

Press release

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Scandlines launches new uniforms - a strong visual promise to customers

Scandlines takes another step towards strengthening customer experience with the introduction of new employee uniforms that combine functionality, comfort and a sharp visual expression. With a clearer logo and a classic, professional cut, the uniforms are designed to make employees visible as the first encounter with Scandlines' service onboard and at check-in.

"The new design reflects that we are professional, reliable and dedicated to giving customers the best experience," says Niels Hoff, Onboard Service Manager at Scandlines.

The uniforms were developed in close collaboration between Scandlines' employees and the existing clothing supplier. The individual elements are adapted to different functions and working conditions onboard, with special emphasis on comfort and durability. For example, employee feedback has led to higher quality shirts that stay neat all day - even during long shifts.

A unique design inspired by the wave

A special feature of the new uniform concept is the specially designed ties and scarves, developed in collaboration with Mads Barfod, winner of "Denmark's Next Clothing Designer" 2024.

"The design was created exclusively for Scandlines, and the stripes are inspired by the bow wave from the ships, combined with the characteristic 'Ahhhhh...', which recurs in our new campaign," explains Niels Hoff.

Mads Barfod has emphasised the importance of combining Scandlines' maritime identity with a modern and timeless design expression:

"I think we've done a great job with a print for both tie and scarf that feels authoritative, calm, modern and timeless. A print that blends in with what Scandlines is as a brand, but also what they are always surrounded by: water and waves," he says.

The ties and scarves come in two variants: light blue stripes for supervisors and red stripes for Travel Shop employees.

A strong signal to customers and employees

Scandlines' new uniforms are more than just workwear. They symbolise the company's ambitions for quality and customer promises of excellence.

"It was important for me to capture the calmness and sense of relaxation that you associate with a crossing, while creating a design that can last for many years," says Mads Barfod.

Scandlines' promise to passengers is simple:

The best break on the journey - from booking to destination.



About Scandlines

Scandlines is a modern and innovative ferry operator with a green vision for the future. We have a proud culture based on strong German-Danish cooperation and maritime history dating back to 1872.

Scandlines operates two ferry routes with high capacity and frequency. Six of our ferries are hybrid ferries, and two are furthermore fitted with an innovative rotor sail – and that contributes to making our ferries ready for a more sustainable future.

Our core business is to provide an efficient and reliable transport service for both passengers and freight customers. The focus for all our activities – on board the ferries as well as in our BorderShops – is to give our customers a great experience.

With 37,500 departures on seven ferries, Scandlines in 2024 transported close to 6.4 million passengers, over 1.6 million cars and 700,000 freight units on the routes Puttgarden-Rødby and Rostock-Gedser.

Read more about Scandlines at www.scandlines.com.

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High-resolution press photos can be downloaded [here](#).