

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 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 Circular Furniture.



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.

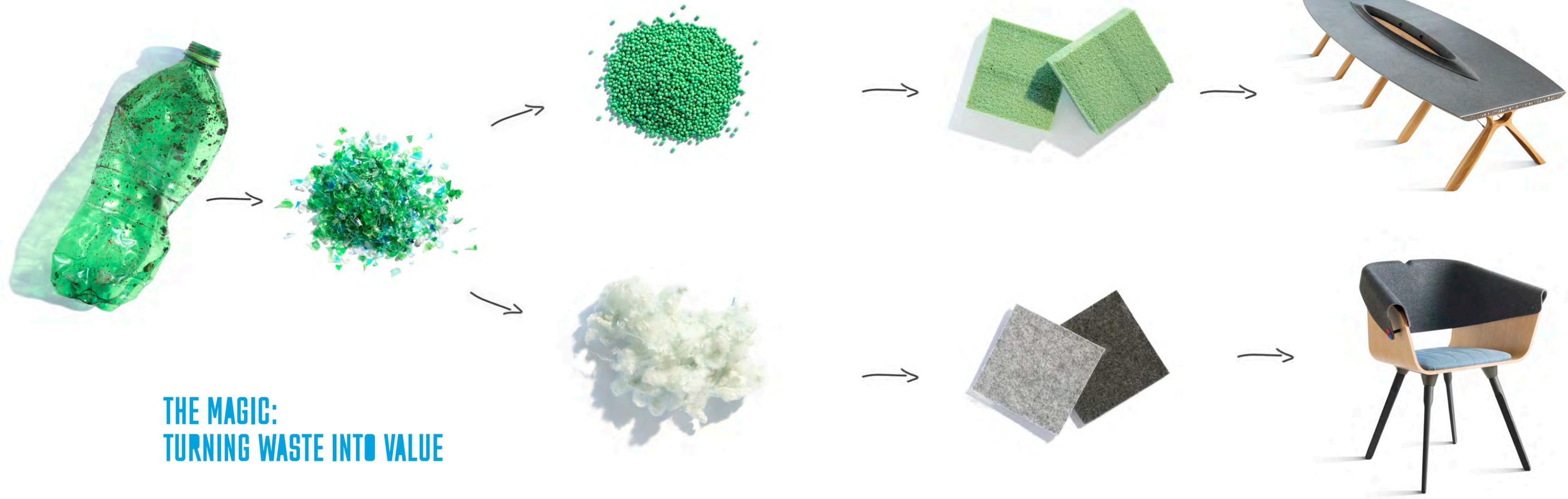
Like the 11 boats made from recycled Amsterdam Canal Plastic we now use to collect even more plastic. And when people see us plastic fishing and learn what we're doing, they want to join our movement.



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.



THE MAGIC: TURNING WASTE INTO VALUE

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 tables. And the fibres are turned into PET felt that we use for all our Plastic Whale Circular Furniture.



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 our factory, including recycled steel for in our chairs and residual fabrics for the chair's cushioning. Nothing goes to waste.

At the end of it's life cycle, we will collect it from the consumer, who will then receive a refund of the product's surcharge. We will then disassemble the furniture 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 from Amsterdam. Being specialized in sustainable design, circularity is key for them. They profile with sustainable products, produced industrially and finished by craft and work with innovative materials and products with a 'human touch'. Different techniques are used, from low-tech craft to high-tech 3d printing.

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. And 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.

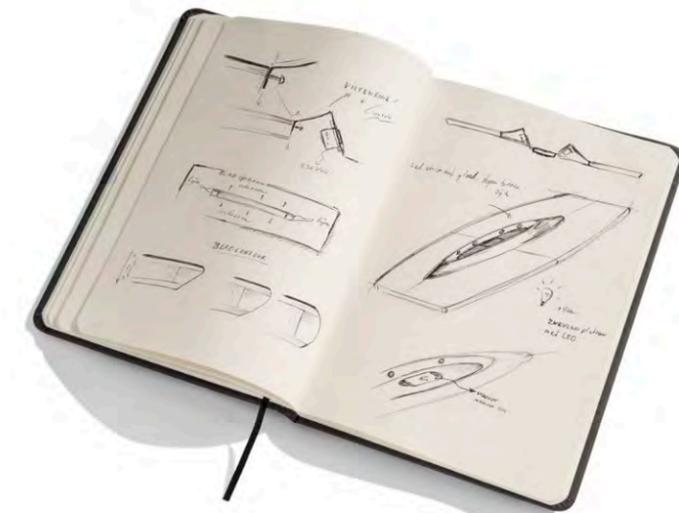


THE RESULT





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 recycled PET felt, recycled PET foam, and 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 TABLE

The table top is divided into four modular segments

- Top layer (inclusive blowhole): 4 mm pressed and recycled PET felt
- Intermediate layer: 9mm robust 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'.
- 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 TABLE

The table legs

- PEFC-certified European oak
- Metal spreader bars chrome-plated, 8mm thick
- Length: 4000 mm
- 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

- Cast iron base: steel waste from our own factory, melted down locally
- Seat shell: plywood with oak veneer top layer
- Seat back: pressed and recycled PET felt
- Each chair is uniquely finished with pressed multi-coloured recycled PET bottle tops
- Legs: FSC-certified beech wood, available in white varnish or stained black
- Cushioning: residual fabrics
- 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 recycled PET felt 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, in any number of combinations or even as a stunning installation, to create exactly the lighting effect you're looking for.



RESULT BARNACLE LAMP

- Lamp: 4mm-thick recycled PET felt
- Lampshade: cut from one piece, ensuring no leftover material during production
- Available in dark and light grey felt for ceiling and wall fitment
- Available in set of 5 or 9 lamps



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Barnacle tall

- Height: 234 mm
- Width: 357 mm
- Depth 411 mm
- Advice: energy-efficient LED lighting (7W)

Barnacle small

- Height: 152 mm
- Width: 237 mm
- Depth 266 mm
- Advice: energy-efficient LED lighting (4W)



INSPIRATION 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 WHALE PANEL

- 4mm recycled PET felt, made from 196.8 PET bottles
- Metal bracket allows panel to be hung on a wall
- Bracket coating: environmentally-friendly solvent-free powder coating
- Available with and without lighting
- Height: 1290 mm
- Width: 1400 mm
- Depth: 32mm (with LED light), 22mm (smooth panel without LED light)



OUR GOAL IS GLOBAL IMPACT



Building on our success in the Netherlands, the Plastic Whale Foundation aims to have a wider positive impact through partnerships. We have started working with local partners in the developing world to collect and recycle plastic waste. This creates local jobs with decent pay and work conditions, and helps reduce the amount of plastic on landfill sites.

A large whale sculpture made of plastic bottles, floating in blue water. The whale is the central focus, with its head and eye clearly visible. The water is a deep blue, and the lighting creates a sense of depth and movement.

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 or on 020 7373049.

For queries about technical development, production or sales, please contact Vepa on circularfurniture@vepa.nl or on 0528 297111.

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