

OCEAN CHAIRS - HUMANSCALE

CONTEXT

Founded in 1983 by CEO Bob King with a focus on high-performance tools that support a healthy, more active way of working. Humanscale solidified its status as a true market leader with the introduction of the Freedom chair in 1999, created by renowned ergonomics designer Niels Diffrient. Humanscale now has locations in more than 28 countries.

The company is now the global ergonomics leader with a reputation for designing intuitive products which improve the comfort and health of office workers. Their catalogue of products includes: Chairs & stools, monitor arms, separation panels, lighting, keyboard systems, technology tools, cable management, ergonomic office tools, etc. As office ergonomics and wellbeing are a global need, Humanscale customers spread over a wide range of business sectors and countries. Besides their line of products, they also offer consulting services, training and software, all related to ergonomics.

For their Ocean Chair line of products, the company is now incorporating nearly 0.9 kg of recovered nylon from fishing nets in each chair. Their partnership with Bureo serves the goal to achieve a net positive impact on our natural environment, moreover, 26 of their products are certified net positive (about 60% of their sales, including: 6 monitor arms, 1 floating table and 19 sitting products). The net positive certification requires companies to make operations net positive across seven different impact categories, thus, plastic revaluation is one of the tools in the company's philosophy.

THE IMPLEMENTATION

The company took part in the Living Product challenge, the most restricting sustainability certification in the market. This certification does not ask manufacturers to reduce the environmental impact of their product, instead, manufacturers must have a positive environmental impact. The new line of chair designs relies on previous designs, which already used plastics in their fabrication process. The recovered nylon from fishing nets goes into hard parts of the chair and switching from virgin material to recycled one meant no trouble regarding all technical specifications.

Revalued nylon is provided by Bureo, an organisation rooted in Chile which collects discarded fishing nets, cleans them and turns them into pellets which then are exported to Humanscale manufacturing locations. Their Smart Ocean chair was the first chair ever to be made incorporating reclaimed ocean plastic, which was launched in 2018.

Their growing collection of Ocean chairs now offer three models (Liberty Ocean, Smart Ocean and Path), which reflects their commitment to saving our oceans. Humanscale sells their products directly through their website, through contacting the sales department, visiting one of their global showrooms or in retail partner stores.

IMPACT CREATED

Their products are audited and validated by The International Living Future Institute (ILFI), under their LIVING PRODUCT CHALLENGE, the most rigorous test of sustainability requires manufacturers to make their own operations net positive across seven impact categories. As outlined by the ILFI, Living Products are healthy, free of toxins, socially responsible, and ultimately net positive.

Every time their newest task chair Path is produced, 23,000 kWh of energy are created, while 15,000 gallons of water are saved, and 10,000 lbs. of ocean plastic are upcycled. Additionally, Humanscale is a founding member of NextWave, an initiative where like-minded companies are looking to establish ocean-bound plastics as a commodity, providing environmental and social benefits by creating the first global network of ocean-bound plastic supply chains.

MORE INFORMATION

- ❑ Website: https://www.humanscale.com/products/ocean-chairs.cfm?utm_source=social&utm_medium=post&utm_campaign=sustainability2022

- ❑ Pictures:



- ❑ Videos: <https://www.youtube.com/watch?v=JJM3n77IZoQ>

- ❑ Social Media

Facebook: <https://www.facebook.com/humanscale/>

Twitter: https://twitter.com/humanscale_eu

LinkedIn: <https://www.linkedin.com/company/humanscale/>

Instagram: <https://www.instagram.com/humanscalehq/>

Blog: <https://www.humanscale.com/blog/index.cfm>

Pinterest: <https://www.pinterest.com/humanscale/>

Youtube: <https://www.youtube.com/user/Humanscalevideo>