

Steelcase and Natural Fiber Welding transform scrap Ralph Lauren denim into Bassline table top for Turnstone

Steelcase continues to make headway in its longstanding commitment to a more circular, sustainable business

GRAND RAPIDS, Mich., October 15, 2018 – Today Steelcase and Natural Fiber Welding (NFW) announced their first explorations around upcycling, turning scrap Ralph Lauren denim into Bassline table tops for Turnstone. The result is a first-of-its-kind, custom solution that is environmentally friendly and personalized. The Ralph Lauren Denim Bassline table top will be on display at NeoCon 2018.



“Steelcase has been on a mission to drive sustainable business innovation since the company’s inception. It’s a tall challenge to question existing design principles and business assumptions, but it’s something Steelcase has repeatedly done,” said Angela Nahikian, director of Global Sustainability at Steelcase.

Every year, the United States generates approximately 230 million tons of trash - about 4.6 pounds per person per day. Less than one-quarter of it is recycled; the rest is incinerated or buried in landfills.

In an effort to reduce this impact, Steelcase, a global leader in workplace environments, began working with NFW, a biotech company born out of Department of Defense

research, in 2017. NFW's focus is on fiber welding, transforming cotton at the molecular level from a loose collection of fibers to a tunable filament. The process works with nature to enhance and add to cotton's natural attributes, allowing it to perform in ways that surpass polyester and other synthetic materials. The result is durable, moldable, 100% natural fiber composites made from discarded clothing otherwise shipped to a landfill, now usable for anything from high performance yarns and fabrics to rigid upcycled building materials. Steelcase, ever-committed to the environment and sustainability, teamed up with NFW to explore how this process could be applied to its products.

The companies started experimenting with the [Bassline Table](#) by Turnstone. Designers can choose from standard offerings or make a statement by adding a custom top for a truly one-of-a-kind table. Turnstone created Bassline to turn up the volume on design by layering in rich textures, luxurious color and reclaimed artifacts; a concept which has now been expanded to include strengthened, recycled Ralph Lauren denim. A table top made entirely out of used jeans!

“At Steelcase, we strive to conserve more, use less, and source more responsible materials while giving our customers unique material choices that diversify their workplaces. We'll continue to work on addressing sustainability and the circular economy through various explorations and collaborations with innovative companies,” said Nahikian.

Partnerships promote Steelcase's commitment to the environment and sustainability

About Steelcase Inc., Turnstone, and Natural Fiber Welding (NFW) – partners in sustainability and innovation

For over 105 years, Steelcase Inc. has helped create great experiences for the world's leading organizations, across industries. We demonstrate this through our family of brands – including Steelcase®, Coalesse®, Designtex®, PolyVision®, Turnstone®, Smith System®, Orangebox® and AMQ™. Together, they offer a comprehensive portfolio of architecture, furniture and technology products and services designed to unlock human promise and support social, economic and environmental sustainability. We are globally accessible through a network of channels, including over 800 Steelcase dealer locations. Steelcase is a global, industry-leading and publicly traded company with fiscal 2018 revenue of \$3.1 billion. www.steelcase.com

Turnstone is committed to creating exceptional workplaces that support and inspire entrepreneurs and intrapreneurs. As part of the Steelcase Inc. family of brands, we share research, insights and innovative endeavors with Steelcase and Coalesse. We believe entrepreneurs have a unique opportunity to impact generations with innovative ideas and diligent effort. That's why we're committed to unlocking human potential and supporting work wherever it happens. When we talk about stewardship, we're talking about making choices with the earth in mind. Turnstone is dedicated to researching with care, designing with integrity and moving in the direction of planet health.

<https://myturnstone.com/>

Natural Fiber Welding (NFW) unlocks nature's limitless potential of natural fibers and by doing so, have created a platform where once-used natural fibers can be fortified again and again and again. Tunability, utility, strength, and flexibility. NFW built that platform and they are that process. They have only begun to tap the possibilities. Natural welded fiber is built for long lasting adoption that will drive the circular economy. They designed out the waste and the negative impact on the environment when they created their system. This is a committed team of people striving together. Moving toward the same benchmarks and challenging each other to raise the bar. From blue sky to technical reality; they create scalable applications. Scientists and engineers who are makers and artists. <http://www.naturalfiberwelding.com/>

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Hi Katie!

Thank you so much for giving me the opportunity to write about this amazing process and product. Now I want an upcycled denim table for my living room! So cool, I really enjoyed the assignment. This is just the beginnings of a pitch list for this news release – but I'd try to reach multimedia contacts from various industries, including but not limited to science, healthcare, education, the environment, fashion, the textile industry, design and innovation, and community partnership. I'd leverage Steelcase's established media channels and relationships and then expand the outreach strategy to identify new opportunities for growth and connection. My approach would include the following communication vehicles and audiences –

Communication Vehicles

- Social Media
 - Networking (Facebook, LinkedIn, Google+)
 - Microblogging (Twitter, Tumblr)
 - Photo Sharing (Instagram, Snapchat, Pinterest)
 - Video Sharing (YouTube, Facebook Live, Periscope, Vimeo)
- Print Media
 - Newspapers (New York Times, Washington Post, Los Angeles Times, Chicago Tribune)
 - Magazines (Approach Top 10 by Circulation – i.e., AARP, People, Better Homes and Gardens, National Geographic, Good Housekeeping)
 - Journals and newsletters
- Broadcast Media
 - Television (ABC, CBS, NBC, CNN, MSNBC)
 - Radio (NPR, Sirius and XM Satellite & Programming)
 - Podcasts
- Cellphone News Apps
 - Google News for Android, Apple News for iOS
 - Third-party news apps (Twitter, Flipboard, Nuzzle)
- Traditional
 - Seminars or speaking engagements
 - Customer success stories

Audiences

- Steelcase brand partners
 - Turnstone, Coalesse, Designtex, PolyVision, AMQ, Smith System
- Steelcase peer businesses and clients
 - Microsoft, Bolia, Officebricks Acoustic Pods
- Environmental Health Reporters, Scientific Writers (Bloggers, Influencers)
- Ralph Lauren Media & Partner Agencies
- Textile Industry News Sources
- Educational Institutions (K-12, Higher Education, Vocational Schools)

- Research Facilities (NFW, Los Alamos National Lab, DARPA, Berkeley Lab)
- Governmental Agencies (US Business Council for Sustainable Development, Reuse Opportunity Collaboratory Detroit, Michigan Economic Development Corporation)
- Healthcare Organizations & Providers
- Design Associations (AIA, AIGA, ASID, IIDA, IDSA, SEGD, AWAD)
- Community Partners / Community Relations (UPREP, WMCAT, School of Hope program through United Way, Habitat for Humanity, Urban League, Institute For Healing Racism, Summit On Racism)
- Steelcase Authorized Dealers (Wayfair, Amazon, Crate&Barrel, Design Public)