

2018

ROSTI MAGAZINE

OUR HISTORY

HOW IT ALL STARTED WITH A TWO-CROWN LOAN

ROSTI'S WORLD

MEET OUR VISION OF CREATING FOOD

MARGRETHE - THE ICON

THE COMPLETE MARGRETHE BOWL FAIRY-TALE



Rosti

Rosti

ROSTI FROM BACK ROOM TO INTERNATIONAL COMPANY



STIG JØRGENSEN, SONNY KLINGERT
AND ROLF FAHRENHOLTZ



Our story starts in the early 1940 when a two-crown loan becomes the start of a lifelong partnership and friendship. In 1944, during the difficult times of the Second World War, Rolf Fahrenholtz and Stig Jørgensen founded Rosti. During and just after the war there was a shortage on many materials. After creating some products in Bakelite Rosti started to pioneer with melamine from the US. This was a complete new production material for that time and a big adventure for the founders. It resulted in a

new melamine tableware collection; the production was kick-started and Rosti received its largest-ever order when the Danish Armed Forces discovered melamine's extraordinary durability and ordered melamine plates for its food services. In the 1950's Rosti was the only manufacturer of melamine in Denmark.

Rolf and Stig had not only an adventurous mind towards materials, but also towards design. For the creation of a set

of mixing bowls they decided to use the studio of Acton Bjørn and Sigvard Bernadotte; one of the few industrial design studio's in Copenhagen. At that time industrial design was unknown, but they wanted to create a timeless product that was easy to produce. This was the starting point of the creation of the Rosti icon; the Margrethe mixing bowl. We still see Margrethe as our symbol, but also as a product that represents the future of the brand very well.



FIND JOY IN THE ORDINARY
With a busy lifestyle you have to consciously take time. Time for each other. In our view the kitchen is the central place of the house. The place to meet your family and friends to enjoy each other; to tell stories and dreams, to laugh and cry. A place full of security and warmth.

At Rosti we believe that not the perfect dinner is the goal, but the creation of it. The talks while cutting veggies or mixing dough are

special moments. Moments where you come together while you create great, hearty food with the people you love. To forget the world around you and only be there; right in the warmth of that kitchen.

This is what Rosti represents; slow down, enjoy the company around you and off course the good food. Our role? We support you with functional, high quality kitchen products. Solutions that are straightforward with a Scandinavian

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design that focuses on functional excellence. In colours that match with the latest trends and fit your interior. By choosing the best materials for the purpose they are beautiful and qualitative to last a lifetime. Products that don't need to be in the spotlight, but make you find joy in the ordinary.



ROSTI'S WORLD

The warmth of the kitchen is where we feel at our best.
With Margrethe as our centrepiece we offer a well balanced
range of products to create great food together.



Instagram

#margretheathome



A TIMELESS ICON



Margrethe
The Original since 1954

The Margrethe bowl has become an award-winning Danish design icon that has been depicted on stamps and which also has a place in the permanent collection of the Museum of Modern Art in New York. Acton Bjørn about their designs "We aim for timeless work and perhaps we have never been modern, but our products become never outdated."

Also today the Margrethe bowl plays an important role in most Scandinavian households. It already passed the status of "just a mixing bowl" for a long time. Many people use the bowl also to serve dishes on the dinner table, as a snack bowl for popcorn, as a fruit bowl or even as a plant pot. It's a product that plays a central role in the house with a strong emotional touch. Many people remember stories of baking cookies with the Margrethe bowl together with their parents or grandparents. And now, so many years later, they do the same with their kids. Sometimes even in the same bowl, as the product is often a present when starting an own family home. For a long time already Margrethe is not just a mixing bowl, it's a mixing bowl for warm family moments over the years.

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ROSTI CLASSIC COLOURS



ROSTI NORDIC COLOURS

