

# STOP TALKING



PlasticWhale *by* vepa





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 waters. At Plastic Whale and Vepa, we've decided to stop talking and do something about this. Joining forces to turn a problem into a solution: Plastic Whale by Vepa.





## CREATING A WAVE



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

With eleven boats in Amsterdam and two boats in Rotterdam we hope to inspire as many people as possible to take action for plastic-free waters. And when people see us plastic fishing and learn what we're doing, they want to join our movement.





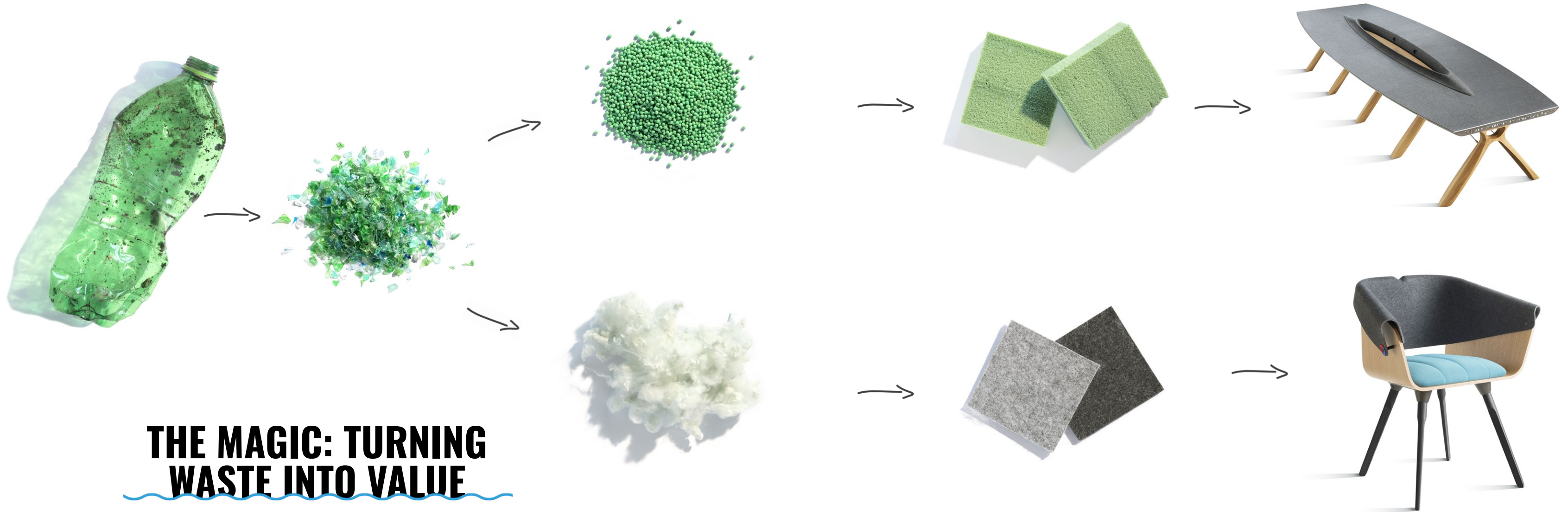
# PLASTIC IS VALUABLE



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 boardroom table.







The process of turning Amsterdam Canal Plastic into valuable products is actually quite straightforward. We fish all sorts of plastics (and other types of waste) from the canals. We separate the PET bottles, because we use them as raw material. Unfortunately, we can't use the other kinds of waste, so we donate them to the local waste company.

The PET bottles are first washed and shredded to flakes. The flakes are then turned into granules or fibres. The granules are used to create PET foam plates which we use in our boats and our boardroom table. And the fibres are turned into PET felt that we use for all our furniture.





## CLOSING THE CIRCLE



Our 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 our factory, including recycled steel for in our chairs. Nothing goes to waste.

At the end of its life cycle, we will retrieve the furniture from the customer so that individual parts can be reused or recycled.





## SUSTAINABLE BY DESIGN



To design our furniture, we brought in LAMA concept, a leading design studio in Amsterdam specialized in sustainable design and circularity. They profile with sustainable products, produced industrially and finished by craft and work with innovative materials and products with a 'human touch'.

Their experimental and non-conventional approach to design and materials - textiles in particular - allowed for an innovative and flexible product line. 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. For months they tested, tested again, designed, redesigned. The result is just great.





## 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.

Plastic soup is a huge threat for this incredible mammal, and so we have translated characteristic elements of the whale into the designs. Think, for example, of the look and feel of its skin, the body tissue and the impressive skeleton.





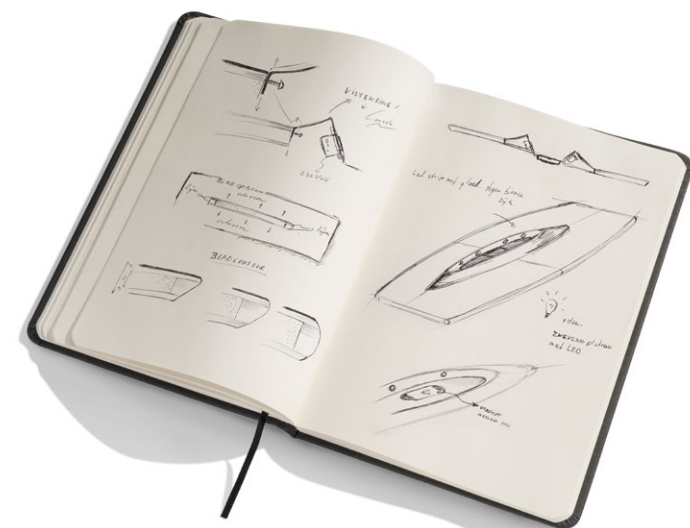
## THE RESULT







# INSPIRATION 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 felt and foam made from recycled PET bottles and the wood is robust FSC certified birch plywood. While the surface is exquisitely finished using PET felt that has been heated and pressed to give it a luxurious look-&-feel.





## RESULT WHALE BOARDROOM TABLE

The table top is divided into four modular segments

- Top layer (inclusive blowhole): 4 mm pressed felt made from recycled PET bottles
- Inlay solid oak with custom inprint
- Console with four power connections meeting the European standard
- Intermediate layer: 9mm robust FSC-certified birch plywood and 30mm layer recycled PET foam. Inlay solid oak with custom imprint
- 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'.
- In one boardroom table we use 672 recycled PET bottles for PET foam and 332 recycled PET bottles for PET felt







## INSPIRATION BOARDROOM TABLE



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





## RESULT WHALE BOARDROOM TABLE

The table legs

- PEFC-certified European oak
- Metal connecting bars chrome-plated, 8 mm thick
- Length: 4000 mm (for 8 person) and 5230 mm (for 12 person)
- Width table top: 1400 mm
- Width legs: 996 mm
- Height: 754 mm





# INSPIRATION CHAIR



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





## RESULT WHALE TAIL CHAIR

- Seat shell: plywood with oak veneer top layer
- Seat back: pressed felt made from recycled PET bottles
- Each chair is uniquely finished with pressed multi-coloured recycled PET bottle tops
- Cushioning: ecologically produced in the Netherlands, reused after end of life
- Legs: FSC-certified beech wood, available in white varnish or stained black. Wireframe base is also available
- Cast iron base: steel waste from our own factory, melted down locally
- Width: 763 mm
- Height: 790 mm
- Depth: 547 mm





## INSPIRATION LAMP



These ingenious lamps, which get their shape from the barnacles found living on a whale's skin, are made from pressed felt made from recycled PET bottles and take LED filament bulbs to minimize energy usage. Ideal for above the boardroom table or as decoration on the wall.

The lamps can be used separately or as a stunning installation to create exactly the lighting effect you're looking for.





## RESULT BARNACLE LAMP

- Lamp: 4 mm-thick felt made from recycled PET bottles
- Lampshade: cut from one piece, ensuring no leftover material during production
- Available in dark and light grey felt
- Available as a single lamp or as a set of 5 or 9 lamps with a modular ceiling panel (PEFC certified MDF)
- The lighting meets the legal CE marking





## RESULT BARNACLE LAMP

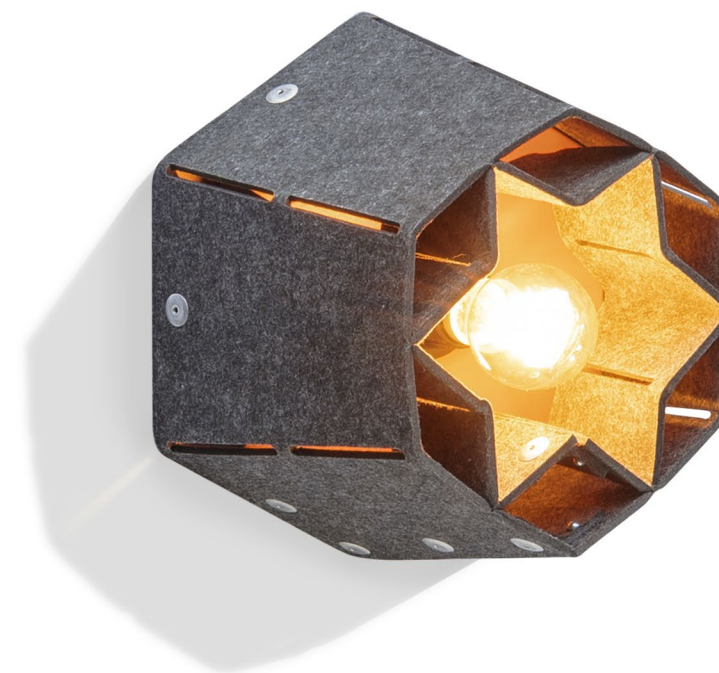
- Lamp: 4 mm-thick felt made from recycled PET bottles
- Lampshade: cut from one piece, ensuring no leftover material during production
- Available in dark and light grey felt
- Available as a single lamp or as a set of 5 or 9 lamps with a modular ceiling panel (PEFC certified MDF)
- The lighting meets the legal CE marking





Barnacle tall

- Height: 234 mm
- Width: 357 mm
- Depth 411 mm



Barnacle small

- Height: 152 mm
- Width: 237 mm
- Depth 266 mm







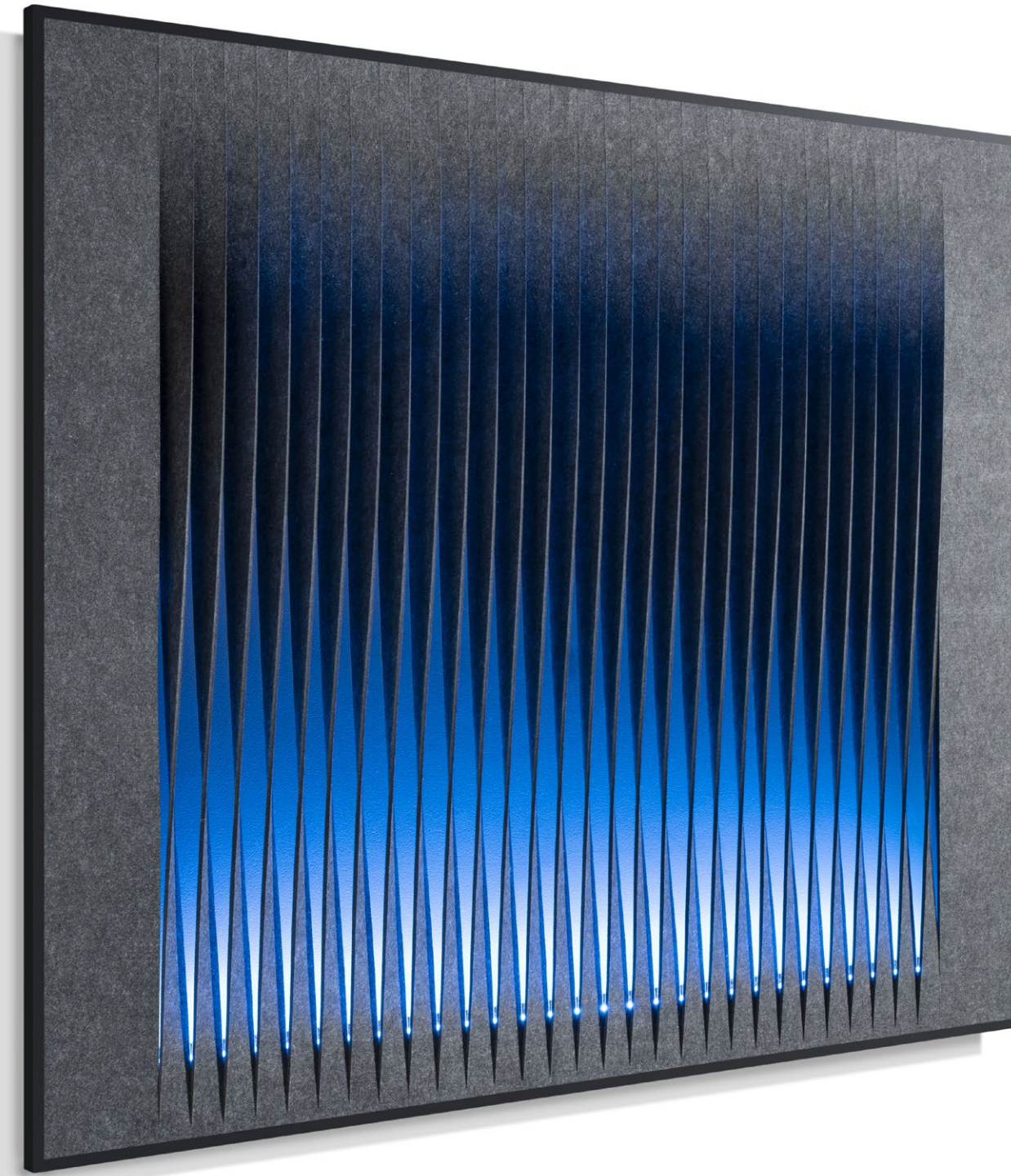
## INSPIRATION ACOUSTIC PANEL



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

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





## RESULT WHALE PANEL

- 4 mm felt, made from 113 recycled PET bottles
- Available with and without RGB LED lighting
- Lighting colour can be fixed or can alternate through all RGB colours
- Remote controlled RGB LED lighting
- The use of a French cleat system ensures easy wall mounting
- Back panel: PEFC certified MDF
- Seamless steel frame, finished with environmentally friendly solvent-free black powder coat
- Height: 1100 mm
- Width: 1300 mm
- Depth: 40 mm





## OUR GOAL IS GLOBAL IMPACT



5% of the turnover from the Plastic Whale BV is donated to the Plastic Whale Foundation. Building on our success in the Netherlands the Plastic Whale Foundation aims to have a wider positive impact through partnerships further afield to reduce plastic. Our ambition is to expand worldwide!



A large, detailed sculpture of a whale, constructed from thousands of clear plastic bottles, is shown floating in a deep blue body of water. The whale's head is in the foreground, facing right, with its eye and baleen clearly visible. The water is a vibrant blue, and the lighting creates a sense of depth and tranquility.

# JOIN THE WAVE

It's 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 [contact@plasticwhale.com](mailto:contact@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.

[www.plasticwhale.com](http://www.plasticwhale.com)  
[www.vepa.nl](http://www.vepa.nl)

Disclaimer: The photographed images might differ slightly from the actual products.

No rights can be derived from this content.



