

Emeco Introduces the 111 Navy Mini

Pressrelease

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Emeco introduces the 111 Navy Mini, a welcome addition to the 111 Navy Family which includes the original 111 Navy Chair, Counter Stools and Barstools.

The collection is made from recycled PET, and was originally given its name because at least 111 recycled plastic bottles are used to make each chair. By recent count, the 111 Navy Collection has kept nearly 36 million discarded plastic bottles out of the landfill, by upcycling them into strong, structural products made to last a long time.

Like the other 111 Navy products, the 111 Navy Mini is made in one piece, making it strong and safe for both play and rest. It is available in the seven colors of the 111 Navy family, all of which are made with non-toxic pigments. The colors, ranging from vibrant to subtle, have been carefully selected to be timeless and hard wearing, both indoors and outdoors. All 111 Navy products are manufactured in the USA.

“The 111 Navy Mini is strong enough to stand up to tough use, and since it’s made of recycled PET, it also sits lightly on the planet. We hope that it can help inspire future generations about environmental stewardship and material responsibility.”

- Gregg Buchbinder, Chairman, Emeco



ABOUT EMECO

The American furniture company Emeco was founded in 1944 to make lightweight, non-corrosive, fire resistant and torpedo proof chairs for the US Navy. The classic 1006 Navy Chair was born. Made to last at least a hundred and fifty years, it was light, smart, functional and strong - because that was the best we could do. Today our craftsmen in Hanover, Pennsylvania continue to handcraft chairs that are so strong they are passed down through generations – that's how we define 'sustainability.' Emeco is leading the industry, exploring and innovating ways to use consumer and industrial waste, and environmentally responsible resources to create and build simple, timeless furniture. We work with the world's best designers and influential corporations including Philippe Starck, Norman Foster, BMW, Frank Gehry, Coca-Cola, Jean Nouvel, Konstantin Grcic, Nendo, Sam Hecht & Kim Colin, Jasper Morrison, and Barber & Osgerby to make chairs that live up to the standards that we inherited from our founders with a vision to make a difference.

