

Next Generation

Over the past 25 years DanSign has transformed itself from a start-up in the back of a shop in Copenhagen to a well driven and professional supplier of patented signage systems with extensive exports to countries around the world.

The key to success has been an uncompromising focus on high quality design, the ability to think differently, and the will to provide brilliant customer service.

Lauge Sønderbæk, who founded DanSign in 1982, continues as Key Account Manager for Copenhagen Airport and other large customers.



Alice Sønderbæk has been appointed Managing Director for DanSign A/S and member of the Novicom board, DanSign's subsidiary company. Alice is also owner of DanSign. She has for the past 15 years been part of DanSign's top management and has played an important role in the development of the DanSign organization.



Tonny Sønderbæk has developed the domestic and international sales organization through 24 years for DanSign. Tonny has been appointed new Sales and Marketing Director, Export Manager and part owner of DanSign and new Chairman for the Novicom Board, DanSign's subsidiary company.



Kjeld Pehrsson who has been Key Account Manager for DanSign through 5 years has developed wayfinding and signage concepts for The Royal Danish Music Conservatory and Denmark's National Television among others. Kjeld has been appointed partner in DanSign A/S.



Tom Skov who has been Key Account Manager for DanSign through 20 years. Tom has developed wayfinding and signage concepts for The European Commission and Denmark's Technical University among others. Tom has been appointed partner in DanSign A/S.



Henrik Rasmussen has been appointed Managing Director for Novicom A/S. Henrik who has accepted part ownership of Novicom A/S was Vice President for the American software company SAS Institute for many years before entering Novicom A/S.