

SWURVE, KEILHAUER'S FIRST CARBON NEUTRAL CHAIR *AN OFFICE CHAIR DESIGNED WITH NATURE IN MIND*

June 8, 2020 (Toronto) - Keilhauer is excited to introduce its first ever Carbon Neutral chair, *Swurve*™. Designed by Andrew Jones for Keilhauer, the new conference chair features flowing lines and contained proportions. An elegant solution for meeting spaces of all sizes, it brings an organic feeling into the room with distinctive, sculptural design details.

"*Swurve* proves that great design and sustainability go hand in hand," says Mike Keilhauer, President of Keilhauer. "We're excited to reach this milestone in our own sustainability efforts while supporting clients and projects pursuing sustainable builds and LEED certifications."



As Keilhauer's first Carbon Neutral product, *Swurve* has been a project of passion for the company's Design for Environment team. Keilhauer took every possible step to reduce carbon emissions: from sustainably sourcing materials, and responsible manufacturing, to a carefully thought-through end-of-life and recyclability plan. Where carbon emissions remain, such as during transportation, Keilhauer is investing in carbon reduction and climate change mitigation projects to offset. Verified by third parties, every *Swurve* sold will produce net-zero carbon emissions.

The Natural Solution to Multi-Use Meeting Rooms

Ever since the early days of open-plan offices, the functionality of conference rooms have changed. What was once a space for formal discussions has become a space for one-on-ones, team get-togethers, working, brainstorming, connecting, eating and more. As workplaces today slowly reopen and employees return to the office, these rooms will serve an even more critical role as one of the few enclosed, private spaces available to a staff concerned with social distance and physical barriers.

Swurve is a refined, dynamic solution that can respond to all the varied needs these spaces need to meet. Lightweight, comfortable, and carefully scaled, *Swurve* can easily be moved and rearranged to create an area that respects physical distance while encouraging collaboration. Furthermore, the expansive color offering makes the conference chair versatile enough to complement any color scheme. From gentle neutrals to bold, statement-making hues, *Swurve* is offered in 22 different colors of mesh and is also offered in leather and leather alternative upholstery for environments with increased sanitization needs.

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Swurve's distinctive, sculptured form reflects the shapes we find in nature. Graceful, swooping arms gradually change thickness and shape as they subtly twist out from the chair's body. Connecting behind the chair's body they appear to grow organically from the seat. The round, curvaceous feeling of *Swurve* is both a byproduct of Designer Andrew Jones's method, and his intention. "Soft, round shapes not only feel great for chairs, they connect with people on an emotional level. *Swurve* softens up the workplace with sitting and visual comfort," says Jones.

The chair's clean lines are achieved by meticulous engineering and ergonomic supports that are hidden from sight. Tension between the mesh back and frame provides lumbar support while Keilhauer's patented syncro-tilt mechanism provides smooth movement when leaning and moving in the chair. *Swurve*'s signature arms gently slope down to prevent contact with tables while adding an intriguing design detail.

Swurve will be available for specification June 15, 2020. For additional details, please visit [Keilhauer.com](https://www.keilhauer.com) or contact your local sales representative.

Sustainability

Swurve, Keilhauer's first Carbon Neutral chair, is built from the highest quality materials, is designed and manufactured to last for many years, and is supported by Keilhauer's standard 10-year warranty. *Swurve* is expected to carry BIFMA level® 2 and SCS Global Services certification for Indoor Air Quality at the Indoor Advantage™ Gold level. It is manufactured in facilities that produce zero waste to landfill, and offset 100 per cent of electricity use with renewable energy credits.

Swurve's environmental footprint is reviewed by a third party Lifecycle Assessment conforming to ISO 14044 with a cradle to gate scope. These results will be made publically available in summer, 2020.

About Keilhauer

Founded in 1981, Keilhauer is a privately owned, design focused contract furniture manufacturer. Keilhauer manufactures seating and tables that makes work more comfortable for all. Keilhauer products are thoughtfully made to support communication and engagement in spaces such as meeting rooms, collaboration areas, lobbies and lunchrooms. Working with world-renowned furniture designers, Keilhauer is internationally recognized for award-winning design, built with extreme craftsmanship, to the highest environmental standards. The company is headquartered in Toronto, Ontario. For more information, please visit [Keilhauer.com](https://www.keilhauer.com).

About Andrew Jones

Andrew Jones is a Canadian furniture designer working for international manufacturers of contract, outdoor, and residential furniture. With an MA in Furniture Design from the Royal College of Art in London and a degree in Architecture from the University of Toronto, Jones has worked for more than 25 years designing furniture and architectural interiors. This dual experience forms the foundation of his work: designing furniture fit for purpose and place.

Jones's design projects have been featured in numerous international publications, and exhibited in Canada, the United States of America, Britain, Japan, and Italy. His work is part of the permanent collections of the Royal Ontario Museum and the Design Exchange, in Toronto. [Andrewjonesdesign.com](https://www.andrewjonesdesign.com)

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