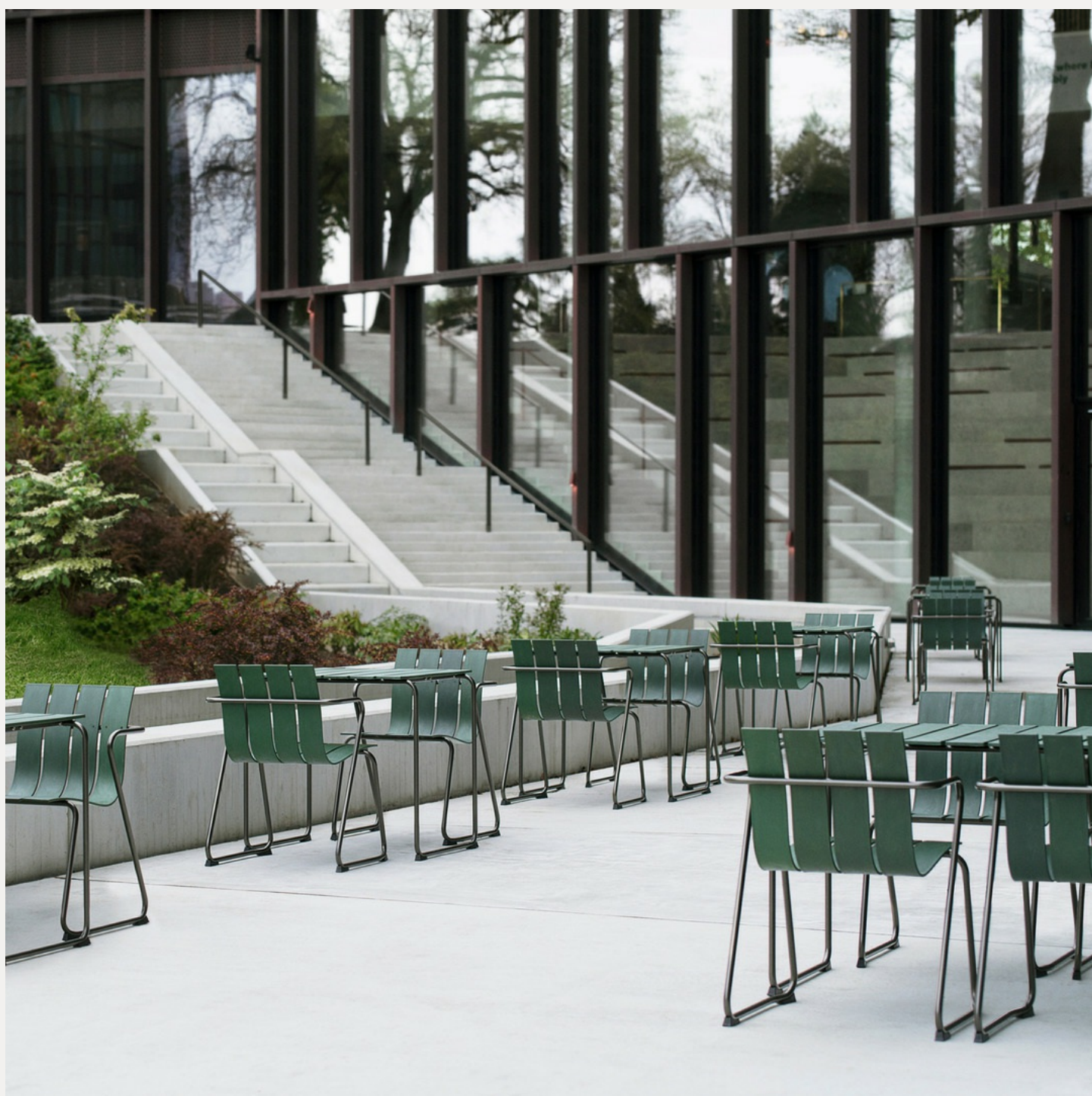


mater
Circular since 2006

From Ocean Waste Plastic to Beer Kegs



Ocean OC2 collection på at Carlsberg's Headquarter - Carlsbergbyen, Copenhagen

Danish furniture brand, Mater, has relaunched a 1955 classic by Nanna and Joergen Ditzel in a circular variant

First, they transformed the outdoor furniture, originally made of wood veneer, into a collection in upcycled fishing nets and ocean waste plastic, called Ocean. Now they use upcycled beer kegs from Carlsberg. Mater calls the variant OC2 referring to the 2nd edition in the Ocean collection with upcycled material from Carlsberg. In line with the circular way of thinking, the chair will also be available at Carlsberg's Headquarter in Carlsbergbyen.

**Collaboration between *Mater*,
*Carlsberg & Re-Plastic***



Empty DraughtMaster beer kegs from Carlsberg

Mater has teamed up with Carlsberg and the company Re-Plastic to reproduce one of the 20th century's most renowned design couples, Nanna and Joergen Ditzel's outdoor furniture.

The initiative is part of Carlsberg's sustainability program "*Together Towards ZERO.*" In the wake of the launch of Carlsberg's new keg system, DraughtMaster, the brewery established a deposit system with customers in early 2019.

Re-Plastic applies Carlsberg's used beer kegs and upcycles them, among other things, to make the OC2 outdoor furniture. Kegs are upcycled to reduce the CO2 impact and ensure a more circular use of the materials. The ambition is to handle almost 200 tonnes of plastic waste in the coming years.

A climate impact equivalent to a 150-gram red steak



Ocean OC2 lounge chair & Ocean OC2 lounge table

An OC2 seat made from upcycled beer kegs from Carlsberg saves up to 53 per cent in CO₂ emissions compared to a similar made of plastic, which corresponds to approximately three kilos less CO₂.

In other words, an OC2 seat has a climate impact equivalent to a 150-gram red steak. The Danish company *Målbar* is behind the calculations. *Målbar* has developed a measurement tool for the furniture and design industry that shows the sustainability of a product based on several different parameters.

Sustainable, circular production solutions



Ocean OC2 bench, Ocean OC2 4 pers. table & Ocean OC2 chair

Sustainable, circular production solutions have been the focal point since Mater saw the light of day in 2006. With the launch of the first Ocean products in 2019, Mater was also the first to use upcycled fishing nets and ocean waste plastic to make furniture. Now the time has come to look into other upcycled materials and waste.

Founder of Mater, Henrik Marstrand:

"The collaboration between Carlsberg, Re-Plastic, the Ditzel family and Mater is a unique example of a new innovative way of thinking about circular production across industries. We are constantly looking for similar collaborations where we can use upcycled plastic or other waste streams and send it back as furniture and lighting. We are already working on similar projects where we can upcycle many types of waste for furniture and lighting with our new, innovative production method."

Dennie Ditzel, daughter of Joergen og Nanna Ditzel, says:

"Getting a circular variant of the classic design has been a great wish for us. With this collaboration we get, not only, a green variant but a Carlsberg green, that can adorn the terrace in front of the beautiful headquarters next to brewer Carl Jacobsen's old garden. I think my parents would appreciate that."

Henrik Friis Fredvig,

Head of On-Trade in Carlsberg Denmark:

"Carlsberg Denmark's deposit system for kegs means that we can give our kegs new life and we look forward to showing Mater's new outdoor furniture, which emphasises the possibilities in the circular economy."

Christian Wittrup,

Director of Re-Plastic:

"The classic design and Mater's vision has been an exciting challenge for us. We succeeded because we put trust in each other, but especially because we share the same ambition to design for tomorrow with waste from today."

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