



REFLECTION OF THE PAST & FUTURE EXPECTORATION

As second generation in the family owned business and as Group CEO, Peter Grynnerup reflects over the past 50 years and looking into the future.

“I am thrilled by the progression and growth we’ve achieved over the past 50 years and on the company’s remarkable journey.”

What began as an entrepreneurial venture in a garage north of Copenhagen, Denmark, has evolved into a mid-size company, operating Globally, offering a wide range of safety products and solutions to our customers and partners.”

“I am eager to lead the Dancop Group into the next era of business by strengthening our product assortment with the many new launches we have planned and expanding into new markets outlined in our growth strategy. This vision underscores the company’s commitment to innovation, excellence, and global expansion as it continues to build on its legacy.

I also want to thank my Mother for 50 relentless years and dedication to the company.
A true lifetime achievement.

CONGRATULATION WITH THE 50 YEARS ANNIVERSARY TO BOTH DANCOP AND TO KIRSTEN!



Kirsten Grynnerup was CEO from 2002 to 2017, and is today Group CFO, and decelerates her 50 Years Anniversary together with the Dancop 50 Year Anniversary.

Zitat Kirsten

1975 - 2025 — 50 years anniversary —



DANCOP CELEBRATES 50 YEARS ANNIVERSARY

THE YEAR 2025 MARKS A SIGNIFICANT MILESTONE OF 50 YEARS OF BUSINESS FOR THE DANCOP GROUP.



In 1975 the founder of the Dancop Jørgen Grynnerup, founded the Dancop company, together with his wife, Kirsten, in a small basement, located in the outskirts of Copenhagen, Denmark.

NOW 50 YEARS LATER, THINGS LOOK SOMEWHAT VERY DIFFERENT.

It has been 50 years of constant growth and development, with offices in both Denmark and Germany, and with worldwide activities and more than 200 employees.

IT ALL STARTED WITH A MIRROR: DANCOP’S INNOVATIVE BEGINNINGS

The story of Dancop began with a single product—an innovative dome mirror that would go on to revolutionize the retail industry. Created using a unique technique and materials, this mirror was originally designed to prevent shoplifting in supermarkets and stores, providing a practical solution for retailers.



At the time, the customers for Dancop’s products were wholesalers dealing with shop inventory solutions for retailers across Denmark. The initial success of the dome mirror quickly spread, and soon, Dancop expanded its reach to neighboring Sweden, where demand for this ingenious product continued to grow.

Although the product range has significantly expanded over the years, the dome mirror remains a bestseller in Dancop’s assortment. This iconic product not only marked the company’s entry into the market but also laid the foundation for what would become a diverse and highly successful lineup of mirrors and related solutions. Today, Dancop is recognized for its innovation, quality, and ability to adapt to the evolving needs of customers across the globe.



RIISING FROM THE ASHES TO THRIVE IN SLANGERUP

Following a devastating fire in 1982 that engulfed its factory and warehouse, Dancop faced the urgent challenge of finding a new location to rebuild its production capacity and storage facilities. The company acted swiftly, selecting Slangerup, a town north of Copenhagen, as its new home.

This pivotal decision marked the beginning of a transformative journey for Dancop. Starting with a modest facility of 800 square meters, the company has steadily expanded over the years to accommodate its growing operations.

Today, Dancop remains firmly rooted at the same address in Slangerup, with its facilities now covering an impressive 7,000 square meters.



DANCOP EXPANDS INTERNATIONALLY: A MILESTONE IN GLOBAL GROWTH

Dancop, the renowned Danish mirror manufacturer, has achieved remarkable international growth since its founding. In 1976, just a year after starting, the company entered the German market, paving the way for a significant global presence.

Exporting mirrors to Germany was a pivotal step, driven by rising demand and supported by hiring its first employee to manage growing market needs. Over time, Dancop's focus on quality and innovation made Germany one of its largest markets.

Today, with an EMEA regional office and a logistics center near Hannover, Dancop efficiently serves a growing customer base across the region. Its journey from a small startup to an international leader showcases its ambition, dedication, and strong relationships, as it continues to deliver exceptional products and service worldwide.

INTRODUCING OUR NEW LOGO.

In celebration of its 50th anniversary, Dancop has taken the opportunity to give its logo a modern update. The refreshed design honors our logo rich heritage while reflecting its forward-thinking approach to innovation and excellence.

“We felt our 50-year milestone was the perfect occasion to freshen up our logo,” a company spokesperson stated. The new logo will be rolled out across all materials and digital platforms in the coming weeks, marking a new chapter for the Dancop brand as it continues to grow and evolve.

The updated logo symbolizes Dancop's journey over the past five decades and its vision for the future, blending tradition with contemporary design.

DANCOP BECOMES ONE COMPANY

In 2023, Dancop A/S (Denmark) and Dancop GmbH (Germany) merged to form a unified company, strengthening their position as a global leader in safety solutions. The merger brought together the expertise of both entities under one roof, with Peter Grynnerup at the helm as Group CEO.

Peter Grynnerup, who succeeded his father and Dancop's founder after his passing in 2002, has guided the company with a steady vision for growth and innovation. His mother, Kirsten Grynnerup, serves as CFO and is also celebrating an extraordinary milestone: 50 years with Dancop.

The merger and leadership milestones coincide with Dancop's 50th-anniversary celebrations, symbolizing both the company's enduring legacy and its commitment to future excellence.

AWARD WINNING GROWTH

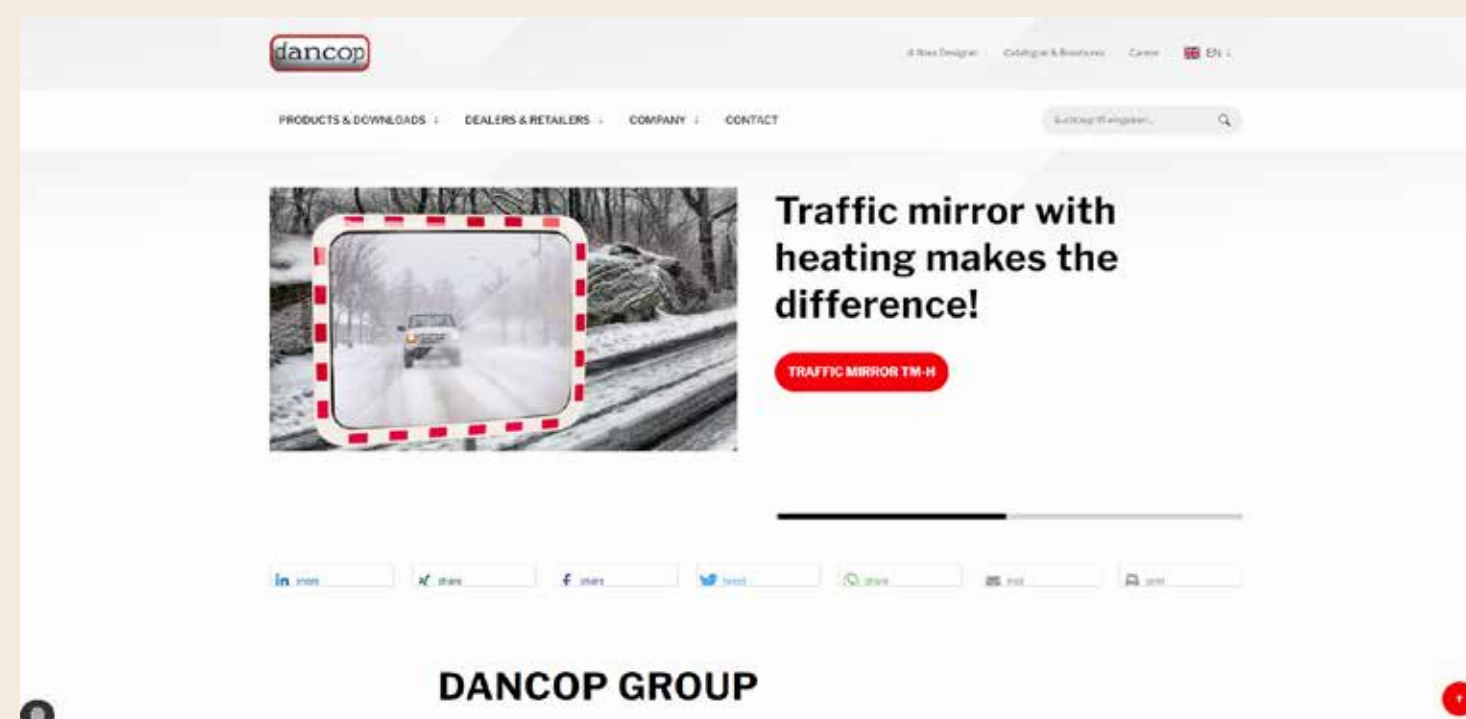
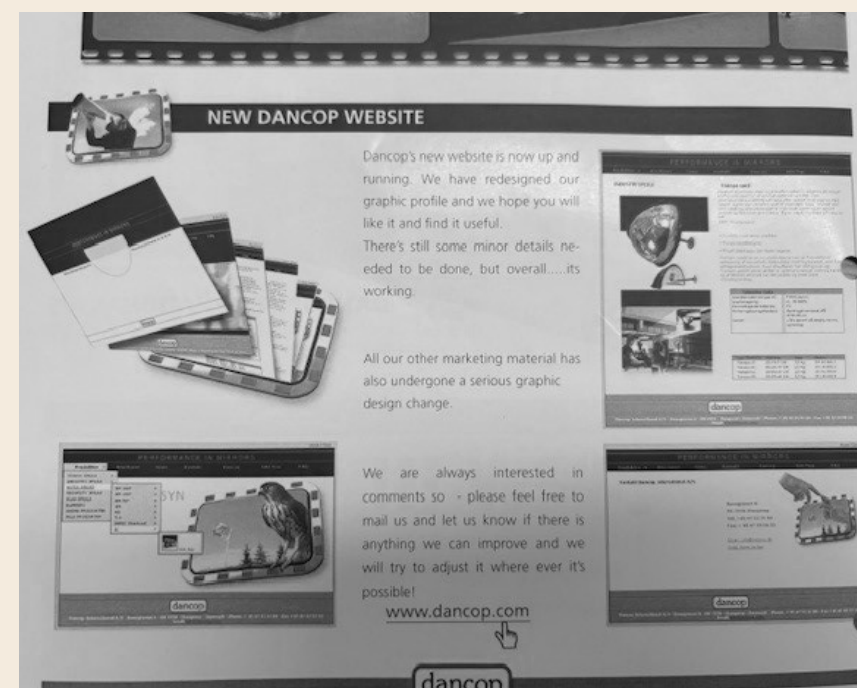
In december 2024 we were awarded by danish leading finicial paper, Børsen.

the "GAZELLE" is awared to to companies that over a 4 period, shows growth of more tan 100 % less than 1 % of danish companies can demonstrate growth numbers like that. CEO Peter Grynnerup says: "We are extreamly proud of this recognition for our work. but these animals live in packs in nature and aim to collect a hole pack in the future".



WEBSITE ALTES BILD + RELAUNCH

Text



DANCOP'S EXPANSION AND GROWTH: PIONEERING INNOVATION IN THE 1990S

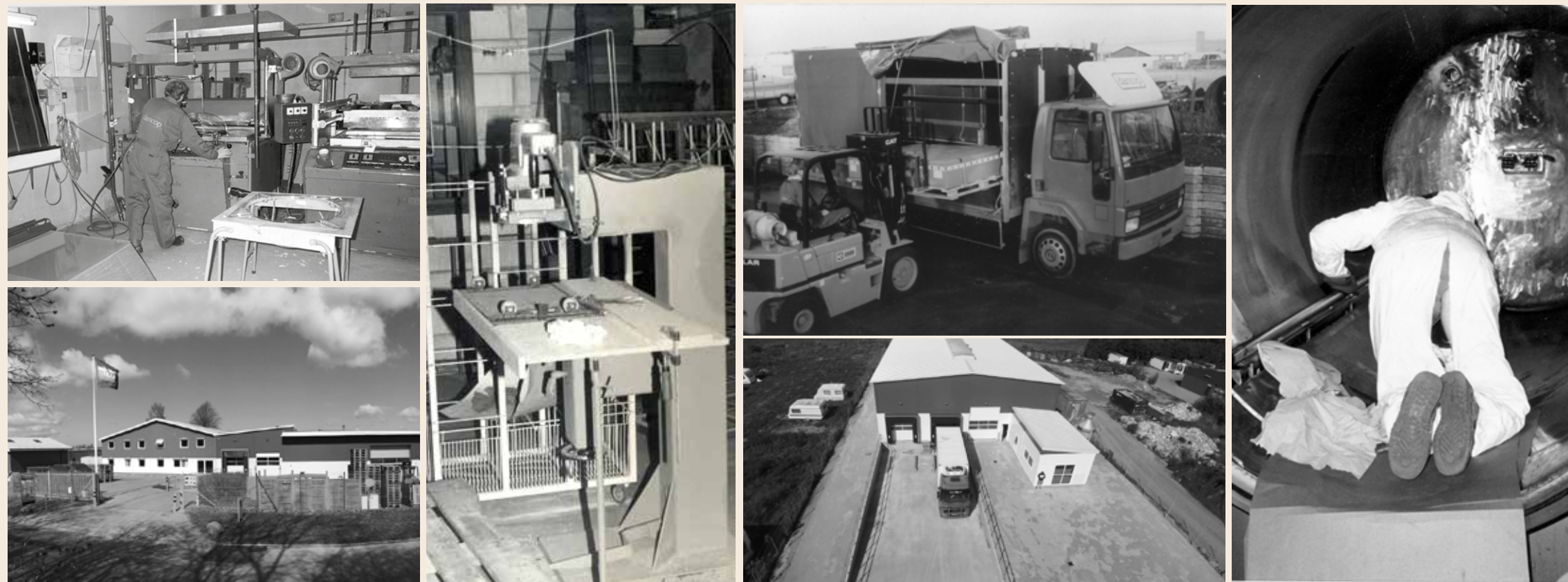
The 1990s marked a significant period of expansion and growth for Dancop, as the company scaled its operations and solidified its presence in the global market. During this time, Dancop began exhibiting regularly at tradeshow, using these key events to build a wider distribution network and introduce new products that catered to evolving market demands.

One notable product introduced during this period was a graffiti cleaner, developed in response to the rise of graffiti as part of rebellious youth culture in the 1990s. This innovation reflected Dancop's ability to adapt to emerging trends and address the unique needs of customers. By diversifying its product range, Dancop demonstrated its commitment to offering solutions that went beyond its core mirror products, further expanding its market reach.



To meet the growing demand for mirrors, Dancop also embraced technological advancements, including the installation of robots in its production process. This move not only helped streamline operations but also allowed the company to increase production capacity, ensuring that it could keep up with the rising demand for its high-quality products.

As Dancop continued to expand throughout the 1990s, its ability to innovate, diversify, and invest in new technologies set the foundation for the company's long-term success in the mirror manufacturing industry.



DANCOP EXPANDS WITH NEW PRODUCTION FACILITIES AND A STRONG EUROPEAN PRESENCE

As Dancop's sales continued to grow, the need for expanded production capacity became evident. To meet this rising demand, the company made a series of strategic moves, establishing multiple production facilities across different locations. The most recent of these expansions became the cornerstone of Dancop's operations, housing both the company's headquarters and production facilities for the Dan-Mirror assortment and D-flexx products. These facilities have played a crucial role in supporting the company's increasing market presence and ensuring high-quality manufacturing processes.

In 2001, Dancop took a major step in its European growth by founding ****Dancop Deutschland / Dancop International GmbH**** under the leadership of former partner Thomas Heinze. As CEO of Dancop GmbH, Mr. Heinze was instrumental in shaping the company's expansion into the European market. His vision and leadership were key to the development of a strong sales organization, helping to build a solid foundation for Dancop's success in Europe.



Mr. Heinze's efforts in spearheading the company's market penetration were widely recognized, as he successfully guided Dancop GmbH through a period of rapid growth. His retirement in 2023 marked the end of an era, but the legacy of his contributions to the company's European operations remains. Under his leadership, Dancop GmbH grew into a strong European player, and the consolidation of subsidiaries across the region further strengthened the company's global reach.

Dancop's continued expansion and success reflect the company's commitment to innovation, quality, and its strategic vision for growth both in Denmark and internationally. The new production facilities and leadership in Europe ensure that the company is well-positioned for even greater achievements in the future.

DANCOP UNVEILS NEW PRODUCT LINES: CRASH STOP, RAMBOWL AND D-FLEXX LEAD THE CHARGE IN INDUSTRIAL SAFETY

Dancop continues to evolve and expand its product offerings with the introduction of three innovative safety product ranges designed to address the growing demands of industrial safety. The company's new lines - **Crash Stop**, **Rambowl** and **d-flexx** - bring cutting-edge solutions to enhance operational safety across various sectors.

The **Crash Stop** range is focused on safety products that address a wide variety of needs in industrial settings. From marking hazardous areas to protecting pedestrian routes, securing loading processes, and safeguarding columns and rack systems, Crash Stop products are built to provide reliable protection. To ensure top-notch quality, all steel production for the Crash Stop range undergoes annual TÜV audits, guaranteeing that the products meet stringent safety standards.



Meanwhile, **Rambowl** offers exceptional impact protection with a range of polyurethane-based products designed for both indoor and outdoor use. These highly durable solutions are specifically engineered to withstand massive impacts, making them ideal for high-traffic and demanding industrial environments. Rambowl's impact resistance ensures long-lasting protection in areas with frequent physical stress.

Lastly, Dancop introduces the **d-flexx** polymer safety barriers, which are designed to absorb collision impacts and return to their original shape. These innovative barriers are highly effective in minimizing energy transfer to mounting structures and flooring, reducing the risk of damage and lowering repair costs. The ability of D-Flexx barriers to absorb impacts significantly enhances safety and reduces maintenance needs in busy industrial settings.



With the launch of these new product lines, dancop solidifies its commitment to providing innovative, high-quality solutions for industrial safety, ensuring that companies can operate with greater security and efficiency.



Our new Dan-Mirror Logo 2025

OUR MIRROR HERITAGE- DAN-MIRROR !

Back in the days where the assortment were only Mirrors, the name Dan-mirror, was the company name.

50 YEARS WITH A FRESH LOOK FOR DAN-MIRROR

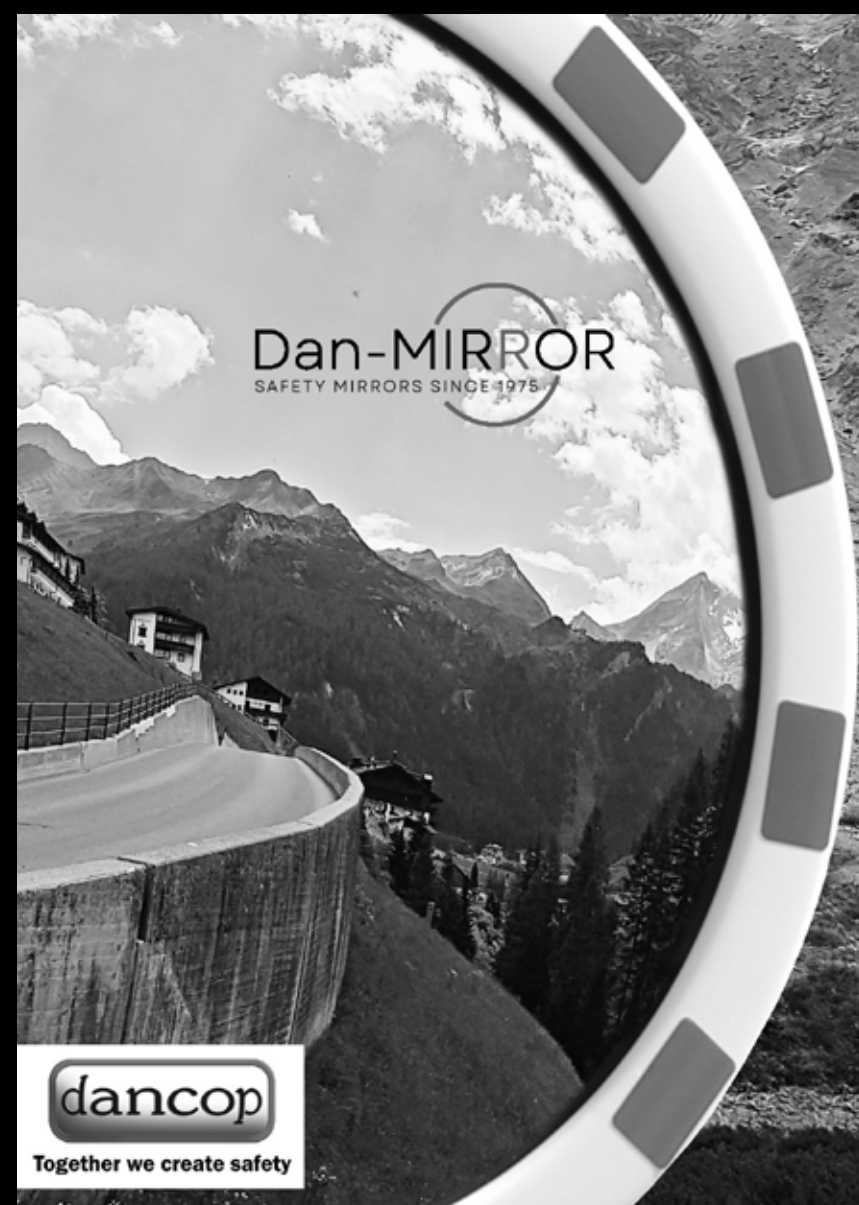
In honor of its 50th anniversary, Dancop is giving its iconic mirror assortment a fresh makeover under the brand name Dan-Mirror, a nod to the company's heritage.

The revamped Dan-Mirror line features a streamlined product structure, new naming conventions, and a distinctive design that reflects modern functionality while honoring its roots. Additionally, the range introduces pictograms for easier identification, making product selection more intuitive for customers.

The official launch of the Dan-Mirror brand is set for early February 2025, marking a milestone in Dancop's legacy of innovation and quality. This rebranding effort is a fitting tribute to five decades of excellence and a bold step toward the future.



DAN-MIRROR News back from 1986



BREAKING NEWS RELAUNCH DAN-MIRROR

Mehr Bilder + Geschichte der Spiegellinie
Verkehrsspiegel
IS-Spiegel

Teaser Text?

A NEW FAMILY MEMBER



On November 8, 2004, the Dancop Group expanded its horizons with the addition of a new family member: Backner.

Backner, designed to cater exclusively to the Danish market, launched as a post-order catalog and a business-to-consumer (B2C) webshop. The move marked a significant step for Dancop, venturing into direct consumer engagement while broadening its operational scope. With its focus on convenience and accessibility for Danish customers, Backner has become a valued part of the Dancop Group, reflecting the company's commitment to innovation and market responsiveness.

DANCOP STRENGTHENS GLOBAL SALES ORGANIZATION WITH STRATEGIC MERGERS

In the late 2000s, Dancop undertook a significant restructuring effort to streamline its operations and strengthen its presence in key international markets. The company merged its various regional subsidiaries, consolidating approximately 50 employees into its current, unified sales organization.

This strategic move saw the integration of Dancop's operations in Switzerland (Dancop CH), the United Kingdom (Dancop UK), Poland (Dancop Poland), Belgium (Dancop Belgium), and Greece (Dancop Greece). By merging these entities into one cohesive sales force, Dancop was able to create a more efficient, dynamic, and responsive organization capable of better serving its growing customer base across Europe.

The consolidation allowed for a more unified approach to sales, marketing, and customer service, ensuring that Dancop could leverage its expanded workforce and regional expertise to meet the demands of its international clientele. The move also enhanced the company's ability to deliver tailored solutions to customers in various markets while maintaining the high standards of quality and service Dancop is known for.

As Dancop continues to grow and evolve, this strategic organizational shift remains a key part of its success, further solidifying its position as a leading player in the mirror manufacturing industry.

TODAY WE ARE



+100 employees

14 nationalities

10 different languages

TRADESHOWS HAS BEEN AN IMPORTANT PART OF PRESENTING PRODUCTS AND FINDING NEW PARTNERS, FROM THE VERRY BEGINNING - AND IT STILL IS

For Dancop, tradeshow have played an essential role in the company's growth and success from the very beginning—and they continue to be a vital part of its strategy today. From showcasing new products to forming valuable partnerships, tradeshow have provided a platform for Dancop to connect with customers, suppliers, and industry professionals on a global scale.

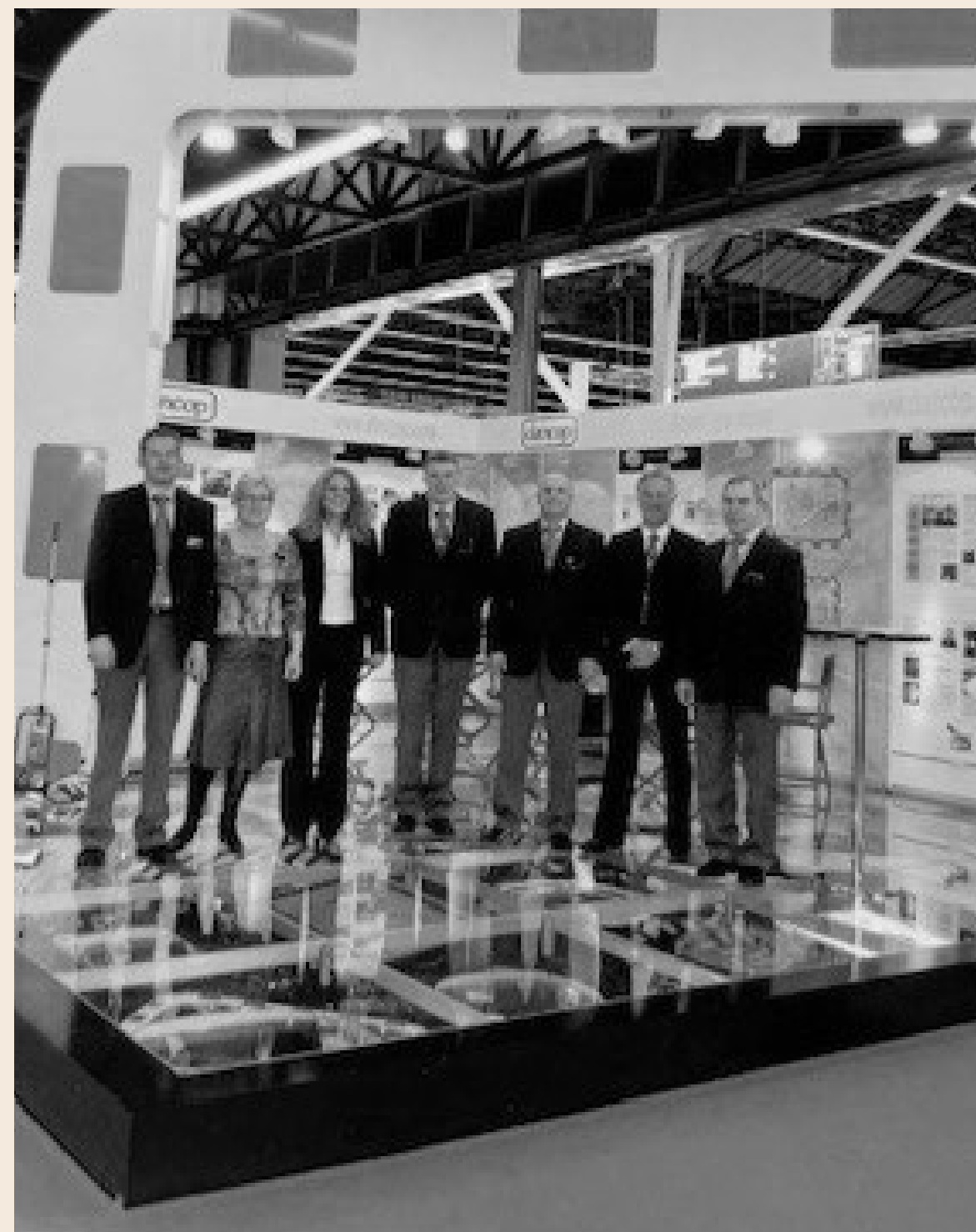
Since its inception, Dancop has consistently participated in numerous tradeshow, recognizing them as crucial events for staying at the forefront of industry trends and expanding its market reach. These

events offer the opportunity for the company to present its innovative mirror solutions, including its well-known Dan-Mirror assortment and D-flexx products, to a diverse audience of retailers, wholesalers, and business partners.



Tradeshow remain an important avenue for Dancop to engage di-

rectly with its stakeholders, allowing the company to strengthen its presence in the mirror manufacturing industry and build lasting relationships with key partners. As the company continues to grow, its participation in these key events ensures that Dancop maintains its competitive edge while continuing to drive innovation and expand its global network.



dancop team at Intertraffic 2006



dancop Team at A+A 2023 in germany.

ANOTHER FAMILY MEMBER IS BORN

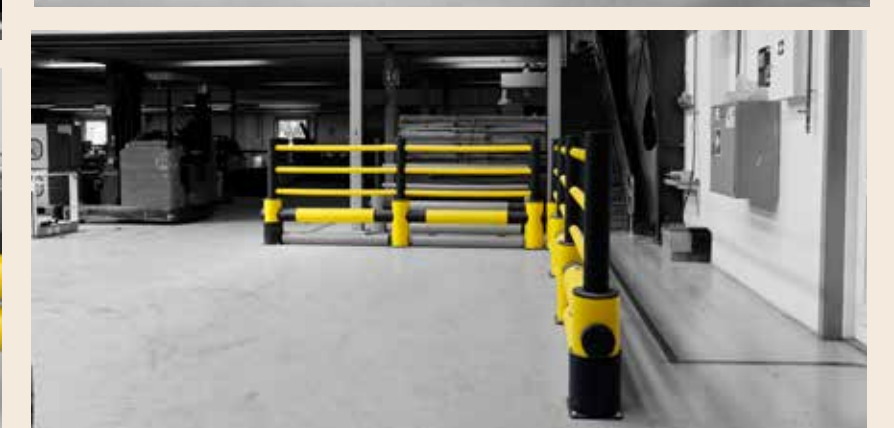
In 2017, the Dancop Group unveiled its latest innovation: the d-flexx brand, an advanced polymer safety barrier system. Designed to enhance workplace safety, the product quickly gained traction and, in 2018, made its debut on the global market. Initially embraced across Eu-

rope, the d-flexx system soon expanded its reach, finding installations in facilities worldwide. Its robust design and superior safety features have made it a preferred choice for industries seeking effective solutions to protect personnel and infrastructure. The success of d-flexx highlights Dancop's commitment

to innovation and its ability to set new standards in industrial safety on a global scale.



D-FLEXX TODAY



Since its global launch in 2018, Dancop's d-flexx safety barrier system has become the go-to choice for some of the world's most renowned companies.

Industry leaders like Tesla, IKEA, Coca-Cola, and Volkswagen have installed the advanced polymer barriers to enhance safety at their facilities.

These high-profile installations underscore d-flexx's reputation for reliability, durability, and innovative design, making it a trusted solution for protecting people and assets in demanding industrial environments.

With its widespread adoption across blue-chip companies, d-flexx continues to cement its position as a global leader in workplace safety.



CORONA PANDEMIC HITS THE WORLD

In 2020 the world was experiencing one of history's largest pandemics, Corona.

Creative thinking and quick action transformed a potential catastrophe into a new line of business, even as the situation initially shut down operations from one day to the next.



The polymer room separates and sneeze protection, for supermarkets, schools and offices.

That swift reaction made it possible to survive throughout the pandemic, with no major losses.

