

Flokk launches HÅG Tion – the most sustainable chair on the market

Flokk's HÅG Tion sets a new work chair standard for home and office environments. In addition to being stylish, light, and ergonomic, it is almost entirely produced from recycled plastic and aluminum. The chair will be showcased at the Stockholm Design Week, which begins today, September 6.

HÅG Tion is the result of a unique collaboration between Flokk's design department and three different design studios: Anderssen & Voll, BIG-GAME, and Hunting & Narud. Having carefully studied the habits and behaviors in the office and home environments from their unique perspective, each collaborator adds different aspects to the design process. Blending it together, the four partners have produced a work chair that is stylish, light, ergonomic, and has the lowest CO2 footprint per chair among work chairs to date.

- In a post-pandemic world, there is a growing demand for flexible work chairs that work in the home office, workplace, or at the kitchen table. With all parties sharing a common vision, this unique collaboration allowed us to take a complete approach to the modern and sustainable work chair, says Atle Thiis-Messel, director of sustainability at Flokk.

HÅG Tion is made with as much recycled and renewable materials as possible. Before, all goods would have been sorted and recycled together. Through a unique color sorting method that was previously not possible, each recycled good can now retain its original color and finish.

The seat and backrest are produced with 94 percent recycled plastic, and the frame and optional armrests consist of 98 percent recycled aluminum. Wood components are made with responsibly sourced wood, and all upholstery is made from materials that meet the EU's Ecolabel criteria. All selectable fabrics consist of both wool and recycled polyester. The chair is easy to repair since no glue is used during assembly, allowing individual parts to be easily replaced and the chair's life to be extended.

- With HÅG Tion, we are setting a new standard for the recycling and reuse of various materials. This collaboration allows us to deliver a stylish work chair of the highest quality while also being our most durable chair to date. The launch of HÅG Tion is a big step forward in Flokk's journey towards meeting our highly set sustainability goals, says Atle Thiis-Messel.

HÅG Tion is available in various combinations of wood, plastic, and aluminum parts and fabrics, with or without armrests, and comes with several selectable colors for each component. This flexibility allows consumers to combine freely to adapt the chair's aesthetics based on its intended environment.

The chair will be displayed at Flokk's exhibition during Stockholm Design Week, between September 6 and 9.

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Press images HÅG Tion:

<https://drive.google.com/file/d/18VilUmwol1ZTcsjud-p--uxhK06nBYsq/view>

Images HÅG Tion design collaboration:

<https://drive.google.com/file/d/1C48fPA1fJPnYtJ--3L9I-V4QC4Ujxuya/view>

