

We enable our retail partners to delight consumers

At Design Group, we enable our retail partners across Europe to delight consumers with appealing, sustainable gift packaging and stationery – for every season of the year and every occasion in life that is worth celebrating. Our aim is to be the European leader in both markets.

We connect human happiness to caring for our planet

We know we operate among paradoxes and tensions. One important field of tension lies in our contribution to human enjoyment by using earth's precious resources.

We always connect human happiness to the well-being of our planet. We recognize that it is the vitality of this earth's forests and rivers, its climate and ecosystems, that enables us humans to live life at all – let alone a life filled with special moments of enjoyment and connection, and the means to celebrate them.

We honor all that is good about life and the planet we live on

Our core business is to combine creativity and fun with responsibility and care for nature's vulnerable resources. We celebrate, honor and preserve all that is good about life and the planet we live on. From this transformation of matter and energy into experiences of human joy and connection come our vision, our mission, and our daily work of making people smile – and ensuring that those smiles last well into the future.