

## KI's iconic Postura+ chair reaches first milestone on journey towards 100% recycled content

3 years ago



KI has confirmed that Postura+ will begin a transition to a circular economy, with all one-piece chairs manufactured from December 2022 set to contain at least 30% recycled polypropylene.

Following over 3 years of trials and testing, this achievement sets an important milestone on KI's journey towards taking a leading position in the circular economy. Over the coming years, KI will work towards increasing this percentage to future milestones 50, 80 and ultimately 100%, bringing all standard colours into line with the increasingly popular Jet Black chairs which are already made with 100% recycled content.

The unique, UK-based supply chain development will see 600 tonnes per year of waste plastic being fed into the standard production process, the equivalent of over 2,000,000 food containers per annum. These new mixed virgin/recycled polypropylene chairs have been rigorously tested and have achieved the same certifications and standards as the fully virgin plastic chairs, so the unparalleled, proven Postura+ 20-year warranty remains in place.

Jonathan Hindle, President, KI EMEA comments: "We manufacture approximately 400,000 one-piece Postura+ chairs alone each year, making it one of our most successful and high-volume product lines. Eliminating 600 tonnes of virgin polypropylene from this supply chain demonstrates our commitment to realistic, impactful steps towards sustainable practices, without compromising colour options, quality, durability and warranties."

Jeremy McWhinney, KI's Finance & Operations Director adds: "Whilst other products in our lives have been able to utilise recycled polypropylene for years, they are routinely single or limited use items – Postura+

chairs must withstand the toughest learning environments for decades. The testing and production processes involved have been years in the making, and we look forward to continuing our journey towards our ambition of 100% recycled content in the future.”

This innovation in Postura+ chair production further enhances the product’s environmental performance, outlined in its independently verified [Environmental Product Declaration](#) (EPD). Manufactured in the UK, these chairs are transported in 100% recyclable packaging, and are themselves 100% recyclable at their end of life.

Alison Mallett, KI Europe’s Director of Education Furniture comments: “Our customers both in the UK and across Continental Europe are looking for ways to reduce the environmental impact of their procurement practices, without adding unrealistic cost or compromising quality. What we’ve managed to achieve with Postura+ chairs is a fantastic step in the right direction and we are confident that this exciting news will be met with great enthusiasm from our customers.”