

# Press Release Flokk | Stockholm Design Week 2023

January 26th, 2023

**Evil is the absence of doing good -**

***Real environmental change through sustainable design is top of the agenda for Flokk at Stockholm Design Week 2023.***

As the European leading manufacturer of workspace furniture solutions, Flokk will open their Stockholm Showroom doors from the 6th – 9th February, with a showroom experience presenting nearly 40 years of expertise in sustainably designed furniture. Visitors will enjoy insight on the ways Flokk work to create increasingly environmentally friendly solutions.

On Thursday 8th February, a seminar hosted by Flokk Senior Vice President in Design Christian Lodgaard, alongside the design studio Pearson Lloyd will explore Flokk's most recent success stories; from upcycling discarded snow plough markers, to pioneering use of European household waste, the best design practices we have managed to date and our next ambitions.

*“Now more than ever sustainability needs global action - not just words - and this action needs to be done in design. Beyond setting strict criteria to our own design efforts, addressing this with force requires broad collaboration across value-chains & stakeholders. This is what we have refined and taken to industrial scale in Flokk over years, what we keep pushing, and it represents the practices we like to present, to share, and to invite others to follow.” - Christian Lodgaard, SVP Flokk Design.*

Designers Luke Pearson and Tom Lloyd (Pearson Lloyd Design) will also be presenting on how they design for change, using their recent collaboration with Flokk, Revo, as the perfect example of forward thinking sustainable design.

*“Revo represents a radical rethinking of the way upholstered contract furniture is made in response to the climate crisis. Replacing the plywood base structure with REPP (recycled expanded polypropylene) maximises the potential reuse of the base materials. Plywood has no circularity. REPP, which is already in its second life, can be fully remoulded for a third, a fourth, ad infinitum.” - Pearson Lloyd*

## **Flokk's approach to sustainable design**

Flokk's philosophy on sustainable design is about meeting the biggest challenges head on. 90% of the organisation's environmental impact comes from the products they make, so that is where Flokk puts in the most effort.

Careful consideration of material choices, production & assembly methods, logistics, product lifetime, reparability and ultimately recovery of the materials so they can be brought back into the cycle.

Flokk have several milestones as sustainable pioneers; the first office chair producer in Europe to be ISO 14001 certified (1999), and the first office chair producer to declare products with EPDs – Environmental Product Declarations (2004) and to obtain the Nordic Swan Ecolabel (2010). Over the last years, Flokk have grown to become the office seating market leader in Europe, and we are now able to scale our ongoing efforts to reduce our impact, and thus make a significant difference.

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Press images: