

Kartell

RE-TRANSPARENCY,
NEW R(EVOLUTION)



Removing consistency from a material, allowing form to take centre stage, harnessing the power of transparency. Kartell embarked upon this technological, industrial challenge back in 1999, when it introduced polycarbonate into the world of furniture for the very first time, enabling the company to take transparency – which had previously been the preserve of glass – and incorporate it into new industrial projects.

One of the most distinctive features of the Kartell design ethos, transparency now plays an integral role within the “Kartell Loves the Planet” manifesto on sustainability, which aims to look to the future while drawing on the legacy of the past.

Kartell has now made a brand-new version of polycarbonate, based on a second-generation renewable polymer. Produced by synthesis and obtained partly from ISCC* certified (International Sustainability and Carbon Certification) industrial cellulose and paper waste, this inno-

vative material reduces carbon dioxide emissions by 60% compared to fossil-based polycarbonates. The new material, a Kartell exclusive for the furnishing industry, will be introduced in all best-selling products and in new concepts and will gradually replace parts currently made from conventional polycarbonates. This latest development confirms Kartell’s commitment to innovative industrial products and to greener design.

Polycarbonate 2.0 preserves the same level of transparency, thermal and mechanical resistance, robustness and strength as the original version. Yet this is all supplemented by the sustainability of this new material, which falls within Kartell’s circular-economy ethos and joins the company’s use of recycled and organic resources.

With the unveiling of this previously unthinkable project, Kartell ushers in a new dawn – one that will enable it to breathe new life into its products without altering their appearance.

FOR FURTHER INFORMATION:

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