aida RADO INVITE NATURE INSIDE

SPRING SUMMER 2025



TABLE OF CONTENT

SANDY BEIGE NEWS	page	6
TITANIUM BLACK	page	10
ARCTIC WHITE	page	14
MIDNIGHT BLUE	page	18
METALLIC BROWN	page	22
NORTHERN GREEN	page	26
FOREST BROWN	page	30
NORDIC NUDE	page	32
NORDIC GREY	page	34
NORDIC UNGLAZED	page	36
UNIQUE	page	38
GLASS & STORAGE	page	44
GLASS BEADS	page	46
COLOUR	page	48
CUTLERY NEWS	page	50
PLACEMATS NEWS	page	62
COASTERS	page	66
NATURE AND LINEN	page	68
TO GO BOTTLES	page	70
TEAK WOOD News	page	72
CARE GUIDE	page	76

RAW INVITE NATURE INSIDE

The glazing develops differently from piece to piece, which is the reason the set is different in saturation, crystallization, and stratification. This technique is highly appreciated by many ceramic artists. The many variations in colour and texture makes every piece unique and gives the set its handmade look

An exclusive and raw solid-coloured stoneward compound, which is fired twice to reach the high quality and a strong durability. RAW stonew manufactured for daily use in the Nordic hom

RAW - Invite nature inside is designed in collaboration with the Danish lifestyle influencer, mom, boss, and darling Christiane Schaumburg-Müller Aaxman. Editor/owner/creator of the Danish lifestyle universe @chrichridk and @lillekanin_dk. More than 370,000 followers on Instagram.

nane S

INVITE NATURE INSIDE - EST. 1835 -

aida

Original stoneware fired twice for the highest quality

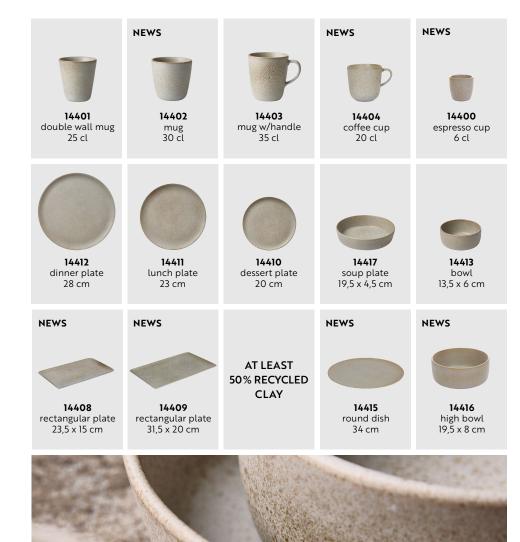
> Handmade every product is unique

Exclusive raw solid-coloured stoneware compound

Oven safe, microwave safe, freezer safe, and dishwasher safe

SANDY BEIGE

Let us introduce you to the new RAW glaze 'Sandy Beige'. The beautiful earth colour lets the mind wander to the Nordic dunes along the coast, where you can feel the fresh air and the Nordic nature. Sandy Beige is characterised by its unique glaze with small, brown, almost sparkling speckles that varies from item to item. It is a warmer touch to the RAW universe and is perfect for the stylish, modern table setting.





RAW ORGANIC

The series offers a harmonious and organic expression in contrast to the RAW lines in other series. Organic perfectly combines aesthetics and functionality. Its sculptural shapes and curved lines add an elegant and soft expression to your table setting.





14407

creamer 0,2 l



// TITANIUM BLACK

Inspired by the ninth most abundant element in the earth's crust – particularly strong, powerful and lightweight. The black glazing of the stoneware does not consist of a uniform solid colour, but it varies both in colour and texture. Set a sophisticated, unique, raw, deep black in black table, or mix it up.



GOOD TO KNOW: handmade original stoneware with scratch-resistant glazing.



14825

rectangular dish 34 x 18 x 2,5 cm

2 pcs



14836

bowl set

19,5 x 8 cm, 13,5 x 6 cm, 9,5 x 4,5 cm

14829

small bowl

9,5 x 4,5 cm

mini bowl 7,5 x 3,8 cm 3 pcs

14823







14822 salt / pepper set 6 x 5 cm





14826 egg cup 5,3 x 5 cm

RAW ORGANIC

The series offers a harmonious and organic expression in contrast to the RAW lines in other series. Organic perfectly combines aesthetics and functionality. Its sculptural shapes and curved lines add an elegant and soft expression to your table setting.



14839

dinner plate 29 x 25 cm



14838

lunch plate 24 x 21 cm

14837 bowl 12 x 10 x 5 cm



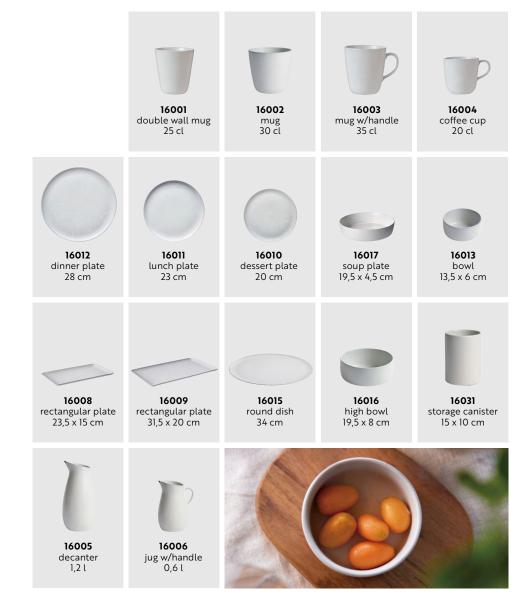
14830 bowls on teak board bowl 12 x 10 x 5 cm teak board 32,5 x 14 x 2 cm



// ARCTIC WHITE

ARCTIC WHITE

Feel the ice cold air, almost hurting in your lungs. Listen to the total calmness that the heavy blanket of fresh snow creates, where the only sound is the running water in the stream, playing with the winter sun. Arctic White gives you the feeling of being all alone in the arctic wonderland. A white reflecting feel, a RAW experience.





RAW ORGANIC

The series offers a harmonious and organic expression in contrast to the RAW lines in other series. Organic perfectly combines aesthetics and functionality. Its sculptural shapes and curved lines add an elegant and soft expression to your table setting.





16039 dinner plate 29 x 25 cm

lunch plate 24 x 21 cm

16038



16037 bowl 12 x 10 x 5 cm



16040 bowls on teak board bowl 12 x 10 x 5 cm teak board 32,5 x 14 x 2 cm



MIDNIGHT BLUE

// MIDNIGHT BLUE

Inspired by the dancing northern lights, also called Aurora, in all its glory. The deep and mysterious blue is a dominating colour in the latest trends, where the Nordic dark colour palette has become popular. It is a decadent and an exclusive blue colour celebrating the Scandinavian nature.



GOOD TO KNOW: handmade original stoneware with scratch-resistant glazing.







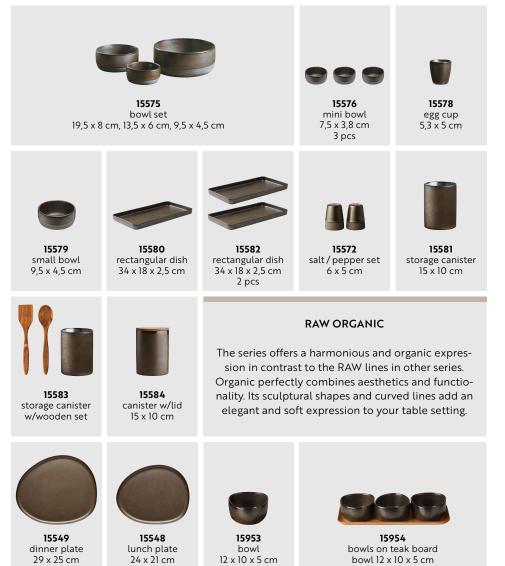
// METALLIC BROWN

METALLIC BROWN

Turns your mind to a late summer evening by the lake. The dragonfly's sparkling body reflecting in the water is the inspiration for Metallic Brown, where the deep and raw brown colour plays freely with the sparkling and reactive gold glazing. Set a sparkling RAW table with Metallic Brown or play with the colours from Northern Green and Midnight Blue, which brings the senses into play.

	15551	15552	15553	15554
	double wall mug	mug	mug w/handle	coffee cup
	25 cl	30 cl	35 cl	20 cl
15562	15561	15560	15567	15563
dinner plate	lunch plate	dessert plate	soup plate	bowl
28 cm	23 cm	20 cm	19,5 x 4,5 cm	13,5 x 6 cm
15558	15559	15565	15569	15566
rectangular plate	rectangular plate	round dish	round dish	high bowl
23,5 x 15 cm	31,5 x 20 cm	34 cm	42 cm	19,5 x 8 cm
ISSS5	15556	15557	15570	15571
decanter	jug w/handle	creamer	serving bowl	cake server on foot
1,2 l	0,6 l	0,2 l	30 x 6,4 cm	34 cm

GOOD TO KNOW: handmade original stoneware with scratch-resistant glazing.



teak board 32,5 x 14 x 2 cm

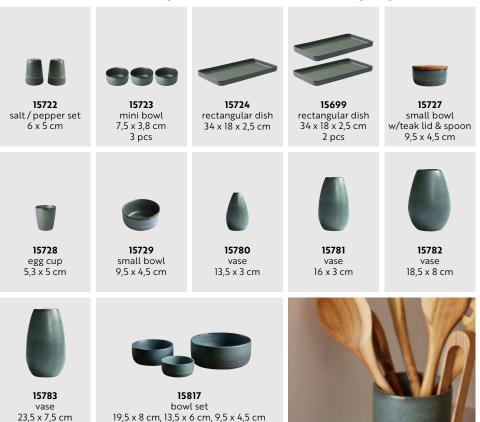


// NORTHERN GREEN

NORTHERN GREEN

The stoneware has a deep green pine colour with small, grey, almost sparkling speckles. This creates a beautiful contrast but is still subtle and suits most Scandinavian table settings. An exclusive and raw solid-coloured stoneware compound, which is fired twice to reach the highest quality and a strong durability.





GOOD TO KNOW: handmade original stoneware with scratch-resistant glazing.

19,5 x 8 cm, 13,5 x 6 cm, 9,5 x 4,5 cm



15819 canister w/lid 15 x 10 cm







RAW ORGANIC

The series offers a harmonious and organic expression in contrast to the RAW lines in other series. Organic perfectly combines aesthetics and functionality. Its sculptural shapes and curved lines add an elegant and soft expression to your table setting.



dinner plate

29 x 25 cm



15808

lunch plate

24 x 21 cm



bowl

12 x 10 x 5 cm



15810 bowls on teak board bowl 12 x 10 x 5 cm teak board 32,5 x 14 x 2 cm

// FOREST BROWN

Cold dim sunlight casting rays and shadows while brown and yellow leaves quietly fall from the autumn sky. RAW Forest Brown is a classic and timeless stoneware series. The series consists of: mugs with handles, mugs without handles, dessert plate, lunch plate, dinner plate, soup plate and bowl. A plate is more than just a plate – it is an expression of character.



11381

// NORDIC NUDE

NORDIC NUD

7

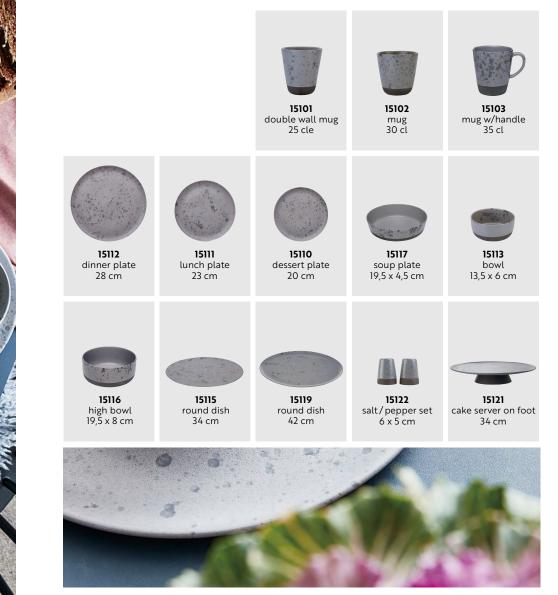
Modern stoneware with a touch of 1970s nostalgia. It combines the raw and natural look with a stylish, simple design in calm Nordic tones and shades. Handmade products in a special dyed quality, giving each product a unique look. RAW Nordic Nude adds a more feminine and soft touch to the RAW stoneware and a Nordic table setting.



NORDIC GREY

// NORDIC GREY

RAW Nordic Grey is modern stoneware with a touch of 1970s nostalgia. Nordic grey adds some calmness to the raw and natural look with its stylish, simple design. Nordic Grey is all handmade products in a special dyed quality, giving each product a unique look. Can easily be matched with the other Nordic colours.



// NORDIC UNGLAZED

Solid coloured, matte, raw, and unique products. With this small series of stoneware, you can style your RAW table with an even rawer look. The pieces are beautifully matte on the outside and practical with the black on the inside.





ORDIC UNGLAZED

()



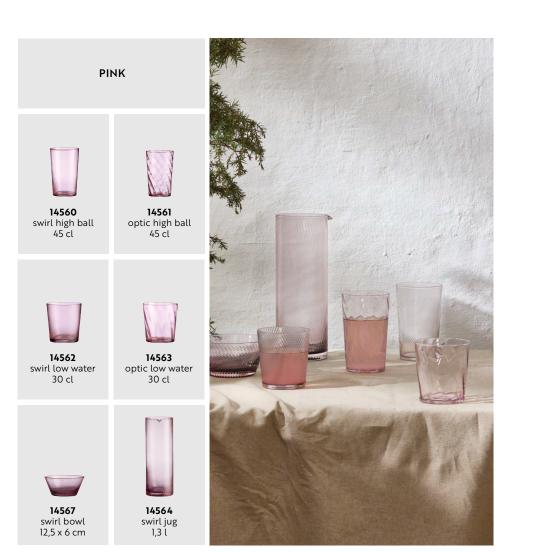
The RAW brand universe is introducing the Unique glass series. Timeless yet modern interpretations on what a glass can tell in its finest form. You will find thin, uniquely handmade, mouth blown in colour glasses. Explorer the RAW sharp Swirl with close tight lines - mix in Optic. With wider line distance. For more organic feels. We give you RAW Unique - A new glass collection which matches your RAW stoneware perfectly.



// UNIQUE PINK

Add a colourful touch to a Nordic table setting with RAW Unique glass in pink. The pink colour complements RAW stoneware very well and adds a stylish touch and more soft touch to the raw look. RAW Unique in pink is timeless yet modern interpretations on what a glass can tell in its finest form. You will find thin, uniquely handmade, mouth blown in colour glasses. Explorer the RAW sharp Swirl with close tight lines - mix in Optic with wider line distance for more organic feels.

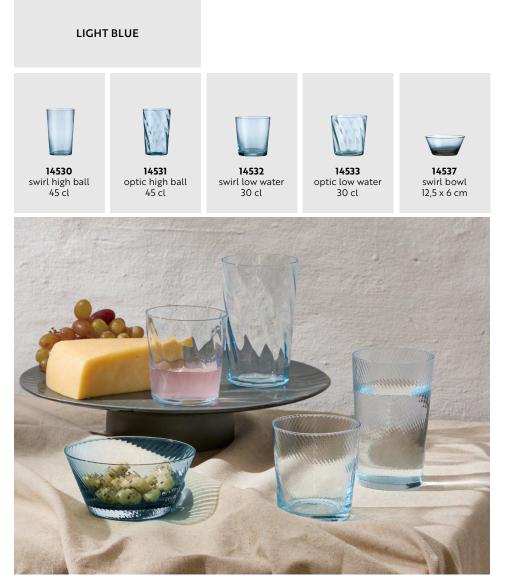
Make your Nordic table even closer to the nature feeling with RAW Unique glass in green. The beautiful green adds a little touch of colour in an understated way. RAW Unique in green is timeless yet modern interpretations on what a glass can tell in its finest form. You will find thin, uniquely handmade, mouth blown in colour glasses. Explorer the RAW sharp Swirl with close tight lines - mix in Optic with wider line distance for more organic feels.



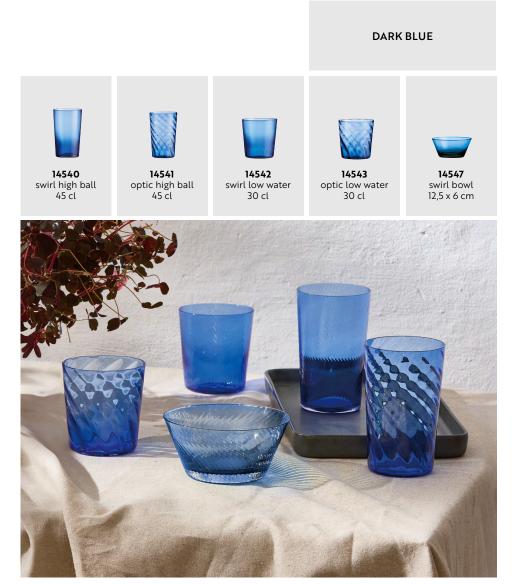


// UNIQUE LIGHT BLUE

Light up your RAW table with RAW Unique glass in light blue. The beautiful, bright colour brings another nuance to the table in a stunning way. RAW Unique in light blue is timeless yet modern interpretations on what a glass can tell in its finest form. You will find thin, uniquely handmade, mouth blown in colour glasses. Explorer the RAW sharp Swirl with close tight lines - mix in Optic with wider line distance for more organic feels.



Add some depth to your table setting with RAW Unique glasses in dark blue. The dark blue gives midnight vibes and matches the RAW stoneware perfectly. RAW Unique in dark blue is timeless yet modern interpretations on what a glass can tell in its finest form. You will find thin, uniquely handmade, mouth blown in colour glasses. Explorer the RAW sharp Swirl with close tight lines - mix in Optic with wider line distance for more organic feels.



//GLASS & STORAGE

LASS & STORAGE



The coloured all-round glasses and canisters from RAW have a thin and stylish design, yet they are very robust and can be stacked easily. Whether there are drinks and water on the table or muesli and coffee beans in the canisters the glasses have an elegant and simple look.



GLASS BEADS

Combine the glass plates with your RAW stoneware and add depth and beautiful dimensions to your table setting. The RAW Glass Beads is available in different sizes and in both plates, glasses and bowls. Fall in love with the colours Clear and Smoke.



COLOUR



Meet our small collection of RAW Colour. A small ceramicist vibe in shape of 6 different RAW glazes - one cup for every mood, one cup for you and your unique coffee cup shelf.



NEWS // GOLD COLOURED CUTLERY

GOLD COLOURED CUTLERY

50

The stylish, gold colour coated cutlery from RAW is made of stainless steel. The cutlery has a raw and simple expression to add that little extra and give your table setting a little warmer touch. The simple design makes it easy to match RAW cutlery to RAW stoneware. Dishwasher safe.



MIRROR POLISH CUTLERY

NEWS // MIRROR POLISH CUTLERY

The stylish cutlery from RAW is made of stainless steel and has a classic look with its mirror polish. The cutlery has a raw and simple expression to add that little extra for any table setting. The simple design makes it easy to match RAW cutlery to RAW stoneware. Dishwasher safe.





NEWS // SHINY BLACK CUTLERY

SHINY BLACK CUTLERY

Pau

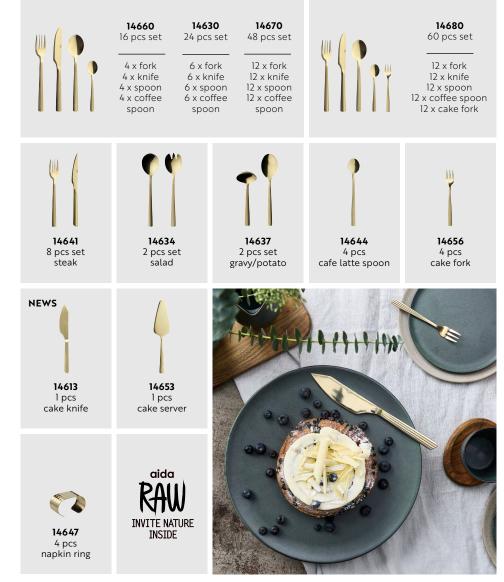
The stylish cutlery in shiny black from RAW is made of stainless steel. With RAW cutlery in shiny black you can add some depth and a unique detail to your Nordic table setting. The simple design makes it easy to match RAW cutlery to RAW stoneware. Dishwasher safe.



NEWS // CHAMPAGNE GOLD COATED CUTLERY

CHAMPAGNE GOLD COATED CUTLERY

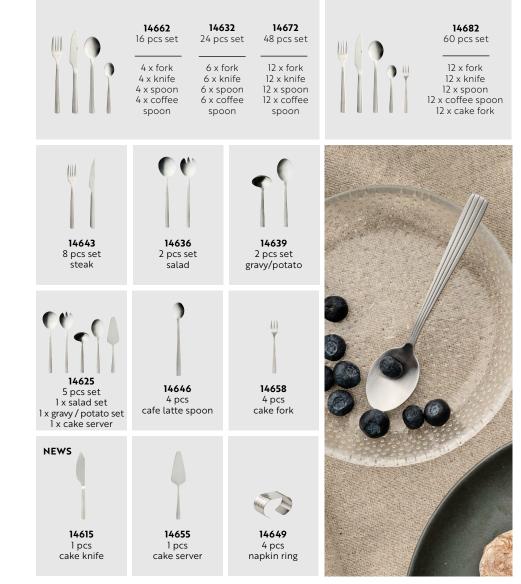
The beautiful, fluted lines on the champagne gold coated cutlery's handles add a unique touch to the table setting and a bit of edge to the minimal design. The champagne gold colour gives the RAW cutlery an exclusive touch and matches the RAW stoneware perfectly. RAW cutlery is made from stainless steel and is dishwasher safe.



NEWS // MATTE STEEL CUTLERY

MATTE STEEL CUTLERY

The beautiful, fluted lines on the matte steel cutlery's handles add a unique touch to the table setting and a bit of edge to the minimal design. The matte look is simple and sophisticated at the same time, which makes it easy to match with RAW stoneware. RAW cutlery is made from stainless steel and is dishwasher safe.



NEWS // MATTE BLACK COATED CUTLERY

MATTE BLACK COATED CUTLERY

The beautiful, fluted lines on the matte black cutlery's handles add a unique touch to the table setting and a bit of edge to the minimal design. The matte black look is sophisticated and adds some depth to the table, which fits very well to RAW stoneware. RAW cutlery is made from stainless steel and is dishwasher safe.



NEWS // SILICONE PLACEMATS

SILICONÉ PLACEMATS

A **new** edition of our Silicone placemats with a soft PU surface and a silicone base, working seamlessly together. The PU adapts to the silicone, preventing bending or splitting over time. Durable, flexible, and stylish, these placemats are designed to complement RAW stoneware beautifully. The placemats are water- and dirt-resistant, but we recommend removing food and fluids within a reasonable time to avoid stains.

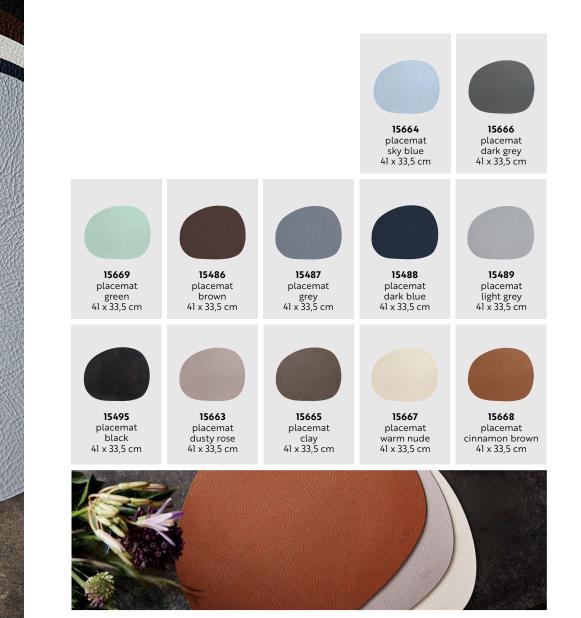




// BUFFALO LEATHER PLACEMATS

BUFFALO LEATHER PLACEMATS

95% recycled buffalo leather created in a modern and informal look, and are easy and practical in everyday life. RAW has designed a number of stylish placemats made of the finest natural materials that complement the stoneware in the most beautiful way.



SILICONE COASTERS

RECYCLED BUFFALO LEATHER COASTER

SILICONE COASTER

RAW has designed a number of stylish coasters that complement the stoneware in the most beautiful way. The silicone coasters have a surface of PP-plastic, which makes them extremely dirt- and water-resistant and therefore very easy to care for.

RECYCLED BUFFALO LEATHER COASTER

95% recycled buffalo leather coasters created in a modern and informal look and are easy and practical in everyday life. RAW has designed a number of stylish coasters made of the finest natural materials that complement the stoneware in the most beautiful way.



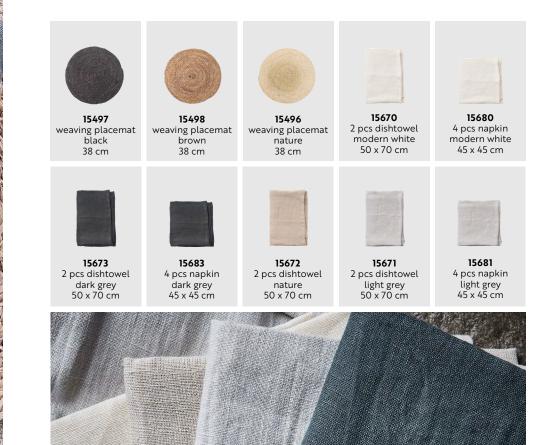


// NATURE & LINEN

NATURE & LINEN

Our linen textiles are made of 100% linen and are therefore of very high quality. The pure linen has a natural ability to absorb moisture as well as to dry more quickly than most other textiles. In addition, linen has a desired ability to keep shape. With proper care, our linen textiles are almost impossible to wear out.

Our round, nature reed placemats come with a sense of nature with a beautiful bohemian look. A perfect addition to the raw stoneware if you want a softer and more feminine table setting.



// TO GO BOTTLES

TO GO BOTTLES

RAW TO GO thermos bottles are perfect on the go for both hot and cold drinks, or just on the desk to create a raw and stylish look.

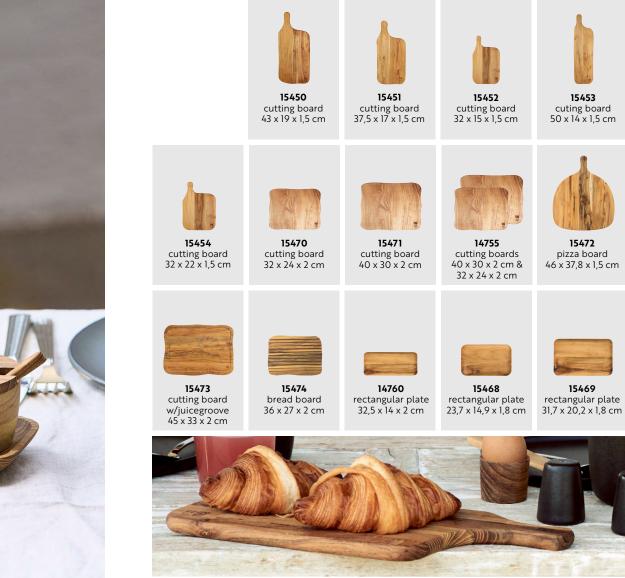




RAW

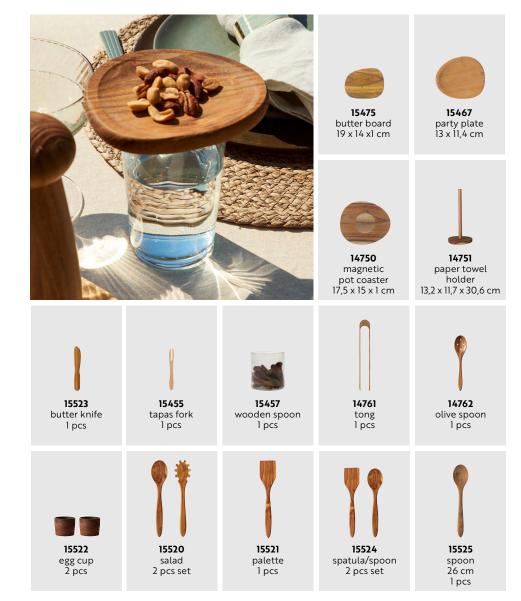
NEWS // TEAK WOOD

RAW teak is a series of stylish cutting boards and plates that combine beauty and function. The collection is soft, stylish design with the highest quality teak wood. The result is a series of multifunctional and beautiful, decorative teak wood products created for the modern Nordic kitchen and table.









CARE GUIDE

Taking good care of your belongings makes good sense. It prolongs their lifespan, which is good for your finances as well as the planet. Follow our care guide and keep your things beautiful and usable for many years to come.

LINEN

Linen is a durable natural material with long-lasting fibres and excellent qualities. Our textiles are made from 100% pure linen, known for its ability to absorb moisture and dry quickly. Linen retains its shape well and, with proper care, is almost impossible to wear out. Before the first wash, soak coloured linen in cold water and natural-coloured linen in warm water for 24 hours. Wash at 60°C on a gentle cycle with mild detergent. Avoid bleach, optical brighteners, and tumble drying. Stretch and hang to dry out of direct sunlight.

Linen's wrinkled look is part of its charm, so avoid ironing. If needed, iron at low heat while damp. Note that pure linen may shrink by 5-7%.

RECYCLED LEATHER

Our placemats made from recycled leather consist of 95% recycled core leather, providing an attractive, stain- and water-resistant surface. However, it is still important to care for and handle the placemats correctly to prevent stains, rings discolouration, and other permanent damage. Always remove spilled food and liquids immediately, as they can otherwise cause stains. The placemats should also be cleaned after each use, which can be done quickly and easily with a damp cloth and a little mild dish soap. Never put the placemats in the dishwasher. Avoid contact with hot items such as pots and pans, folding, and prolonged exposure to direct sunlight. Occasionally, the placemats can be rolled in the "opposite" direction to help them maintain a perfectly flat and even shape.

STAINLESS STEEL

Stainless steel is robust and easy to maintain. Rinse or wash it immediately after use to avoid damage from acidic foods. Avoid soaking, as all steel, including stainless steel, can rust if mistreated. Our stainless steel products are dishwasher safe, but use chlorine-free detergent and rinse aid from the same brand. Do not overload the dishwasher, and dry the items thoroughly after washing to preserve their appearance. Prevent "flash rust" by running regular dishwasher cleaning cycles and avoiding contact with rusted items. Check the plastic coating on wire racks to prevent rust transfer. Knives should be placed separately, as their blades are made from steel that is less rust-resistant.

SILICONE

The silicone placemats have a surface made from PP plastic, making them highly stain- and waterresistant and incredibly easy to maintain. However, there are a few precautions to be aware of to keep them looking good and functional for many years to come. Daily cleaning and care can be done easily with damp cloth and, if needed, a little mild dish soap. Never place the placemats in the dishwasher. Avoid contact with hot items such as pots and pans, folding, and prolonged exposure to direct sunlight. Additionally, the placemats should always be placed on a flat, dry surface and stored flat to maintain their neat and level appearance.

SODA GLASS

Our soda glasses are easy to maintain and dishwasher safe. Wash them with dishes and cutlery at temperatures below 55°C using a short programme. To prevent corrosion (glass disease), adjust your dishwasher to your water hardness and dose detergent, salt, and rinse aid correctly. Store glasses upright to allow them to breathe. A white coating may be lime deposits, removable with citric acid. Add 50 grams to the detergent compartment and run a cycle.

STONEWARE

Stoneware is a robust material fired at high temperatures. The higher the temperatures, the stronger it becomes, and our stoneware is fired at very high temperatures exceeding 1200°C. As long as you follow certain precautions, our stoneware is dishwasher, microwave, oven, and freezer safe. However, you should never place ordinary stoneware into a preheated oven or set hot stoneware directly onto a cold surface. Large temperature differences may cause the stoneware to crack or break. It should always be heated up gradually and cooled down slowly. Our stoneware is handcrafted and features a scratch-resistant glaze. However, if your stoneware shows signs of use, such as utensil marks or small scratches, don't worry. This is entirely normal and can usually be removed with marble powder – always follow the instructions for use.

TEAK

Teak wood is an extremely durable material, and the hard wood is nearly impossible to wear out if treated properly. Never place a cutting board or other teak wood products in the dishwasher. Instead, wash them by hand, dry them thoroughly, and allow them to air dry completely before putting them away. To prevent the wood from drying out, it should be regularly treated with oil. Always choose an oil that is suitable and approved for contact with food. Unpleasant odours can be easily removed by sprinkling a tablespoon of coarse salt over the cutting board, rubbing it with half a lemon, and then rinsing it clean.

THERMO BOTTLES

Our thermo bottles are suitable for hand washing only. Do not use bleach or chlorine based cleaning, and ensure the bottle is thoroughly dried before storing. Do not leave the bottle submerged in water for extended periods. The thermal bottles must not be placed in the microwave and are not suitable for carbonated beverages. Before use, all parts should be washed in warm, soapy water, rinsed, and thoroughly dried. Recommended for hot or cold beverages.



denmark

 Aida a/s Denmark / aida
aida_denmark / aida_raw1835 / aida_lifeincolour aida a/s, Langs Skoven 8, 8541 Skoedstrup, Denmark Tel.: +45 87490900, E-mail: mail@aida.dk www.aidadenmark.com