extra-long durability
- . Dry thoroughly after cleaning







Minimalism to go, accompanying you on your everyday journey.



Ren ['kɛ²n] Water bottle

Pure Simplicity





Ren in Buttercream

The minimal and clean appearance of Ren water bottles encapsulates the very core of LARS NYSØM's design concept. It conveys pureness and simplicity, while selected materials make for an authentic taste.

HIGHLIGHTS

- Ø1 Perfect for on-the-go
- Ø2 Keeps your beverage 24h cold / 12h hot
- Ø3 Pure taste 100% BPA-free
- Ø4 Reusable & durable (18/8 stainless steel)
- Ø5 Plastic-free eco-packaging
- Ø6 100% leak-proof and suitable for carbonated drinks



PRODUCT VARIATIONS



SIZE OPTIONS



REN AT A GLANCE

MEASUREMENTS

1000ML

- . Height 31.5cm
- . Diameter 7.5cm
- . Weight 406g

750ML

- . Height 28.0cm
- . Diameter 7.0cm
- . Weight 341g

500ML

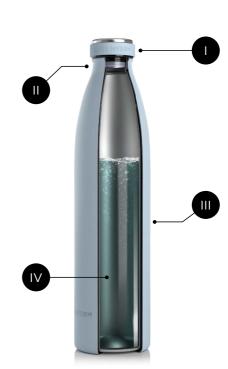
- . Height 23.5cm
- . Diameter 6.8cm
- . Weight 280g

350ML

- . Height 18cm
- . Diameter 6.8cm
- . Weight 250g

MATERIALS

- I. 18/8 Stainless steel & PP
- II. Silicone seal
- III. 18/8 Stainless steel
- IV. Double-wall vacuum insulation



EASY TO USE

- . Hand-washing recommended for extra-long durability
- . Clean the outside of the bottle by using a dry or humid cloth
- . Clean the inside of the bottle by using warm, soapy water and a (bottle) brush
- . Rinse the bottle thoroughly after cleaning
- . The lid of the bottle is dishwasher safe $% \left(1\right) =\left(1\right) \left(1\right) \left($



Bølge ['bøljə] Water bottle

Novel Wave





Bølge in Onyx Black

Characterized by gentle, concave lines reminiscent of the shape of waves, Bolge drinking bottles come to life. Distinct design paired with selected materials ensures an authentic taste experience.

HIGHLIGHTS

- Ø1 Perfect for on-the-go
- Ø2 Keeps your beverage 24h cold / 12h hot
- Ø3 Pure taste 100% BPA-free
- Ø4 Reusable & durable (18/8 stainless steel)
- Ø5 Plastic-free eco-packaging
- Ø6 100% leak-proof and suitable for carbonated drinks

PRODUCT VARIATIONS



SIZE OPTIONS



BØLGE AT A GLANCE

MEASUREMENTS

1000ML

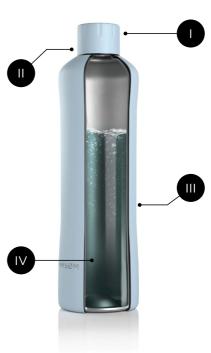
- . Height 28.6cm
- . Diameter 8.3cm
- . Weight 405g

750ML

- . Height 25.4cm
- . Diameter 7.6cm
- . Weight 346g

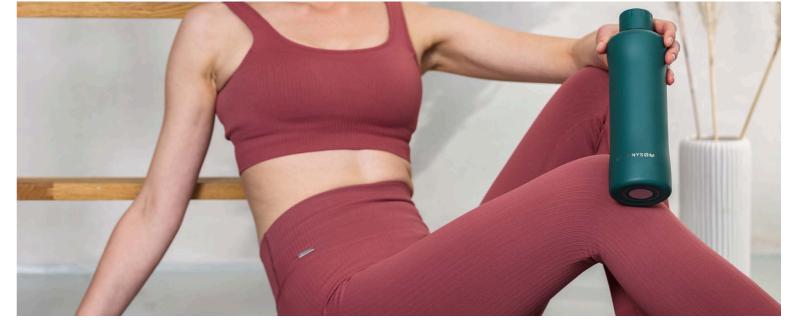
MATERIALS

- I. 18/8 Stainless steel & PP
- II. Silicone seal
- III. 18/8 Stainless steel
- IV. Double-wall vacuum insulation



EASY TO USE

- . Hand-washing recommended for extra-long durability
- . Clean the outside of the bottle by using a dry or humid cloth
- . Clean the inside of the bottle by using warm, soapy water and a (bottle) brush
- . Rinse the bottle thoroughly after cleaning
- . The lid of the bottle is dishwasher safe



ØUR VALUES

What drives us?

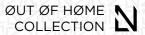


SEE THE BEAUTY IN THE ORDINARY

We acknowledge the true beauty held by simple things that often tends to be overlooked.

Nåde [nɔːðə] Water bottle

Graceful in Motion





Nåde in Buttercream

The design concept of Nåde bottles resembles the strength of tranquility - powerful, yet graceful. Carefully selected materials ensure lasting freshness throughout the day.

HIGHLIGHTS

- Ø1 Perfect for on-the-go
- Ø2 Keeps your beverage 24h cold / 12h hot
- Ø3 Pure taste 100% BPA-free
- Ø4 Reusable & durable (18/8 stainless steel)
- Ø5 Plastic-free eco-packaging
- Ø6 100% leak-proof and suitable for carbonated drinks

PRODUCT VARIATIONS

UNIQUE COLORS













NÅDE AT A GLANCE

MEASUREMENTS

1000ML

- . Height 30.5cm
- . Diameter 8.2cm
- . Weight 436g

750ML

- . Height 27.1cm
- . Diameter 7.8cm
- . Weight 365g

MATERIALS

- I. 18/8 Stainless steel & PP
- II. Silicone carrying strap
- III. Silicone seal
- IV. 18/8 Stainless steel
- V. Double-wall vacuum insulation



EASY TO USE

- . Hand-washing recommended for extra-long durability
- . Clean the outside of the bottle by using a dry or humid cloth
- . Clean the inside of the bottle by using warm, soapy water and a (bottle)
- . Rinse the bottle thoroughly after cleaning
- . The lid of the bottle is dishwasher safe



Bevægelse [beˈvε²jəlsə] Travel mug

Design in Motion





Bevægelse in Greige

Bevægelse travel mugs are minimalist design made to move. Clean and gentle lines strike a visual balance and provide a firm grip on the go.

HIGHLIGHTS

- Ø1 Perfect for your coffee or tea to-go
- Ø2 Keeps your beverage 4h hot / 8h cold
- Ø3 Fits in common car cup holders
- Ø4 Ergonomic and leak-proof design
- Ø5 Pure taste 100% BPA-free
- Ø6 Reusable & durable (18/8 stainless steel)



PRODUCT VARIATIONS

Buttercream Café au Lait Nude Sage

UNIQUE COLORS FOR 380ML



BEVÆGELSE AT A GLANCE

MEASUREMENTS

500ML

- . Height 17.0cm
- . Diameter 8.7cm
- . Weight 280g

380ML

- . Height 14.2cm
- . Diameter 8.7cm
- . Weight 240g

MATERIALS

- I. 18/8 Stainless steel & PP
- II. Silicone seal
- III. 18/8 Stainless steel
- IV. Double-wall vacuum insulation



EASY TO USE

- . Hand-washing recommended for extra-long durability
- . Clean the outside of the mug by using a dry or humid cloth
- Clean the inside of the mug by using warm, soapy water and a (bottle)

 house
- . Rinse the mug thoroughly after cleaning
- . The lid of the mug is dishwashe safe



ØUR VALUES

What drives us?

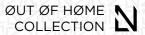


ATTENTION TO DETAIL

We are driven to provide joyful experiences, while we put conscious thought into each step along the way.

Blæst [blɛː¹sd] Tritan sports bottle

Light Wind





Blæst in Sage

Taking its cue from a fresh breeze, Blæst drinking bottles combine refreshment and steady performance with a lightweight feel. The perfect match for an active lifestyle.

HIGHLIGHTS

- Ø1 Ultralight & unbreakable design
- Ø2 Perfect for sports, leisure time & yoga
- Ø3 100% leak-proof and suitable for carbonated drinks
- $\emptyset 4$ H_2O marks to reach hydration goals
- Ø5 Silk touch carrying strap

PRODUCT VARIATIONS



Sage/ Sage Gold Font

BLÆST AT A GLANCE

MEASUREMENTS

1000ML

- . Height 28.5cm
- . Diameter 7.5cm
- . Weight 120g

MATERIALS

- I. Silicone seal, PP on the inside and 18/8 stainless steel on the outside
- II. Silicone loop and fabric strap
- III. Tritan

EASY TO USE

- . Hand-washing recommended for extra-long durability
- . Clean the outside of the bottle by using a dry or humid cloth
- . Clean the inside of the bottle by using warm, soapy water and a (bottle)
- . Rinse the bottle thoroughly after cleaning





Livslyst [ˈliŭsløsd] Hip flask

Zest for Life





Livslyst in Obsidian Black felt cover

Livslyst embodies the spirit of LARS NYSØM - a simple hip flask made beautiful. In other words, a charming companion to enjoy life in style wherever your journey takes you.

HIGHLIGHTS

- Ø1 Compact and lightweight
- Ø2 100% leak-proof
- Ø3 Filling funnel included
- Ø4 Removable cover
- Ø5 Ideal as a gift

PRODUCT VARIATIONS

UNIQUE COLORS FOR FELT COVER





Obsidian Black





UNIQUE COLORS FOR FAUX LEATHER COVER





Amaro Black



Brandy Brown



LIVSLYST AT A GLANCE

MEASUREMENTS

175ML

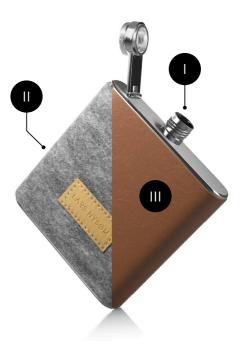
- . Height 10.9cm
- . Width 9.4cm
- . Depth 2.0cm
- . Weight 118g

MATERIALS

- I. Stainless steel
- II. Removable synthetic felt cover
- III. Removable faux leather cover
- IV. Stainless steel

EASY TO USE

- . Hand-washing recommended for extra-long durability
- . Clean the outside of the flask by using a dry or humid cloth
- . Clean the inside of the flask by using warm, soapy water
- . Rinse the flask thoroughly after cleaning
- . Clean the cover by using a dry or humid cloth







ABOUT LARS NYSØM

The story behind the brand.

THE SIMPLE BEAUTIFIED

LARS NYSØM was founded by Patrick Fischer and Sebastian Fritz with the aim of applying the principles of minimalism to everyday items. By combining clean design with functionality and a unique range of colors, the brand transforms simple objects into minimalist design accessories that bring beauty to life. Piece by piece.

LARS NYSØM represents an imaginary designer who embodies the philosophy of the founders and pays tribute to Scandinavia's leading role in advancing the ideas of minimalist design.

The result is award-winning, long-lasting, and climate-neutral certified products that stand out. In line with the label's philosophy *The Simple Beautified*, everyday items such as water bottles and pepper mills are thus turned to fashion accessories or interior essentials.

UNIQUE COLORS

Our products are marked with carefully selected color schemes that are particularly pleasing to the eye.



SELECTED MATERIALS

Carefully selected materials highlight the beauty of simplicity.

HØME & KITCHEN

ØUT ØF HØME

SALT & PEPPER MILL SET SJÆL	INSULATED WATER BOTTLE REN
. Stainless steel	. 18/8 Stainless steel
. Ceramic grinder	. PP (Polypropylene)
. Acrylics glass	. Seal: Silicone
. Aluminium	. Soul sillestie
. ABS (Acrylonitrile butadiene styrene)	
SALT & PEPPER MILL SET LAGOM	INSULATED WATER BOTTLE BØLGE
. Stainless steel	. 18/8 Stainless steel
. Ceramic grinder	. PP (Polypropylene)
. Acrylics glass	. Silicone
. Aluminium	
. ABS (Acrylonitrile butadiene styrene)	
BREAD BOX GLÆDE	INSULATED WATER BOTTLE NÅDE
. Galvanized steel	. 18/8 Stainless steel
. Bamboo	. PP (Polypropylene)
. 70% Linen, 30% Cotton	. Silicone
BREAD BOX ÆGTE	TRAVEL MUG BEVÆGELSE
. Galvanized steel	. 18/8 Stainless steel
. Bamboo	. PP (Polypropylene)
. 70% Linen, 30% Cotton	. Silicone
CHEESE KNIFE SET NEDSKÆRING	WATER BOTTLE BLÆST
. 100% Stainless steel	. Tritan
. 10070 014.11.000 01007	. Silicone ring seal
	. PP (Polypropylene)
	. 18/8 stainless steel
	. Silicone loop and fabric strap
	HIP FLASK LIVSLYST
	. Stainless steel
	. Synthetic leather
	. Synthetic felt

CØNTACT INFORMATION

How to reach us.

W E B www.larsnysom.com

 $\label{eq:energy} \mbox{E - M A I L} \\ \mbox{wholesale@larsnysom.com}$

PHONE ++800 1190 1190

INSTAGRAM
@larsnysom_official

SHOWROOM AUSTRIA

LARS NYSØM Austria c/o Heroes & Heroines Kandlgasse 15/Top 7 1070 Vienna, Austria

Opening hours (with prior notice): MO-TH 9am - 5pm FR 9am - 2pm

CONTACT EUROPE

MerchanTree GmbH Trummelhofgasse 10/2 1190 Vienna, Austria

Managing Directors: Patrick Fischer, Sebastian Fritz

VAT-ID AT: ATU71468734
VAT-ID DE: DE309005117
VAT-ID FR: FR10848532396
VAT-ID IT: IT03799510049
VAT-ID PL: PL5263245629
VAT-ID ES: ESN0382519G
VAT-ID CZ: CZ684857272
VAT-ID UK: GB313239727
Register number: FN 458970 g

Register court: Handelsgericht Wien, Marxergasse 1a, 1030 Wien

CONTACT NORTH AMERICA

Al American International Commerce GmbH Trummelhofgasse 10/2 1190 Vienna, Austria

Managing Directors: Patrick Fischer, Sebastian Fritz

VAT-ID AT: ATU76174514 Register number: FN 517585 f

Register court: Handelsgericht Wien, Marxergasse 1a, 1030 Wien

PHOTO CREDITS

Patrick Langwallner Philipp Radon Lovro Juras Martin Kolárik

