

PRESS RELEASE

## Emeco Introduces The Long-awaited 111 Navy Stools and New Color “Beach”

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Press images: [emeco.net/press/111-navy-stools-2017](http://emeco.net/press/111-navy-stools-2017)

HANOVER, PA – September 15, 2017 – 111 Navy is becoming a collection with the addition of counter and bar stools to Emeco’s well-known [111 Navy Chair](#). Emeco is pleased to introduce the stools in two heights: kitchen counter and bar height. These are the only one-piece stools made from recycled plastic that are made to stand up to heavy use, and made in the USA.

Engineering the formula for the one-piece molded stools took years to perfect. Recycled PET (recycled plastic bottles) has traditionally been used to make soft items such as carpets, fabrics, shirts and bags. We have turned it into strong, structural products, made to last a long time.

The 111 Navy Chair was given its name because 111 recycled plastic bottles are used to make each chair, keeping 3.5 million bottles out of landfills each year. The new stools are made of 150 recycled bottles, making the contribution to the environment even greater. Our goal is to keep 10 million bottles out of landfills every year.

NEW COLOR “BEACH” – When launched in 2010, the timeless colors for the 111 Navy Chair were carefully selected, inspired by nature. For the introduction of the 111 Navy Stools, we have added a new shade to the collection – “Beach” – a warm neutral beige. Befittingly, all colors can be enjoyed outdoors in nature.



## 111 NAVY CHAIR BACKGROUND

The 111 Navy gets its shape from Emeco's original [1006 Navy Chair](#), which is handmade of recycled aluminum in Hanover, PA since 1944. The 111 Navy Chair, an innovation and result of a joint-venture collaboration between Emeco and Coca-Cola, was launched in April 2010 and became an immediate success, not only commercially, but also as an inspiration for many corporations and organizations to view waste as a resource.

## 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. 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.'

As we apply what we've practiced in the past, we are looking toward the future. 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 Jasper Morrison, Sam Hecht and Kim Colin, Nendo, Konstantin Grcic, Jean Nouvel, Christophe Pillet, Michael Young, Ettore Sottsass, Norman Foster, Adrian Von Hooydonk and BMW Designworks, Frank Gehry, and Philippe Starck to make chairs that live up to the standards that we inherited from our founders.

