



ALLE KAN NOBET
**glad
design**



Decoupage Paper



Fabric



Colouring Book

BEHIND OUR COLLABORTION PARTNER, GLAD DESIGN

In our large range of wrapping paper and decoupage paper, we have several variants, created by designers from Glad Design, which is part of the social economic Danish enterprise Glad Fonden.

A social economic enterprise is a business that makes money under ordinary market conditions and which uses part of the profit to create jobs for people with special needs.

Since 1999, the Glad Fonden has engaged people with special needs in the labour market. The value-based mission was to give this group of people a better quality of life by allowing them to be included equally in society through an active working life. A mission that quickly became successful and formed the basis for the business success that the Glad Fonden has become today with several specialized companies. Among them Glad Design!

At Glad Design people with special needs, unskilled and skilled people work side by side. In close cooperation they create happy patterns and illustrations in a powerful combination of liberating spontaneity and graphic craft at a high level.

About the design tasks in practice, the creative director at Glad Design, Camilla Draiby, says:

"Our artists with special needs have no professional approach to drawing. For example, they don't draw a tree as it actually looks; they draw it how they experience it. Our professional graphic artists then convert the unfiltered design into the context for which it is intended".

Designs from Glad Design are transformed into home interiors, clothing, fabrics, paper and much more. Briefly, the style is a colourful showdown with straight lines and automated design.

We fell in love with this look! It is the primary reason that we started working with Glad Design. The fact that it is a social economic enterprise, we see as a big bonus because we take Corporate Social Responsibility (CSR) very seriously.

Up to 15% of our employees are employed under special conditions. We believe in a valuable potential in all people, regardless of their mental or physical ability. And over the years we have proved that great results can be achieved through diversity.

creativ



company

3 colors - 3 shapes - 1000 ways