

Stockholm, April 1, 2026

NOD acquires Printworks, adding a fast-growing global design brand

Network of Design (NOD) has signed an agreement to acquire Printworks, a Stockholm-based design brand within home decoration and premium gifting. With strong global distribution, solid profitability and revenues of SEK 122 million in 2025, Printworks adds a fast-growing and scalable platform to the NOD network.

Founded in Stockholm in 2017 by Annette Gårdö and Patrik Westerdahl, Printworks is an international home decoration and premium gifting brand with a clear mission: to create products that inspire people to connect beyond screens. By reimagining everyday objects such as photo albums, puzzles, games, and kitchen tools, Printworks has pioneered the concept of “functional decoration” — elevating items like coffee table games and photo albums into design pieces that bring people together and add character to modern interiors.

Over the years, the brand has built a global presence across 71 markets and five continents, supported by a strong wholesale foundation and a fast-growing e-commerce business. Today, Printworks is available through more than 5,000 retailers worldwide, including Harrods, Selfridges, Saks Fifth Avenue, MoMA, Nordstrom, and Le Bon Marché. Through collaborations with leading lifestyle brands and cultural institutions, Printworks continues to strengthen its position at the intersection of design, culture, and everyday living.

For NOD, the acquisition reflects a clear strategic direction. The ambition is to bring carefully selected Nordic design-driven brands to every corner and pocket of the world, while preserving what makes each company unique. With Printworks, NOD expands into a new category within the interior design space, adding a brand that naturally connects design, gifting and social experiences.

Therese Hillman, CEO of NOD: *“Printworks is a brand we have followed since the very beginning of NOD. From early on, we were impressed by how quickly they managed to build something both strong and scalable, while staying true to a very clear design direction. There is a confidence in the brand, an exceptional team behind it, and a sharp understanding of how design fits into everyday life today. This feels like a very natural step for us, and we are truly excited about what we can build together going forward.”*

Through the NOD network, Printworks will gain access to a broader international platform, shared expertise within digital and brand development, and additional resources to further accelerate growth. At the same time, Printworks will contribute with a complementary product category, a strong brand position and a global customer base, further strengthening NOD’s overall offering.

From the founders’ perspective, the partnership is a natural next step in the company’s journey.

“From the very first conversations, it was clear that we share a common view on design, brand building and long-term growth. Joining NOD gives us the opportunity to scale what we have built so far, while staying true to our vision and creative direction. We are excited about what we can achieve together.”

– Annette Gårdö & Patrik Westerdahl, Founders of Printworks

Printworks will continue to operate as a standalone company within NOD, with its founders and team remaining in their current roles. The collaboration begins immediately, with a focus on accelerating international expansion, strengthening digital capabilities and exploring new commercial opportunities across the network.

NOD sees strong potential in the combination and looks forward to developing the business together with the team at Printworks.

For more information, please contact:

Therese Hillman, CEO Network of Design, +46 739 48 40 67

www.nodgroup.com

About Network of Design (NOD):

Network of Design was established to create a leading network of design brands, focused on enhancing their global footprint. With a strong portfolio of carefully curated companies, NOD aims to empower these brands to achieve their growth objectives and share the beauty of Nordic Design with a wider audience.

www.nodgroup.com

About Printworks

Printworks was founded in Stockholm in 2017 by Annette Gårdö and Patrik Westerdahl, with the ambition to bring more analogue, meaningful moments into everyday life. Built on the idea of “functional decoration”, the brand combines Scandinavian design with everyday use, offering products that are both practical and visually integrated into the home.

With a strong global presence and a clear design identity, Printworks creates products that encourage connection, presence and social interaction.

www.printworksmarket.com