

## Smart Ocean

# From Oceans to Office

**Smart Ocean is Humanscale's inventive adaptation of the award-winning Diffrient Smart chair** and the first chair made with recycled fishing nets – the most harmful type of ocean plastic.

### Design + Sustainability

Smart Ocean is the embodiment of our commitment to sustainable manufacturing, and while it doesn't completely eradicate the problem of ocean pollution, the chair exemplifies our earnest efforts and a promising step forward.

In 2016, Humanscale began a partnership with Bureo, an emerging venture developing innovative solutions to prevent ocean plastic pollution.

Bureo founded Chile's first fishing net collection and recycling program, called Net+Positiva, which retrieves discarded nets from the ocean.

Discarded nets are regarded as the most harmful type of fishing nets as they can "ghost fish"

for years, damaging delicate ecosystems and the marine animals that inhabit them. Through their program, Bureo works directly with coastal communities across Chile to clean, mechanically shred and pelletize discarded fishing nets. These resulting pellets, or Bureo's 'NetPlus' material, are then ready for manufacturing in products like Smart Ocean.

Recycling and repurposing plastic in this and other innovative ways keeps it out of the ocean and helps to mitigate many environmental issues. As the infrastructure for net recycling becomes more developed, we hope to expand our use of Bureo's net material and continue to make positive impacts on the world around us.





**Striving for Net Positive**

Each Smart Ocean chair not only incorporates almost two pounds of recycled fishing net material, but is also Living Product certified — meeting the most rigorous sustainable manufacturing criteria to date.

In addition to partnering with Bureo to protect our oceans, Humanscale is a founding partner of the NextWave Initiative. Led by Lonely Whale, this consortium includes companies such as Dell and Interface and is focused on developing a distribution web that supports the reuse and repurposing of plastic before it ever reaches the ocean. As companies who already had programs in place prior to the Next Wave Initiative, our collective goal is promote our net positive philosophy and make it a shared global mission.

**STEP 1.**  
FISHING NETS



**STEP 2.**  
PELLETS



**STEP 3.**  
CHAIR FRAMES



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