

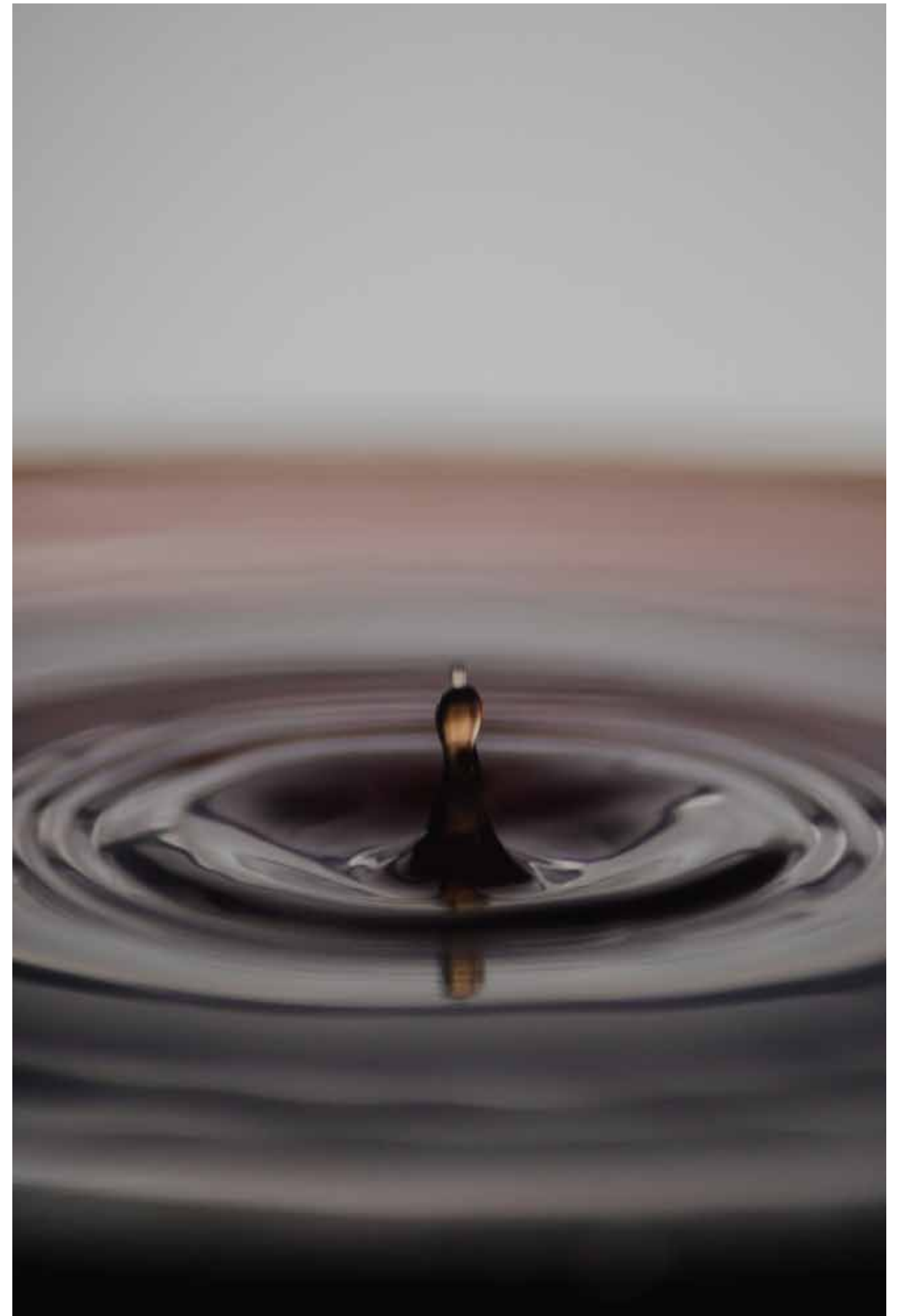
Mobel

Impact

## Impact

At Møbel, we are working towards a better environmental profile through the implementation of a long-term sustainable business model developed in collaboration with a Danish advisory company. We follow this approach in every step we take from the materials we choose down to which partners we work with.

While we are still learning and growing, we would like to bring you along through every step we take towards a more sustainable future.



## Content

Design criterias 8

European production 10

Materials 14

Møbel x The Upcycl 18

"Circular Furniture Days" 20

A WELL certified project 22

End of life instructions 26

#6 Principles we follow 28





## Design criterias

When designing a new product, in every aspect of the process, we always thrive to come up with a product that can last for centuries in order to serve its purpose for as long as possible. For this to happen, the product is always a combination of high quality materials, a good solid construction and a timeless design, which together makes it possible to pass down the product for generations.

By focusing on this, we make it possible for the customer to buy better products and keep the products in use for a long time.

Another focus is that for most Møbel designs, the furniture components can easily be changed and replaced. If a stain or another defect should occur to the product, it is only the furniture component that will need replacement, not the entire product. We always aim to prolong the use-phase of the product.

At the same time, the look of the design can be changed throughout the years, since the components can easily be replaced to another preferred component. By offering this possibility, we try to encourage the customer to only change one furniture component, rather than disposal of the entire product.





## European production

Each and every product in our portfolio is produced in Europe. By having the production close by our headquarters in Copenhagen and our prime markets, we are cutting down on miles of transportation and do not create large carbon footprints through overseas plane travel or long trips by truck. Overall, this cuts down on fuel consumption and air pollution which reduces the environmental impact.

Throughout the past years, sustainable growth has been one of the main objectives of The European Union. The EU has introduced a range of policies and initiatives aimed at sustainable consumption and production. By producing in Europe, we ensure that sustainability is taken into account, by following the laws and regulations that address these challenges during a period of rapid climate change. We wish to support European business and its path towards a sustainable growth within consumption and production.











## Materials

When choosing materials, we are always very selective and considerate. We always take the following thoughts into account: Where the materials come from, how strong and solid they are, this is an important aspect of the long-livity of the product they are used for, and lastly how they are treated during production, with or without chemicals.

The materials used for our designs range from a large variety of different materials: we use clay, since it is a natural material with very little need to be produced. It only needs to be burnt. We use wood, preferably FSC certified, as it is a strong solid material that can last for decades and extend both private and contract use. In general, we always strive to use strong, natural materials of the highest quality and be careful and thoughtful when selecting. For the past years, we have been working especially with steel, since it is one of the main materials for our bestseller collection, the Font collection.

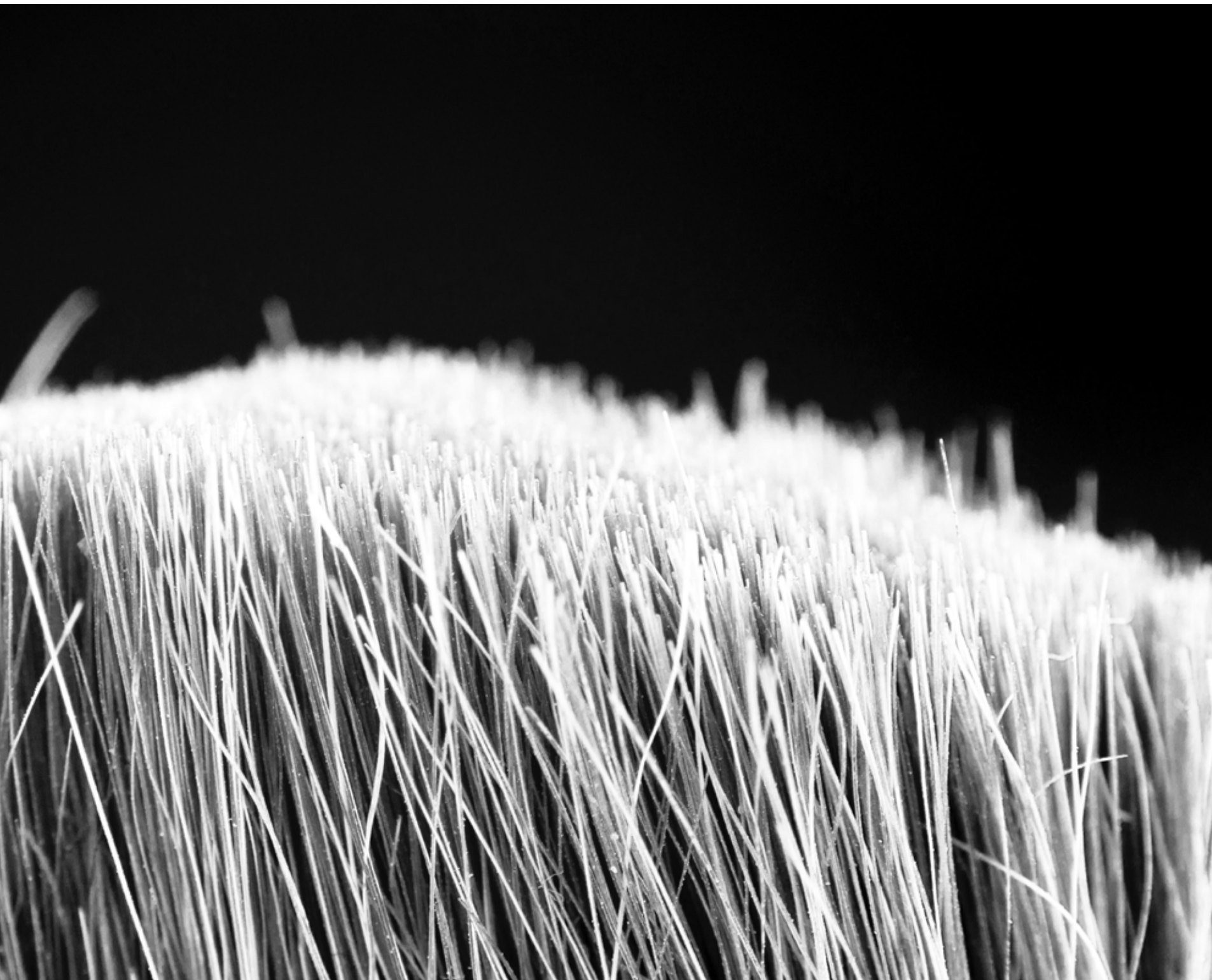
We use steel, since it is an eco-friendly material for many reasons: It is endlessly recyclable and there is relatively little energy used to produce it. At the same time, the waste it produces is reusable. It is a strong and solid material that can last for centuries. By using steel as a material and polishing it by hand, it is both environmentally and socially beneficial.

Each piece of steel used for the Font collection is always polished by hand when choosing the mirror polished finish. By hand polishing the steel, we avoid the use of toxic chrome during the production. It is a time consuming process where five different tools are used to treat the surface. While this process extends the overall production time, it will remain a priority.

As something new, we started working with upcycling steel for the Font collection. This means that we use steel that is waste from other productions. In 2021 we produced the first ever product in upcycled steel for an exhibition at DesignMuseum Danmark in Copenhagen (page x).







## Møbel x The upcycl

While we always encourage prolonging the use-phase of the product, we also focus on prolonging the use-phase of the materials used for the products and from production. Therefore, back in 2020 we started working with The Upcycl: a sustainable society that connects companies and their resources, in order to accelerate the circular use of materials and in order to avoid waste from production.

While this allows us to experiment with using upcycled materials for production (page 14), this also allows us to pass along waste materials to The Upcycl if needed, in order to minimize waste stream by giving it a new life at a different company instead of ending up as trash. In this way, multiple companies can benefit from the resources.

Some of the work developed in collaboration with The Upcycl was exhibited at the Circular Furniture Exhibition in Copenhagen during 3 days (page 19).



## "Circular Furniture Days"

In 2021 we were selected by Lifestyle & Design Cluster to exhibit in the "Circular Furniture Days" exhibition at Designmuseum Danmark as part of 3daysofdesign in Copenhagen. The aim of the exhibition was to raise attention towards the following question:

How can Danish design go hand in hand with the challenge we face regarding the climate and scarce resources?

Along with 27 other brands and upcoming designers and artists, we showcased how we work with circular furniture design for the following collections: Font, Angel and Pair side tables - each with a focus on the materials used for the design.



For Font, we made the first ever version with upcycled steel specially for the exhibition. The outcome of a collaboration with The Upcycl, who helped us find the upcycled steel. While this was the first example, we are working towards implementing this as a standard option. For the upholstery we chose a sustainable textile made from 100% wool, Molly from Kvadrat, in order to be considerate of every aspect of the composition of the lounge chair.



From the Pair side tables, we exhibited the ceramic piece. The table is an upscale large version of a ceramic pot. Ceramic is a natural material which allows us to go back to old production techniques and to stick to the idea of honest design. By using natural minerals, such as clay, it was possible to create a beautiful and minimalistic, yet sustainable product.

For Angel, the focus was approaches to design. The Angel stools are the perfect example of efficient use of eco-design strategies: they are made of one single material, which not only makes it easy to recycle and minimize the number of links in the supply chain but also responds to the minimalistic design aesthetics and values we hold. The Angel stools exemplifies our vision of creating furniture with great durability and quality by prolonging the use phase of the product's life cycle resulting in an overall reduced environmental impact of the product.



Piccadilly 111 achieved a Platinum WELL accreditation in 2021, as the first coworking space in the UK to receive this accolade and one of the first in Europe. It is located in the heart of Manchester right next to Manchester Piccadilly Station and is an impressive eleven storey workspace. For the project, the Font collection was chosen for seating and included dining chairs, bar stools and lounge chairs. It is an honor that our designs meet the standards for such an exciting project.

3DReid provided architecture and interior design for the redevelopment.

## WELL certified project

One of the projects we are the most proud to be part of, is Piccadilly 111, the first coworking space in the UK to receive WELL accreditation. WELL consists of 10 concepts focused on human health, which set certain standards for the materials of the furniture installed.





”The furniture in this area needed to be lightweight but robust, comfortable and of course attractive. It’s a lounge area that will be used for events, presentations and co-working. The Møbel Font chairs met all of the above and achieved the difficult materials and fabrications criteria to help us achieve a WELL Platinum standard all with COM fabrics and samples fasttracked for our clients to approve. I wouldn’t hesitate to specify them again”

Senior Interior Designer, Eleanor Winder,  
about choosing the Font collection.

## End of life instructions

We always hope and encourage our customers to pass the designs along if they don't wish to use them anymore. It is always recommended to reuse before recycling. If the product should be recycled, we have developed guides on how to recycle every component for each product in the correct way. In this way we ensure that our customers are properly informed on how to dispose of the product.

In the instructions, it is specified how every part of each product can be recycled. The instructions can be downloaded from our website, [www.mobel-copenhagen.com](http://www.mobel-copenhagen.com).







## #6 Principles we follow

Sustainability is an overwhelming task, and is therefore a work in progress. We follow these #6 principles to better our performance, environmentally, economically and socially.

#1 - Great design with the potential to last a lifetime

#2 - Equal focus on the economical, social and environmental bottom line

#3 - Create partnerships

#4 - Design for durability, disassembly and recyclability

#5 - Use responsible production and logistics

#6 - Seize every opportunity to do better





## #1 - Great design with the potential to last a lifetime

By creating iconic designs and high quality products, we believe that we can contribute to less resource consumption long-term. When prolonging the use phase of the product life cycle, the need for new products with the same functionality becomes unnecessary.

## #2 - Equal focus on the economical, social and environmental bottom line

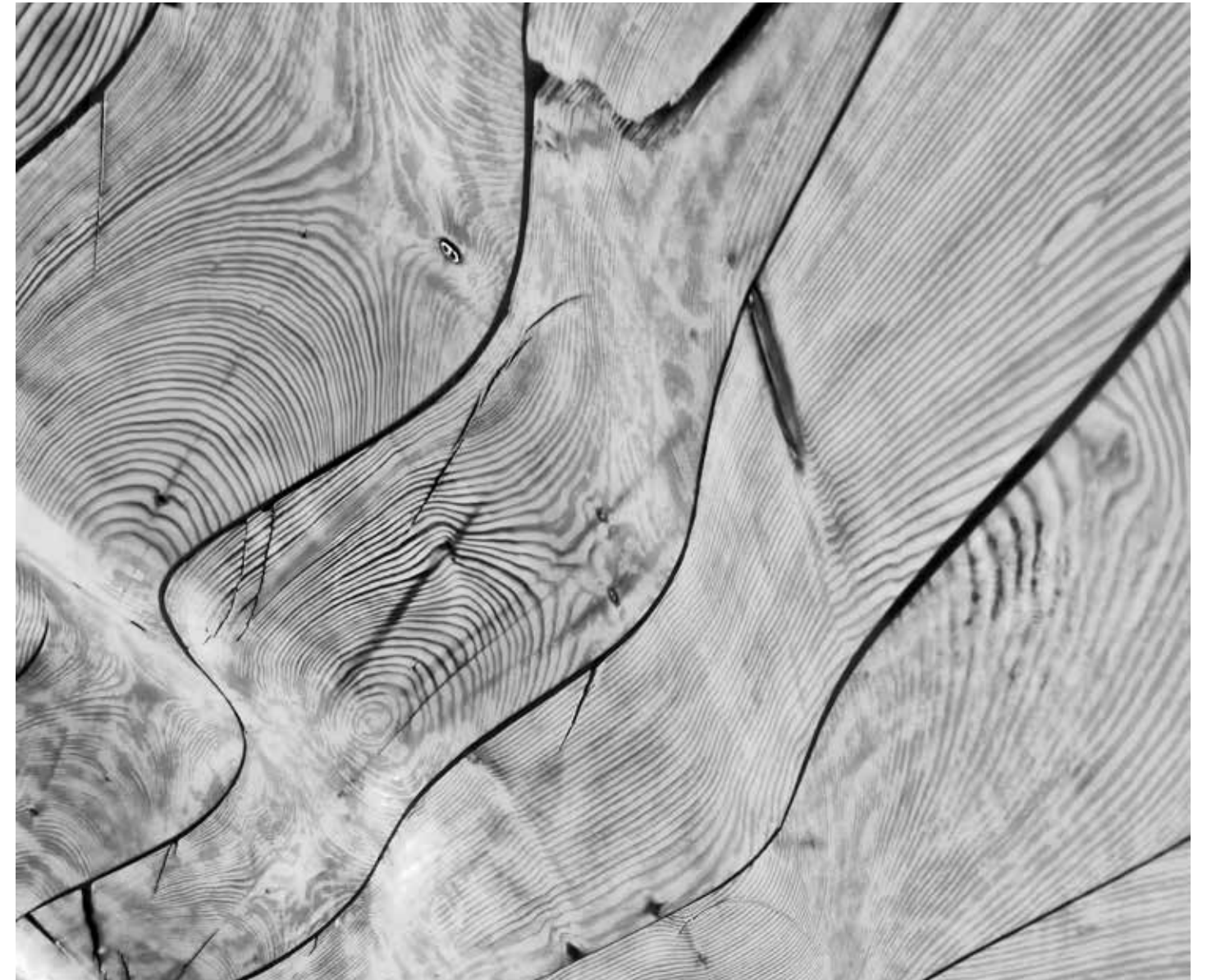
As a company we influence the environment, our employees, partners and manufacturers - positively and negatively. We will strive towards positive impact, not only through our products but also through our company values.





### #3 - Create partnerships

Create partnerships where value is achieved both ways. By creating partnerships we will be able to achieve things we are not able to achieve on our own. Examples are partnerships with Zeal, The Upcycl, designers and suppliers.



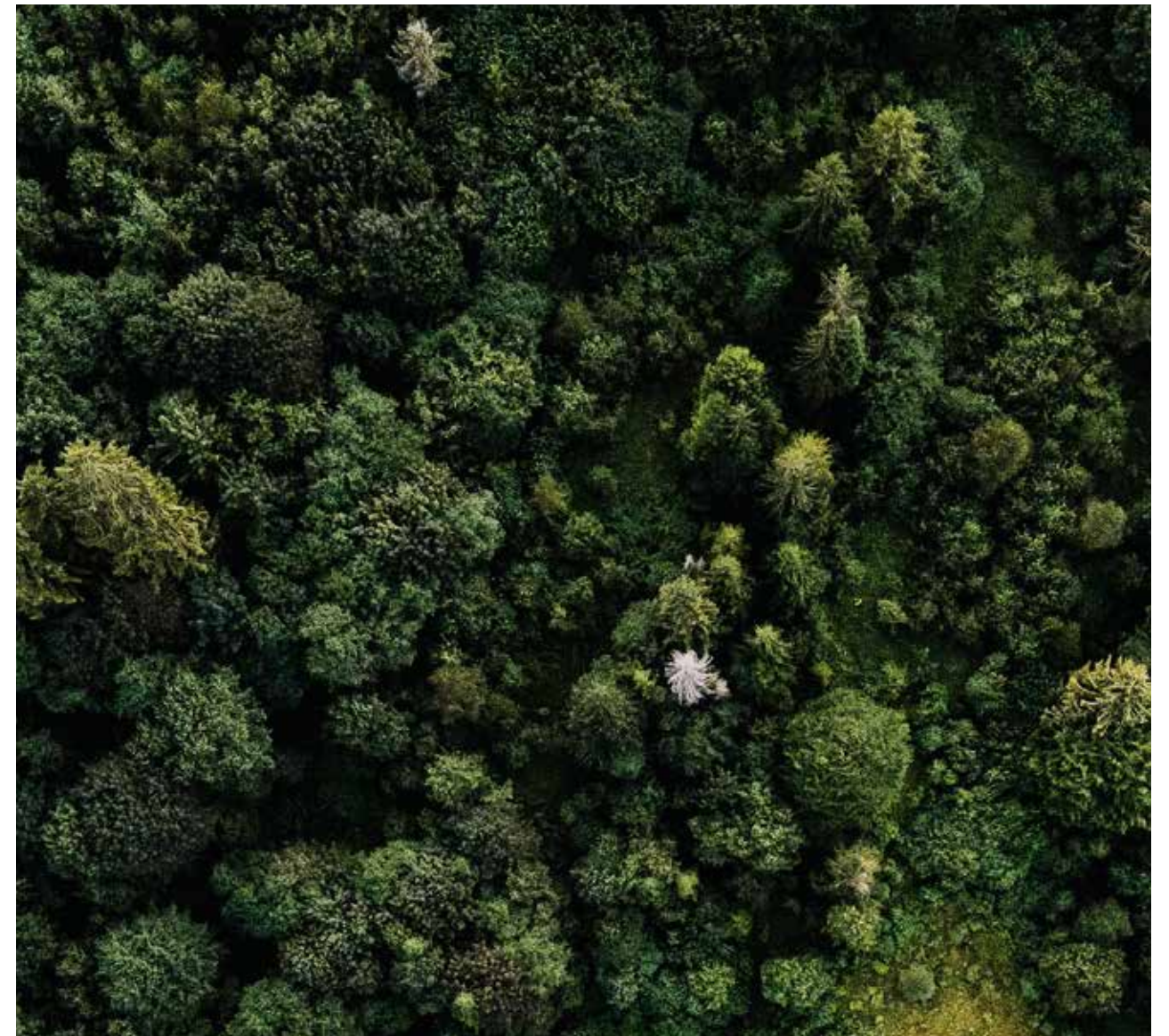
### #4 - Design for durability, disassembly and recyclability

Designing for durability has a direct correlation to principle #1, and is part of prolonging the product's use-phase. Recycling and repair of our products are facilitated by making the products easily separable.



## #5 - Use responsible production and logistics

We ensure that our products are manufactured under responsible production standards - and that we produce most of our products inside the borders of Europe to reduce transport distance to the majority of our customers. We always flat pack when possible to minimize the impact of transportation and storage.



## #6 - Seize every opportunity to do better

As the focus on sustainable takes increases every day, we aim to stay updated, experience and be open to every new way of improving our imprint.





MØBEL COPENHAGEN APS  
CHRISTIANSBUSVEJ 4  
2970 HØRSHOLM  
DENMARK

WWW.MOBEL-COPENHAGEN.COM  
HELLO@MOBEL-COPENHAGEN.COM  
+45 33 93 26 30

General inquiries  
HELLO@MOBEL-COPENHAGEN.COM  
+45 3393 2630

Press inquiries  
PRESS@MOBEL-COPENHAGEN.COM  
+45 3393 2630

Follow us  
@MOBEL\_COPENHAGEN

Credits  
PHOTO AND STYLING BY VÆRNIS STUDIO  
PHOTO BY IRINA BOERSMA CÉSAR MACHADO  
COPYWRITER KARINA KJÆR  
GRAPHIC DESIGN AND LAYOUT LINE THIESSON

COPYRIGHT 2022 MØBEL COPENHAGEN

mobel-copenhagen.com  
@motel\_copenhagen