

# A History of Excellence



PROUDLY NEW ZEALAND  
MADE & FAMILY OWNED  
& OPERATED SINCE 1958

**DANSKE**  
**MØBLER**

Furniture for living

## Circa 1960s



BENNETT LOUNGE SUITE



SCOTT LOUNGE SUITE

FRONT COVER: FOUNDERS OF DANSKE MØBLER LTD, KEN & BENTE WINTER - 1959

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Updated edition published 2024.

## A Vision of Excellence

When my parents Ken and Bente Winter began making furniture in 1958 their vision was:

**To deliver excellence to New Zealanders by supplying unique and beautiful furniture, flawlessly crafted to the highest possible quality and value.**

Sixty years later the styles have changed, yet their vision continues to inspire new generations of family members and employees as we collectively strive to uphold the values established in 1958.

I am proud to follow in the footsteps of my parents and remain committed to providing you with excellence in furniture, so that when you choose Danske Møbler you can be assured it's a decision you will never regret.

Allan Winter  
Owner

OAKLEY DINING TABLE  
- CURRENT





# Your Guarantee of NZ made Excellence

The only way to make quality, long-lasting furniture is to use quality components. While you can't see what's on the inside of furniture, you can rest assured that with Danske Møbler made furniture no corners have been cut in the production.

The belief in first class craftsmanship and attention to detail, combined with the finest materials and manufacturing equipment, ensures Danske Møbler made furniture will last for generations to come. Before buying furniture, always check and compare the quality and the guarantees.

The guarantees on Danske Møbler made furniture are:

## INDOOR WOOD FURNITURE

Construction .....	10-years
Workmanship/Finishing.....	10-years
Hardware .....	10-years
Joints .....	10-years

## LOUNGE SUITES

Frames.....	Lifetime
Workmanship/Stitching .....	10-years
Suspension .....	10-years
Seat Foams .....	10-years

Our guarantee belongs to the original owner and applies to furniture manufactured by Danske Møbler and used in domestic situations only. Furniture not manufactured in our factories but purchased through our stores will carry its own guarantee.

WOODWORK FACTORY, MT EDEN RD, AUCKLAND – CURRENT

## The Timeline of Excellence



WOODWORK FACTORY, THREE KINGS RD, AUCKLAND – 1965



TEAM OF CABINET MAKERS – 1965



# 1958

After immigrating to New Zealand in the mid-1950s from Aarhus in Denmark, Ken and Bente Winter begin making furniture in a little shed in Titirangi, Auckland.



ORIGINAL SHED FOR FURNITURE MAKING, TITIRANGI, AUCKLAND – 1958

# 1962

Ken and Bente initially supply furniture to a network of New Zealand retailers before opening the first Danske Møbler retail showroom at 192 Symonds Street, Auckland.



DISPLAY STAND,  
AUCKLAND HOME  
SHOW – 1966

# 1963

The retail showroom moves from Symonds Street into the brand new 246 Mall on Queen Street, Auckland. It was at this point that “Danske Møbler had taken over as the country’s leading retailer of moderately priced but aesthetically advanced furniture”<sup>1</sup>.

<sup>1</sup>Lloyd Jenkins, Douglas. At home: a century of New Zealand design. Random House, Auckland 2004.

# 1968

Demand for Danske Møbler furniture outstrips the capacity of the original manufacturing facility, resulting in move to 35 Dornwell Road, Mt Roskill, Auckland. The move enables both manufacturing and the retail showroom to amalgamate and operate from one location and, as production grows, neighbouring buildings are added.



SHOWROOM, 246 QUEEN STREET, AUCKLAND – 1964



35 DORNWELL ROAD, MT ROSKILL,  
AUCKLAND – CIRCA 1980s

## 1986

The first retail showroom out of Auckland opens on Anglesea Street in Hamilton, then moves to Victoria Street in 1993. Sixteen years later, in 2009, the showroom relocates to a new building at 15 Maui Street, Te Rapa.

## 1990

The first building to be completed on the then barren Link Drive on Auckland's North Shore heralds in Danske Møbler's second retail showroom. Over the following years more buildings go up around it to form the Wairau Park Home Zone.

(Relocated to Albany in 2023)



15 MAUI STREET, TE RAPA, HAMILTON – 2009



13A LINK DRIVE, WAIRAU PARK, AUCKLAND – 1990

# 1994

The upholstery and woodwork factories and retail showroom relocate from Dornwell Road to their current home at 983 Mt Eden Road, Auckland.

# 1998

The fast growing Botany Downs suburb in the 1990s provides impetus for a new style of shopping centre in Auckland and Botany Town Centre is born. When Levene's vacates its building at 501 Ti Rakau Drive, Danske Møbler moves in.

# 2006

A joint venture with Taupo locals John and Sue Collett gives the town and surrounding districts convenient access to Danske Møbler furniture.



983 MT EDEN ROAD,  
THREE KINGS, AUCKLAND – 1994



501 TI RAKAU DRIVE,  
BOTANY TOWN CENTRE, AUCKLAND – 1998



29 TOTARA STREET,  
TOTARA POINT, TAPO – 2006



## 2010

Wellington welcomes a long awaited retail showroom, located inside the Harvey Norman Centre at 29 Rutherford Street, Lower Hutt.

## 2011

Another building formerly occupied by Levene's, at 810 Heretaunga Street in Hastings, provides the ideal opportunity to launch a Danske Møbler showroom in the fast growing Hawke's Bay region.

## 2018

As residential growth in Auckland continues to expand north into Albany, Silverdale and beyond, Danske Møbler seizes the opportunity to open a new superstore in the Albany Lifestyle Centre at 260 Oteha Valley Road.



SHOWROOM, 29 RUTHERFORD STREET, LOWER HUTT – 2010



810 HERETAUNGA STREET WEST, HASTINGS – 2011



SHOWROOM, 260 OTEHA VALLEY ROAD, ALBANY LIFESTYLE CENTRE, AUCKLAND – 2018



# 2018

Our long term and very loyal stockist sells his Greerton Furnishings store on Chadwick Road, Tauranga into the Danske Møbler group. Danske Møbler is delighted to continue its strong association with Bay of Plenty citizens.

(Relocated to Tauriko 2024)

# 2023

Due to the growth of Tauranga and the Bay of Plenty region, Danske Møbler decides it's time to open a bigger store. Building of the brand new flagship showroom at 39 Taurikura Drive, Tauriko is completed in June. A warehouse facility is also incorporated into the building.

# 2023

For over 40 years, Danske Møbler has maintained a presence in Palmerston North. The first store in 1982 was on Cook Street, then a move to Main Street occurred in the mid-1990s. In September 2023, Danske Møbler moved to a bigger and brighter store at 413 Church Street.



156 CHADWICK ROAD, GREERTON, TAURANGA – 2018



39 TAURIKURA DRIVE, TAURIKO, TAURANGA - 2023



413 CHURCH STREET, PALMERSTON NORTH – 2023

Circa 1960s



## The Evolution of Excellence



DANSKE MØBLER LTD

DANSKE  
MØBLER

DANSKE  
MØBLER  
EST. 1958

DANSKE  
MØBLER

Eden  
Outdoor Furniture

Eden  
OUTDOOR FURNITURE

Circa 1970s



VAGN DINING SUITE



COPPER  
TOP TABLE &  
COPENHAGEN  
CHAIRS



THE STORIES

Behind

SOME OF THE FACES

Behind

THE COMPANY

---

Long-time employees offer memories  
of their years working at Danske Møbler.



## Circa 1970s



EMERY



SKANDIA



JUNIOR



DANSKE



VAGN



EXPO CARVER



EXPO



LISBON



COPENHAGEN



**NAME** Vagn Thomassen (Now retired)

**BEGAN** 1964

**LENGTH OF SERVICE** 57 years

### POSITIONS

You name it, I've done it!  
Currently, Wholesale Office Manager.

### MY STORY

It was a foregone conclusion that I would work for Danske Møbler as I am Bente's younger brother, not that this gave me any preferential treatment! Ken and Bente were very fair employers and treated us extremely well but we were all expected to work hard.

When I first started working at Danske Møbler the business was growing quite rapidly and I am extremely proud of the contribution I made. Being part of the growth was exciting and when we moved into the brand spanking new 246 Mall on Queen Street we were all so happy with the progress being made. New Zealanders loved our furniture designs and it was hard keeping up with demand.

When the move to Dornwell Road took place we all breathed a big sigh of relief, as now retail and manufacturing was in the one place. It just made doing our jobs so much easier.

One of my most enjoyable periods was when I travelled around the country selling our furniture. I loved it. Lifelong friendships with store owners were formed and meeting their customers was most enjoyable. Home shows were a popular activity in those days and always fun occasions.

I am near to retirement but the urge to continue working remains. One day I will say farewell and that will be a very sad day indeed!

## Circa 1970s



VALENCIA BEDROOM SUITE



ARTOLA BEDROOM SUITE



**NAME** Neville Chambers (Now retired)

**BEGAN** 1969

**LENGTH OF SERVICE** 51 years

**POSITIONS** Cabinet Maker / CNC Operator

### MY STORY

I met Ken at a school leavers career evening at Mt Roskill Grammar and this set me on the path to becoming a cabinet maker.

I was sixteen when I joined the close knit team at the Dornwell Road factory as an apprentice. These early years were really informative and I enjoyed them immensely. The factory was incredibly busy and it was hard work keeping up with demand. Jandals were standard summer footwear, unlike today. Health and safety regulations were quite different back then!

A very active social club kept spirits high by arranging parties and weekend activities for our families. A favourite was the annual Round the Bays run which, in those days, started from the Town Hall. The Danske Møbler team didn't break any records but it was a great day out for us all. Often, our wives ran with us.

The wood we originally worked with was mahogany, which stained very well, and teak was occasionally used too. Kauri became popular in the 1980s and then rimu took over well into the 1990s and early 2000s. More recently, we are working with oak and ash.

Whenever new technology became available Danske Møbler would be amongst the first to adopt it. Our first CNC machine, purchased in 1990, revolutionised the manufacturing process. Soon after the move to the Mt Eden Road factory I was trained on the CNC machine and have worked on it ever since.

I am proud to say I still own my Danske Møbler made Valencia pedestal dining table and Danske dining chairs, purchased approximately 35 years ago. That's the thing with Danske Møbler made furniture: the quality lasts and lasts!

# Circa 1980s



ORIENTAL



VALENCIA



CORDOVA



**NAME** Neil Small (Now retired)

**BEGAN** 1977

**LENGTH OF SERVICE** 43 years

**POSITIONS** Cabinet Maker

## MY STORY

From an early age I knew I wanted to work with wood. Originally I thought building, but when a family friend suggested cabinet making I decided that was a better option.

Danske Møbler took me on as an apprentice and I spent four years gaining my qualification at the factory in Dornwell Road, continuing to work there until the move to Mt Eden Road.

Ken and Bente were very considerate employers. We all felt part of one big extended family. They organised social events and the Christmas party held each year for our children was a highlight.

In the early days, furniture manufacture was very hands on and it gave me a great sense of achievement and pride knowing I had played a part in the final product. Mouldings and detailing were important design elements in the 20th century whereas nowadays, furniture is a lot more simple in style and machinery plays a greater role.

Over 41 years I have seen many designs come and go. Many were terrific sellers but one I remember particularly well is the Cordova modular wall unit from the 1980s. It was such a clever system of shelving and cabinetry that could be customised to virtually any size and layout. What a winner the design became.

My son is now completing his apprenticeship at Danske Møbler of which I am very proud, because cabinet making is an extremely worthwhile and practical skill to have in life.



## Circa 1980s



SEVILLE LOUNGE SUITE



ATLANTA LOUNGE SUITE



**NAME** Richard Cox

**BEGAN** 1989

**LENGTH OF SERVICE** 33 years

**POSITIONS** Cabinet Maker / CNC Operator  
Currently, Factory Manager

### MY STORY

When I began working at Danske Møbler in Dornwell Road I was already a fully qualified cabinet maker.

Initially, I worked in the machine shop then moved to operating the CNC machine, which I thoroughly enjoyed. The accuracy of the computer produced a superior finish which made final assembly easier.

The move to the Mt Eden Road factory enabled us to significantly grow production. Larger commercial jobs were now undertaken and crafting bespoke interiors for boats became a specialty. I particularly enjoyed the design and specification elements involved with these projects.

In the late 1990s, Danske Møbler designed its own range of outdoor furniture called Eden. It took off like a rocket and before we knew it we were exporting to USA and England. The lower level of the factory, aka the dungeon, had to be completely re-organised and fitted out to cope with the huge production runs required.

My current role of Factory Manager has allowed me to develop a new skill set. While I miss the hands on aspect of working in the factory, I enjoy the variety this position offers, including liaising with a group of very loyal product suppliers to Danske Møbler.

As part of my position I mentor the apprentices, both male and female, and I find this incredibly rewarding, knowing I have helped them achieve their qualification in a trade we all love.

Circa 1990s



SCANDIA



CASINO



PARIS CAFÉ



NORWAY LOUNGE SUITE



**NAME** Mike Thurlby (Now resigned)

**BEGAN** 1991

**LENGTH OF SERVICE** 29 years

**POSITION** Upholsterer/Dining Chair Specialist

#### **MY STORY**

As the only remaining upholsterer from Dornwell Road, I am humbled to contribute to the legacy of Danske Møbler with memories of years past and present.

The Dornwell Road upholstery department was a constant hive of activity. There was never a shortage of lounge suites and dining chair orders to complete. The team had a tremendous sense of camaraderie and this was instrumental in the high production volumes achieved.

When we moved to Mt Eden Road I became the sole charge dining chair upholsterer. Every chair is unique in its upholstery requirements. Some are quite challenging but over the years I have gotten to know the individual nuances of each design.

The process of upholstery has not changed much over the decades. It is still very hands on and a high degree of craftsmanship is required. What has changed is the makeup of the materials used – foams, springs, webbing, glues, etc. Such as improvements to durability, and foam types that work in harmony for ultimate comfort.

Fabrics and leathers continue to change too. For a while patterns are popular and then plains take over. Nubuck leathers give way to top grain or waxed. It is always interesting to see the trends.

My personal motto, displayed at my desk is: quality only happens when you care enough to do your best. It is this which inspires me each day in the work I do.



Circa 2000s



ARIA

MILANO



MIRAGE



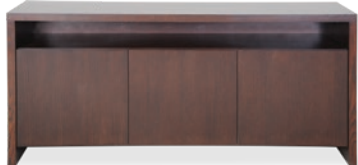
DIVA



SHOWROOM, 35 DORNWELL ROAD,  
MT ROSKILL, AUCKLAND - 1968



Circa 2010s



CASE



MODENA - CURRENT



HARLEM



RACHEL - CURRENT



LARSEN/JANSEN

## Snapshots of the Team Crafting the **Excellence**





CHARLIE MADHAWAN



NITESH BHAN



HANS WINTER



KEVIN LOWE



TERRY HUNTER



BRANDON ERUETI



JOHN MIDDLETON



GARY WALL



TASH CARROLL



MIKE WILDING





JEREMY DIAZ



MIKE VLAARDINGERBROEK



IMOGEN MCQUEEN



MIKE HINES



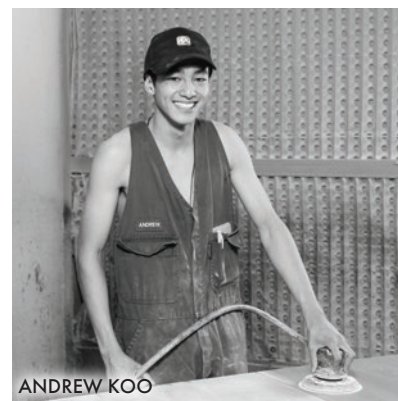
GRAHAM ABERCROMBIE



JORDAN SMALL



ANDREE PERT



ANDREW KOO



GREG McLIVER





CORIN TAURI



MAKA PEUAFI



SEAN CARTER



WENDY STYLES



DELLA PROFFIT



CLIFFORD KEACH



RICHARD HAY



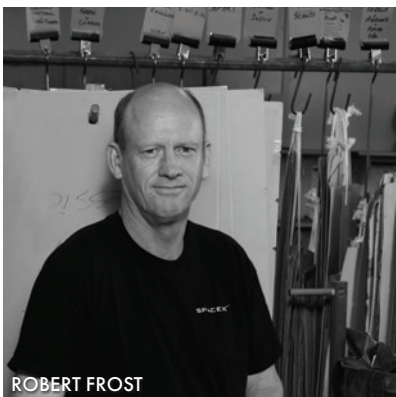
MATTHEW BRAYSHAW



MOANA RAWENATA



WIREMU ELLIS



ROBERT FROST



JOHN HANSEN



JED LOPEZ JAMAAL McSHEFFREY GEORGE FALEFATU



HAYDEN SMALL ANTON HITCHCOCK

CRAFTED ■ QUALITY ■ INNOVATIVE ■ TIMELESS

## DANSKE MØBLER means DANISH FURNITURE

THE ESSENCE OF DANISH DESIGN IS **HIGH QUALITY, TIMELESS ELEGANCE, SIMPLICITY, FUNCTIONALITY AND BEAUTY.** THE DANISH HERITAGE AND TRADITION OF THE COMPANY LIVES ON AND CONTINUES TO **INSPIRE THE DESIGN DIRECTION AND PRODUCT SELECTION** OF DANSKE MØBLER'S FURNITURE.



KEN - CURRENT





**KEN & BENTE – 2018**  
Recapturing the iconic photograph  
on the front cover.

#### DANSKE MØBLER SHOWROOMS

[www.danskemobler.nz](http://www.danskemobler.nz)

##### AUCKLAND

983 Mt Eden Road  
Three Kings  
Ph 09-625 3900

13a Link Drive  
Wairau Park  
Ph 09-443 3045

501 Ti Rakau Drive  
Botany Town Centre  
Ph 09-274 1998

Albany Lifestyle Centre  
260 Oteha Valley Road  
Ph 09-877 7955

##### HAMILTON

15 Maui Street  
Te Rapa  
Ph 07-847 0398

##### TAURANGA

39 Taurikura Drive  
Tauriko  
Ph 07-928 6200

156 Chadwick Road  
Greerton  
Ph 07-578 2088

##### HASTINGS

810 Heretaunga  
Street West  
Ph 06-876 1010

##### TAUPO

29 Totara Street  
Totara Point  
Ph 07-378 3156

##### PALMERSTON NTH

413 Church Street  
Ph 06-358 6800

##### LOWER HUTT

Harvey Norman Centre  
28 Rutherford Street  
Ph 04-568 5001

**DANSKE**  
**MØBLER**