

# Good printing brings products to life

Every year, Bang & Olufsen publish a brand magazine, which functions both as a showcase for the company and as a product catalogue. It is distributed globally to over 600 Bang & Olufsen dealers and is furthermore sent to customers and partners.

The magazine is produced in 10 languages and roughly 300,000 copies.

*"We try to maintain a very high standard in the quality of our printed matter whilst creating a certain continuity of style, which should be distinctly our own. Our challenge is to continually improve, and this is where we find that Stibo is an excellent partner. The physical feel of the magazine should be comparable to our products – the tactile element, combined with great colours, is hugely important. Good printing brings our brand and products to life – which is the most important thing of all,"* says Helle Hagen Larsen, Global Marketing Project Manager.

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**Helle Hagen Larsen**  
Global Marketing Project Manager

## The magazine content

The content of the magazine is created internally at Bang & Olufsen, in close cooperation with their creative department. Typical content includes articles on production, background stories connected to creative processes, profiles of exciting people and companies – and plenty of anecdotes recalling the company's history of over 90 years.



