

STOP  
TALKING





**LET'S  
START  
DOING!**



## PROBLEM... OR OPPORTUNITY?



Plastic soup is a growing global problem. This year another 8 billion kilos of plastic waste will enter the world's rivers, lakes and oceans, creating a hazard to sea life and humans. We have two options: do nothing or do something.

At Plastic Whale and Vepa we've decided to do something. Joining forces to turn a problem into a solution: Plastic Whale Circular Furniture. And we're not alone.



## CREATING A WAVE



Every year, thousands of people who think like us, take to the canals of Amsterdam to help Plastic Whale collect tonnes of plastic waste that we turn into something useful.

Like the 10 boats made from recycled Amsterdam Canal Plastic we now use to help collect even more plastic. And when people see us plastic fishing and learn what we're doing, they want to join our movement.



## PLASTIC IS VALUABLE



Plastic is an incredibly versatile material. We turn the thousands of PET bottles we fish from Amsterdam's canals into raw materials to create new products: plastic foam from which we make our boats and tables; and plastic felt that we can adapt for various applications found in our lamps, acoustic panels, chairs and tables.



## CLOSING THE CIRCLE



Plastic Whale Circular Furniture is created following the full principles of circular production and design. So besides the recycled plastic, we also make optimal use of other 'waste streams' at Vepa's factory, including recycled steel for in our chairs and residual fabrics for the chair's cushioning. Nothing goes to waste.

At the end of its life cycle, we even take your product back. And pay you for it, because we'll be using it as raw material in our new products.



## SUSTAINABLE BY DESIGN



To design our furniture, we brought in LAMA Concept, a leading agency specializing in sustainable design. For example, the modular furniture is assembled in such a way that at the end of its life it can easily be disassembled for reuse or to make fresh raw materials.



## DESIGN INSPIRATION

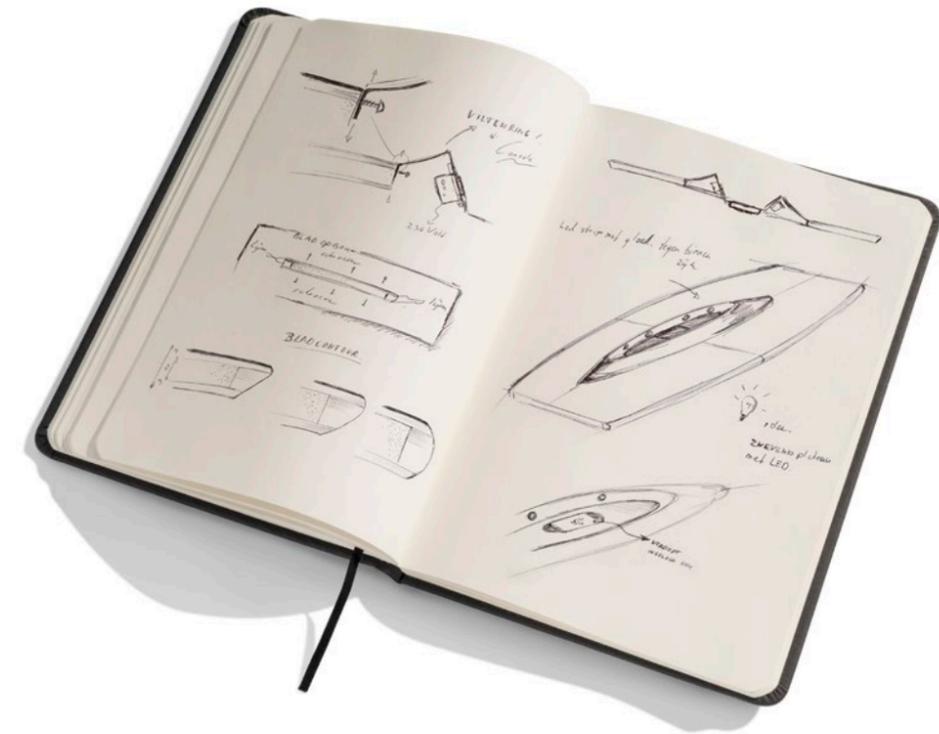


The ultimate inspiration behind all our designs is the oceans' most impressive citizen, the whale. Physically unique, dignified and graceful in its movements, this awe-inspiring creature also symbolises the challenge that we are taking on.

It is huge and yet extremely vulnerable to environmental damage. Just like the seas that are its home.



## INSPIRATION THE BOARDROOM TABLE



Inspiration for the top of our boardroom table is a surfacing whale, with its distinctive blowhole and gracious lines. It is made from layers of recycled PET felt, recycled PET foam, and FSC birch wood. While the surface is exquisitely finished using PET felt that has been heated and pressed to give it a luxurious look-&-feel.

## RESULT THE BOARDROOM TABLE

The table top is divided into four modular segments

- Top layer: 4mm pressed and recycled PET felt.
- Intermediate layer: 9mm FSC-certified birch plywood and 30mm layer recycled PET foam.
- Finish lengthways: varnished plywood.
- Finish ends: 5mm PET foam layer with 3 mm lasered metal plate, text: 'This table is made from Amsterdam Canal Plastic'.
- Blowhole: recycled PET felt; on underside covered with plywood plate.
- For one boardroom table we use 672 recycled PET bottles for the PET foam and 332 PET bottles for the PET felt.





## INSPIRATION BOARDROOM TABLE



The table's legs, which in their design recall a whale's imposing skeleton, are made of robust FSC oak.

## RESULT THE BOARDROOM TABLE

The table legs

- FSC-certified European oak.
- Metal spreader bars chrome-plated, 8mm thick.
- Length: 4000mm.
- Width table top: 1400mm.
- Width legs: 996mm.
- Height: 754mm.





## INSPIRATION THE CHAIR



The chair's shape subtly echoes the familiar majestic form of the whale's tail. The cast iron frame is made from steel waste recycled in our own factory, the back from pressed felt from recycled PET plastic bottles and the cushioning from residual fabric.

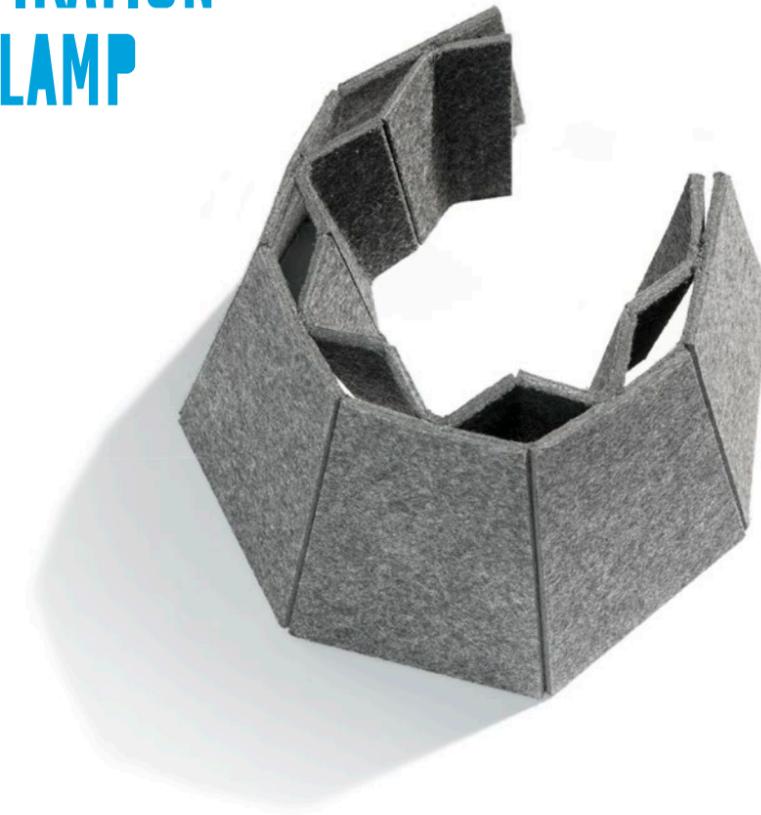


## RESULT THE CHAIR

- Cast iron base: steel waste from the Vepa factory, melted down locally.
- Back: pressed and recycled PET felt from 67 PET bottles.
- Seat shell: plywood with oak veneer top layer.
- Legs: FSC-certified wood.
- Cushion cover: Camira Rivet fabric from recycled plastic bottles.
- Cushioning: residual fabric from our own factory.
- Width: 763mm.
- Height: 831mm.
- Depth: 583m



## INSPIRATION THE LAMP



These ingenious lamps, which get their shape from the barnacles found living on a whale's skin, are made from pressed recycled PET felt and take LED filament bulbs to minimize energy usage.

Ideal for above the boardroom table, the lamps can be used separately, in any number of combinations or even as a stunning installation, to create exactly the lighting effect you're looking for.



#### Lamp S

- Height: 152mm.
- Width: 237mm.
- Depth 266mm.
- 8.3 PET bottles.

#### Lamp M

- Height: 234mm.
- Width: 357mm.
- Depth 411mm.
- 16.6 PET bottles.

## RESULT THE LAMP

- Lamp: 4mm-thick recycled PET felt.
- Lampshade: cut from one piece, ensuring no leftover material during production.
- Lamp holder mounted on sheet steel panel using cable.
- Energy-efficient LED lighting (S: 4W; M: 7W).

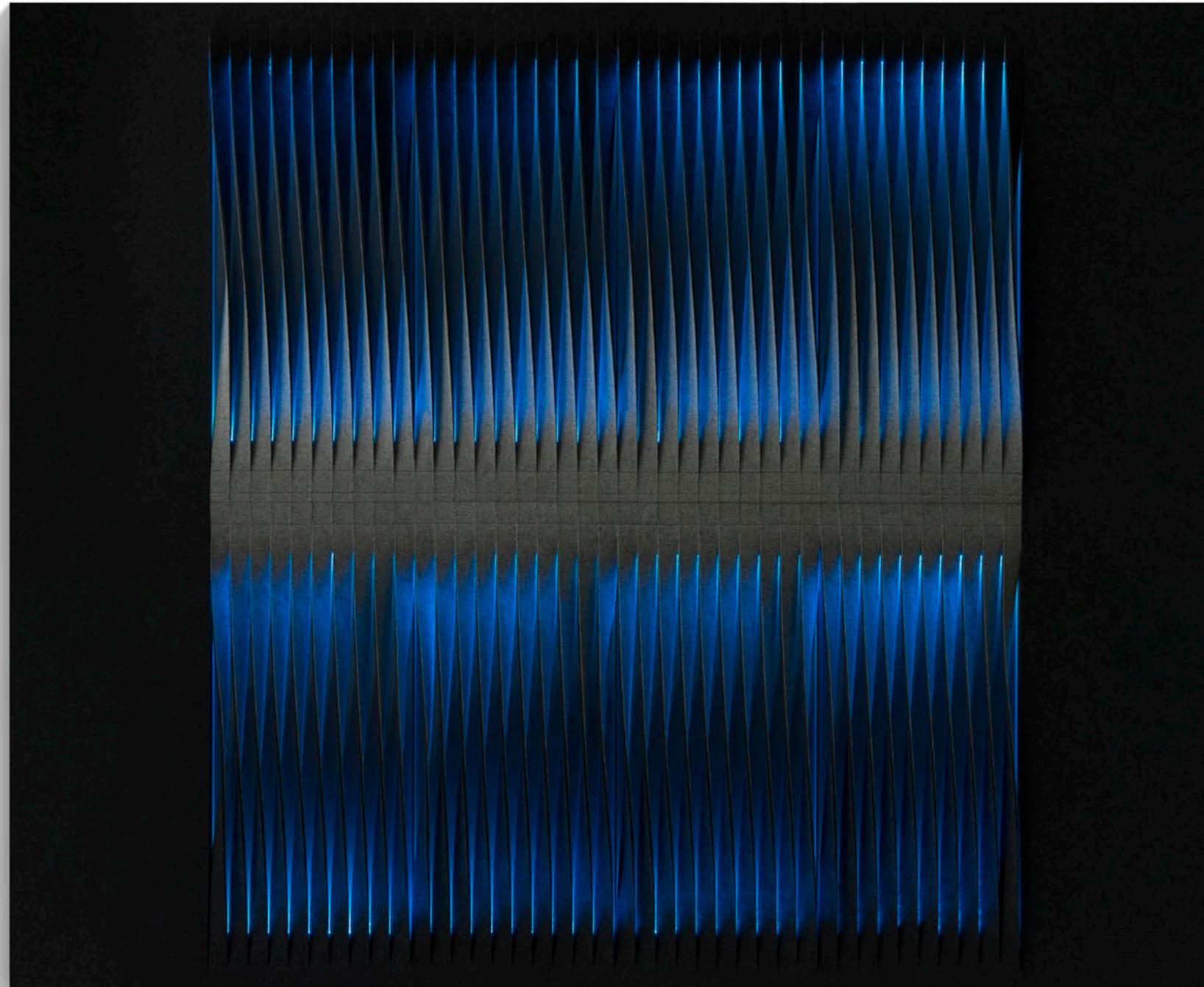


## INSPIRATION THE ACOUSTIC PANEL



The acoustic panels, whose fluent lines are subtly reminiscent of the pleats on a whale's throat, are made entirely from pressed recycled PET felt.

The panels are also available with LED backlighting to create a truly striking effect.



## RESULT THE ACOUSTIC PANEL

- This installation consists of 8 LED panels & 4 smooth panels.
- 4mm recycled PET felt, made from 32.8 PET bottles.
- Colour gradient runs from dark to light grey.
- Metal bracket allows panel to be hung on a wall.
- Bracket coating: environmentally-friendly solvent-free powder coating.
- Available with and without lighting.
- Height: 860mm.
- Width: 350mm.
- Depth: 32mm (with LED light), 22mm (smooth panel without LED light).



## OUR GOAL IS GLOBAL IMPACT



Building on our success in Amsterdam, the Plastic Whale Foundation aims to have a wider positive impact through local partnerships.

We recently began working with our first local partner in the developing world. SweepSmart is a sustainable waste management enterprise based in Bangalore, India who collect and recycle plastic waste to create local jobs with decent pay & conditions, and reduce the amount of plastic on landfill sites, one of our planet's main sources of plastic soup. We're confident this will be the first of many wonderful collaborations.

We donate 10% of all revenue to the Plastic Whale Foundation's efforts, which means you know that when you purchase Plastic Whale Circular Furniture you're also helping take on this global challenge where we can have most impact: in the world's major plastic soup hot spots.



# JOIN THE WAVE

Plastic Whale Circular Furniture is all about involvement. The more people get involved, the more positive impact we will have. We hope our story has inspired you to contribute to our cause. And whether you're simply interested in our furniture, or want to investigate the possibilities of a more active partnership role, we'd love to hear from you.

For partnership possibilities or to join the movement, please contact Plastic Whale on [circularfurniture@plasticwhale.com](mailto:circularfurniture@plasticwhale.com) or on 020 7373049.

For queries about technical development, production or sales, please contact Vepa on [circularfurniture@vepa.nl](mailto:circularfurniture@vepa.nl) or on 0528 297111.

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Disclaimer: The photos are of prototypes and therefore can differ slightly from the actual product.