



# NS Anecdotes

## ***Nordjysk Serigrafi starts supplying heat transfers in 1980***



*In 1979, Claus Rask visited the US to learn more about heat transfers, seeing great business potential in these types of products. He returned with a contract giving Nordjysk Serigrafi resale rights on heat transfers from Houlobech Studios in Denmark from 1980 onwards.*

At the end of the 1970s, Rask became acquainted with heat transfers and saw great opportunities for this product in Denmark, not least for Nordjysk Serigrafi. Claus saw opportunities both in selling the transfers as well as producing them; after all, it is no great leap from eye-catching signs and posters for shop windows to attention-grabbing textiles.



In 1979, he visited the US to find out more about the product and study the opportunities it offered. The opportunities were there, and the company was also able to acquire the resale rights for heat transfers from the manufacturer Houlobech Studios, which it began to sell in Denmark in 1980. A starting point had now been reached on what was to prove itself to be the company's future basis for existence. Later, the company was to begin producing transfers itself, and by 1983 it had developed the first Poly transfer, which was ready to be launched onto the market. It is a transfer type that is still requested by the company's customers today.

The heat transfer was sold under the name NS System and this was soon to become the company's name, which we know it by today.

