

111 NAVY with COCA-COLA

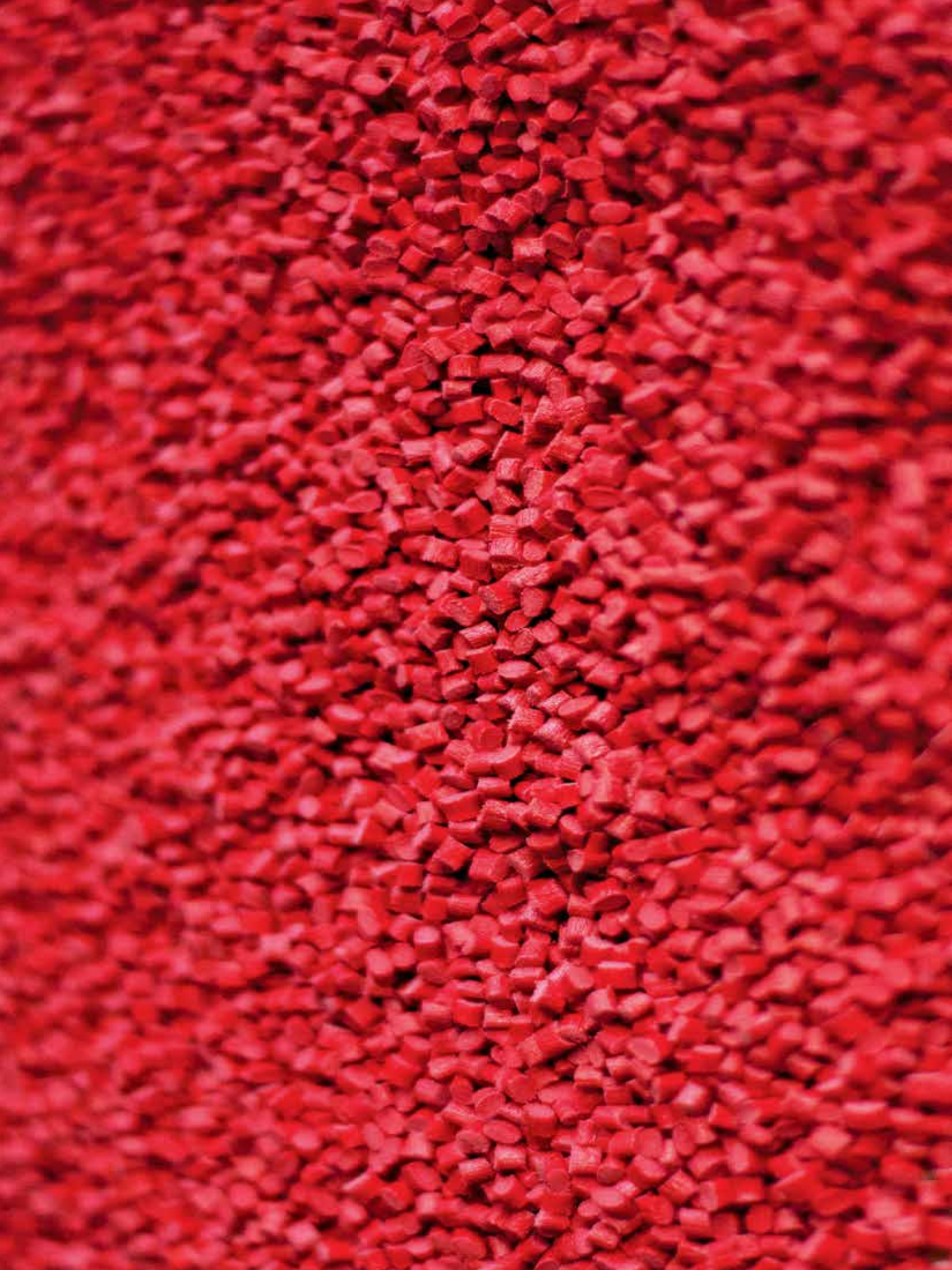


# FIRST LET'S MAKE THINGS THAT LAST.

The Emeco 1006 Navy Chair was first commissioned in the 1940s by the U.S. Navy for use on warships – the contract even specified that it had to be able to withstand torpedo blasts. Today our chairs are still made in the U.S.A., of 80% recycled aluminum, and are made by hand, by Emeco craftsmen using the original 77 step process. The world's best architects and designers collaborate with us to design chairs that are built and guaranteed to last a lifetime.

As we apply what we've practiced in the past, we are looking toward the future. We are on a mission to make a positive impact on the environment. Our goals are to use waste material in our products, use as little energy as possible in our manufacturing, generate a minimum of waste in the process, and build strong, durable, beautiful chairs that last through generations. We've been on the same mission since 1944 and we will continue to search for new ways to recover and utilize discarded materials and make products that last.





# NEW MATERIAL FROM EMECO.

We get the most out of the material we use. For years, that material was aluminum. We developed a way to work with it to make products of extraordinary strength, durability and beauty.

In 2006 Coca-Cola approached Emeco with a problem: Billions of plastic bottles were being sent to the landfill every year. We saw an opportunity. By up-cycling, we transformed the waste into a new material. It took years to develop the new material we now use for the 111 Navy Chair. It's strong, durable, and it has a deep beauty that people love when they touch it. And it's made from recycled plastic bottles. In fact, we called it the 111 Navy Chair because every chair we make takes 111 plastic bottles out of the landfill.



**GOOD  
OLD-FASHIONED  
AMERICAN  
INNOVATION.**



"I was excited about the impact of using the rPET from millions of bottles that are discarded each year. With the 111 Navy Chair, we've turned something many people throw away into something our customers will value and keep for a long, long time," said Gregg Buchbinder, CEO at Emeco.

**111 NAVY CHAIR by EMECO**

Coca-Cola and Emeco collaborated to solve an environmental problem by upcycling consumer waste into a sustainable, timeless, classic chair. Made of 111 recycled PET plastic bottles, the 111 Navy Chair is a story of innovation.



emeco





111 Navy Chair in Red.  
Space Asia Hub, Singapore  
Design by WOHA  
Photo by Patrick Bingham-Hall





111 Navy Chair in Persimmon.  
Basecamp Hotel, South Lake Tahoe, USA  
Design by Elaine Cotter  
Photo by Eva Kolenko



The 111 Navy chair: When you recycle a plastic bottle, you're doing something good. When you recycle 111 of them, you're doing something great. Help your bottle become something extraordinary again.



This drink contains approximately 111 20 oz. plastic bottles worth. The number 111 is a trademark of The Coca-Cola Company, © 2011 Coca-Cola Company.



This famous chair design contributes to the popularity of the brand and the success of the Navy chair is registered under U.S. trademark Reg. No. 2,511,360. MADE IN U.S.A.

## 111 NAVY CHAIR with COCA-COLA

Registered under US trademark reg. No 2511360.

Awards: 2012- International Plastic Design competition (IPDC) ; awarded the Best Show award, Building, Construction & Furniture Award and Sustainable Consumer Product award.

2011- Dwell Modern World awards; winner of the 2011 Work category.

2011- Editors Choice Award at the 96th edition of International Hotel, Mote & Restaurant show (IHMR) and the Second Boutique Design New York (BDNY); Awarded Best Green design.

2011- iF International Design Forum; Product Design Award

2010- GOOD DESIGN award; Furniture category.

2010- Interior Design Magazine Best of Year Finalist

### 111 NAVY CHAIR

W: 15.5" D: 19.5" H: 34" SH: 18"  
 W: 39cm D: 50cm H: 86cm SH: 46cm  
 WT: 12.5lb / 5.7kg

111N-RED  
 111N-SNOW  
 111N-FLINT  
 111N-CHARCOAL  
 111N-PERSIMMON  
 111N-GRASS



65% post-consumer recycled PET.

Durability and strength test ANSI/BIFMA x5.1.

Fire retardancy test CAL 133.

5 Year Warranty for indoor use.

2 Year Light Fast Warranty for outdoor use.

Made in the U.S.A.



PERSIMMON



GRASS GREEN



RED\*



CHARCOAL



FLINT GREY\*



SNOW WHITE\*

\* Outdoor colors





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