

# EMECO 111 NAVY CHAIR



The Emeco 111 Navy® Chair With Coca-Cola. Made from 111 recycled plastic bottles and 66 years of Emeco know-how.

Creating the original Navy® chair in recycled plastic required an advanced molding technique. The rPET version is an exact replica of the aluminum chair, down to the authentic “three weld signature” on the back.

The goal was to make a plastic chair as durable as the original aluminum version and show the value of “up-cycling” - demonstrating that something made of recycled plastic can be high quality, long lasting and desirable.

Gregg Buchbinder, Emeco’s Chairman, remembers, “When Coke came to me with this project I jumped on it. It’s a huge investment for a small company, but we have the potential of reusing PET from about 3 million plastic bottles a year. That’s a lot of bottles and a lot of chairs too. The chair is the strongest and most beautiful we can make. We’ve turned something you throw away into something you want and can keep for a long, long time.



In 2006, Coca-Cola asked Emeco to recreate the aluminum Navy® chair in rPET (recycled polyethylene terephthalate - plastic beverage bottles). Emeco and Coke teamed with BASF to develop a formula of rPET and glass fiber strong enough to make the first commercial grade rPET chair. The first prototypes were molded in February of 2010 and shown that year at the Salone Internazionale del Mobile in Milan, Italy.

The new 111 Navy Chair®, a joint venture between Emeco and Coca-Cola Company, contains 60-65% post consumer rPET and 30-35% pigment and glass fiber for strength. Each chair is made of at least 111 recycled beverage bottles which originate at Coca-Cola’s recycling plant in South Carolina, USA. The chair is manufactured and shipped from our moulding facility in nearby North Carolina, USA, further closing the sustainability loop.

The new 111 Navy Chair® includes the original stretcher (structural brace) below the seat. This detail not only assures authenticity, but creates great structural integrity. The 111 Navy Chair® carries a 5-year structural guarantee.

## OUTDOOR USE



111 Navy Chair®  
#FLINT GRAY  
15 1/2" w x 19 1/2" d x 34" h



111 Navy Chair®  
#SNOW  
15 1/2" w x 19 1/2" d x 34" h



111 Navy Chair®  
#RED  
15 1/2" w x 19 1/2" d x 34" h

## INDOOR USE ONLY



111 Navy Chair®  
#PERSIMMON  
15 1/2" w x 19 1/2" d x 34" h



111 Navy Chair®  
#GRASS GREEN  
15 1/2" w x 19 1/2" d x 34" h



111 Navy Chair®  
#CHARCOAL  
15 1/2" w x 19 1/2" d x 34" h