



## Authentic Eames® Moulded Plastic Chairs from Herman Miller now in a new, more sustainable fibreglass.



### Herman Miller also announces a proprietary take back program in support of fibreglass recycling.

The Eames Shell Chair, created by Charles and Ray Eames for Herman Miller, is perhaps the epitome of the celebrated couple's design process—a philosophy characterised by a journey of exploration, evolution, insight and delight. True to this spirit, the Herman Miller Collection, in collaboration with the Eames Office, continues to push the boundaries of the Shell Chair form, first introducing a moulded wood version and now with an advanced, sustainable fibreglass chemistry and production process. The result is the Eames Moulded Fibreglass Chairs, available through authorised Herman Miller dealers.

Perhaps more than any design, the Shell Chair represents the Eames' disinterest in superficial aesthetics and their agnostic approach to material. What mattered most to them was the integrity of the form, function and context. The chair, in fibreglass, was introduced by Herman Miller in 1950 – its now familiar form already a result of several refinements – as the first mass-produced plastic chair. The iconic design continued to evolve through the years with new colors, height options, base variations, and the application of upholstery. But by the late 1980s the environmental risk associated with fibreglass production was recognised, leading Ray and Herman Miller to discontinue its production until a more suitable material could be found. In 2000, Herman Miller reintroduced the Moulded Plastic Chair in polypropylene. This durable, 100% recyclable material proved popular, with a softer profile and subtle matte texture.



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## A New More Sustainable Fibreglass Resin

The original fibreglass material is undeniably still admired for its uniquely variegated surface and semi-gloss finish. Now, thanks to a new, first-in-furniture process for producing fibreglass-reinforced plastic, Herman Miller is once again able to produce the Eames original Moulded Fibreglass Chair with sensitivity to both the environment and production staff. This process, originated in the automotive industry, utilises a “dry bind” process that is a less volatile and monomer free, without VOC or HAP emissions, and environmentally superior to current conventional fibreglass resin production while retaining the performance and visual qualities of the original design.

Traditionally, a “wet process” produced the Moulded Fibreglass Chair’s preform, (the bare fibreglass shape without resin). In that method, fibreglass strands are coated with a “wet glue” adhesive to help hold them together. This required multiple manufacturing precautions, while the chemicals used in that process pose risks to both production workers and the environment.

To create preforms for the new Eames Moulded Fibreglass Arm and Side Chairs, a “dry binder process” is used. With this technique, fibreglass strands, some of which melt at a lower temperature, are blown by a robot onto a screen in the shape of the chair shell. All extraneous fibers are instantaneously vacuumed out of the air. Heat and pressure are then applied, and strands melt so that the preform’s shape remains intact.

## Take Back Program for Eames Moulded Fibreglass

Like the beloved vintage fibreglass shells collected by design enthusiasts, these new more sustainable fibreglass chairs will likewise endure and be passed on for years to come. Nonetheless, should a chair’s condition become compromised, Herman Miller is initiating a take back program for the new generation of fibreglass shells. Owners can choose whether or not to keep the base and order a replacement shell, or Herman Miller will pick up the costs of sending the entire chair back for recycling. The shell material will be finely ground and ultimately reused as road construction material.

## A Multitude of Options

Today the moulded fibreglass chair is available in both arm and side chair formats, in nine newly formulated archival colors that meet Herman Miller’s Design for the Environment standards. They come in a choice of wire, dowel leg, stacking, rocker and 4-leg bases. The fibreglass chairs in turn join a family of Shell Chair options that includes polypropylene, wire, and new 3-D wood veneer versions. Additionally, the fibreglass and polypropylene chairs can be upholstered, as were the original vintage models. The upholstery process has also been updated, with a supportive foam padding that uses a safer, greener adhesive for easier disassembly. Customisation options include an array of Hopsak fabrics designed by Alexander Girard (Herman Miller’s Textile Director from 1952 to 1973), fully honouring the integrity of the original.

## Authorised, Authentic, and Made in America

As the original producer and partner in Charles and Ray Eames’ furniture designs, Herman Miller has enjoyed an uninterrupted, sixty-year relationship with the designers, their heirs, the Eames Office, and more recently the Eames Foundation. As a result, Herman Miller, its licensees, and its authorised distributors are the only source of authentic, high quality Eames furniture. The success of this remarkable relationship between designer and manufacturer has made the company’s products among the most influential in modern design, worldwide. Unfortunately, some manufacturers and their distributors are more than ‘inspired by’ this record of achievement and pursue deliberate attempts to copy the authentic designs, often with the purposeful or implied intent to deceive buyers as to their authenticity, quality, and lasting value. As Charles and Ray themselves cautioned in their graphic poster design of 1963, ‘Beware of imitations; enjoy the comfort of the real thing designed by Charles Eames for Herman Miller, Inc. These are the originals! Accept no substitutes.’



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## About The Herman Miller Collection

In 1948, George Nelson created the first Herman Miller Collection, with the goal of “a permanent collection designed to meet fully the requirements for modern living.” He understood that the Collection would evolve as human behaviour changed and new materials and manufacturing technologies emerged. Today’s modern living embraces the blending of life and work, with greater appreciation for contemporary design and mobile and ubiquitous technologies offering new freedom of choice in where and how people express their lifestyles and pursue their professions. The Herman Miller Collection welcomes and enriches this new era, as we endeavour to realise Nelson’s vision for the modern home, office, and public spaces.

## About Herman Miller

Herman Miller’s inspiring designs, inventive technologies and strategic services help people do great things and organisations to perform at their best. The company’s award-winning products and services generated approximately \$1.8 billion in revenue in fiscal 2014. A past recipient of the Smithsonian Institution’s Cooper-Hewitt National Design Award, Herman Miller designs can be found in the permanent collections of museums worldwide. Innovative business practices and a commitment to social responsibility have also helped establish Herman Miller as a recognised global leader. In 2012, Herman Miller again received the Human Rights Campaign Foundation’s top rating in its annual Corporate Equality Index and was named among the 50 Best U.S. Manufacturers by Industry Week. Herman Miller is included in the Dow Jones Sustainability World Index and trades on the NASDAQ Global Select Market under the symbol MLHR.