

The Danish Furniture Company Wehlers Solves the Problem with OCEAN PLASTIC

Wehlers has done what no one has done before: In collaboration with C.F. Møller Design & Letbæk AS, Wehlers has designed & developed a chair made from ocean plastic.

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Wehlers' ambition is to change the furniture industry – for good. The next step fulfilling this ambition is the design & launch of the chair named “RUM”; short for Re-Used Materials.

The launch of “RUM” is a World Premier in upcycling of ocean plastic into a design piece that will stand the test of time - in design, quality & sustainability.

Wehlers claims:

“RUM is the *World's first sustainable classic furniture* ever to be made of ocean plastic.”



The Architect Behind the Design

C.F. Møller Design describes the design result as being “friendly”, “comfortable” & “practical”. A chair meant for contract, public buildings as well as for private households.

“RUM” reflects circular thinking by the absence of joints. The chair simply clicks for assembly and for disassembly without the use of tools or fastenings. Hence, RUM justifies its sustainable claim for circularity. To add to the reading of “RUM” the dark green sea-like color is the raw ocean plastic without any adjectives.

The Technical Solution

Wehlers asked Letbæk AS to solve the challenges with Melt Flow Index to ensure that scrap ocean plastic can be used for a design chair.

Faced with the challenge Letbæk AS used their innovation strengths, and the solution is a surface that meets the demand for usability and aesthetics coming from C.F. Møller Design, Wehlers & the end-users.

Wehlers & Circular Economy

Wehlers works with circular economy and ocean plastic in combination to make the sustainable choice easy when combining design, quality & sustainability. The way that RUM clicks on and off makes it easy to change its color, which serves brilliantly by “end-of-use”, because of Wehlers ECO circularity system that prevents plastic from re-entering into the ocean.



The creation of RUM has brought together the entire value stream & offers the solution for conscious brands and end-users.

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