

# JOHANSON

Press release 2020

## PELICAN –the first EU Ecolabelled chair in Sweden



It has long been an ambition to create a chair that offers the very best in seating comfort and yet is not only lightweight and stackable, but also made from recycled materials. This spring it will become reality with the launch of PELICAN. Designed by Johan Lindstén, this sleek-looking chair with its gently rounded lines and 100% recycled plastic materials will also become the very first chair in Sweden to be awarded the EU Ecolabel.

PELICAN is the answer to many customers' wishes. This new chair will challenge attitudes to the choice of materials at a time when sustainability and environmental issues are high on the agenda. We consulted experts from the plastics, recycling and manufacturing industries at an early stage of the development process, using their collective input to create the best possible foundation on which to build a successful project. The chair bears the EU Ecolabel. The 100% recycled plastic comes from a Swedish supplier.

### Design thoughts

PELICAN will be launched at the Stockholm Furniture Fair. Initially it will be available in three base colours – white, black and slate green – all classic shades that are rarely out of place, whatever the setting. “PELICAN chair is almost like a distant cousin to the popular Haddoc series, with the kind of easy-going, gentle lines that cradle the user’s back and lumbar regions in an ergonomically correct way. The sleek form and curves of the chair suggest more than a hint of the supple arched neck of the bird from which the chair gets its name,” says Johan Lindstén.

**More about the EU Ecolabel:** the EU Ecolabel, also known as the EU Flower, is the European counterpart to the Nordic Swan label and one of the world’s top ecolabels. It is an ISO Type 1 certification, which means that it is independent, adopts a life-cycle perspective and embraces a holistic approach to the evolution of certification criteria. (See also: <https://www.svanen.se/en/about-eu-ecolabel/>)

Welcome to stand A11:18 at the Stockholm Furniture Fair, 4–8 February 2020.

### Press contact

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