

PRESS RELEASE

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A new addition to the bin family – the perfect fit for smaller spaces.

Small in size, big on design

Vipp's iconic pedal bin family welcomes a new member: Vipp12, the most compact bin yet. Combining functionality with Vipp's signature design, the new Vipp12 pedal bin is a 25 cm-high, 3-litre waste bin made for smaller spaces like hotel rooms, office restrooms, city apartments, and guest bathrooms.

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The Vipp story began in 1939 when metal smith Holger Nielsen crafted the original pedal bin - not as a business venture, but as a practical gift for his wife, Marie, who needed a durable waste bin for her hair salon in the small Danish town of Randers. Now, 86 years later, Vipp introduces Vipp12, the first new interpretation of the iconic bin in 25 years.

“Despite its 86 years of age, the bin looks almost identical to when my grandfather made it for my grandmother’s hairdressing salon,” says Kasper Egelund, CEO and 3rd generation Vipp-owner.

“It was never meant to be a business, but word got around, and today, I’m excited to introduce the sixth member of our ever-growing bin family.”



Like its larger counterparts, Vipp12 features a smooth damper mechanism for quiet closing of the lid, while three small rubber feet beneath the bin protect sensitive surfaces and prevent it from slipping.

The body, available in either powder-coated or stainless steel, conceals a removable inner bin of 100% recycled post-consumer plastic, while a new, hidden opening mechanism allows the bin to stand closer to walls.

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Whether for a private home or public setting, the Vipp bin blends practicality with design heritage, no matter the size.

Available in black, beige, white, and stainless-steel on [Vipp.com](https://vipp.com) and at Vipp stores from 18 September 2025.

Recommended retail prices:

Powder-coated					
EUR 195	DKK 1,495	NOK 2,295	SEK 2,295	USD 270	GBP 175
Stainless-steel					
EUR 205	DKK 1,595	NOK 2,495	SEK 2,495	USD 310	GBP 185

A 10-year warranty is included.





Photo credit: Richard Gaston

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The story of the Vipp bin

'Holger, I need a waste bin for my salon. Can you make me one?'

It started by chance. Literally. In 1932, 17-year-old Holger Nielsen won a car in a lottery. But with no driver's license, he decided to sell it and invest the money in a metal lathe, soon building a metal factory in the small Danish town of Randers. In 1939, his wife, Marie, opened a hairdressing salon and made a simple request:

Holger answered Marie's request with the very first Vipp bin. Based on the movement of the lid, Holger's youngest daughter, Jette Egelund, believes the name was inspired by the Danish word vippe - meaning "to tilt". It's presence in Marie's salon prompted more requests, and by the 1950s the Vipp bin had become a regular feature in clinics and other businesses throughout Denmark.

In 1992, Jette Egelund took over her father's company with just one other employee working in the metal factory. Growing up with the Vipp bin in her home, Jette had a dream. Together with her children, Kasper and Sofie, she set out to bring the function and aesthetic of Holger's design from businesses into private homes.

In November 2009, the Vipp pedal bin was invited into the permanent architecture and design collection of the Museum of Modern Art in New York (MoMA) – the only place where it functions strictly as décor.



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INFORMATION

Press contact

Europe and other

Olivia Rej | olr@vippp.com | +45 25 13 12 68

North America and UK

Irene Kopitov | irene@irenekopitov.com | +1 646 740 1887

DACH

Katinka von Flotow | mail@katinkaflotow.de | +49 15 205 609 183

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