

*the story of*  
**Nico Less**

**DONAR ::**

designed by:  
PRIMOZ JEZASTUDIO



# **RESPONSIBLE DESIGN FOR SUSTAINABLE FURNITURE.**

Nico Less chair is a response to the human need to reduce our carbon imprint on the planet and to rediscover waste as an industrial material of the future. Re-thinking a new philosophy of socially responsible, sustainable design, Primoz Jeza Studio created a chair made of recycled Felt (70% re-cycled PP bottles and 30% non-woven textile).

The amount of used PET bottles is increasing every year and they can be recycled in different type of material. The use of waste as industrial materials of the future is an important asset to reduce CO2 emissions produced in different industrial processes.

Donar is implementing a new approach in furniture production industry - using a technique borrowed from the car industry we designed and produced many sustainable products made from waste materials and Nico Less is the most awarded and widely recognized among all.

The goal was to use material that is considered 'trash' – felt made from recycled plastic bottles.



# MATERIAL, PRODUCTION AND ENVIRONMENTAL IMPACT

Since 2012, Donar is following three simple points to create a strategy that follows implementation of circular economy concepts. The first key point is **environmental awareness**. Second is **social impact**, which includes sustainable design. And the third is **educating customers and users**.

When discovering the recycled felt and the ways of how to treat it in order to use it in furniture production, Donar encountered many challenges. The development itself took 2-3 years to be able to produce a chair that is durable, comfortable and accessible to many people. But in the end we found a sustainable material with small minimal environmental impact.

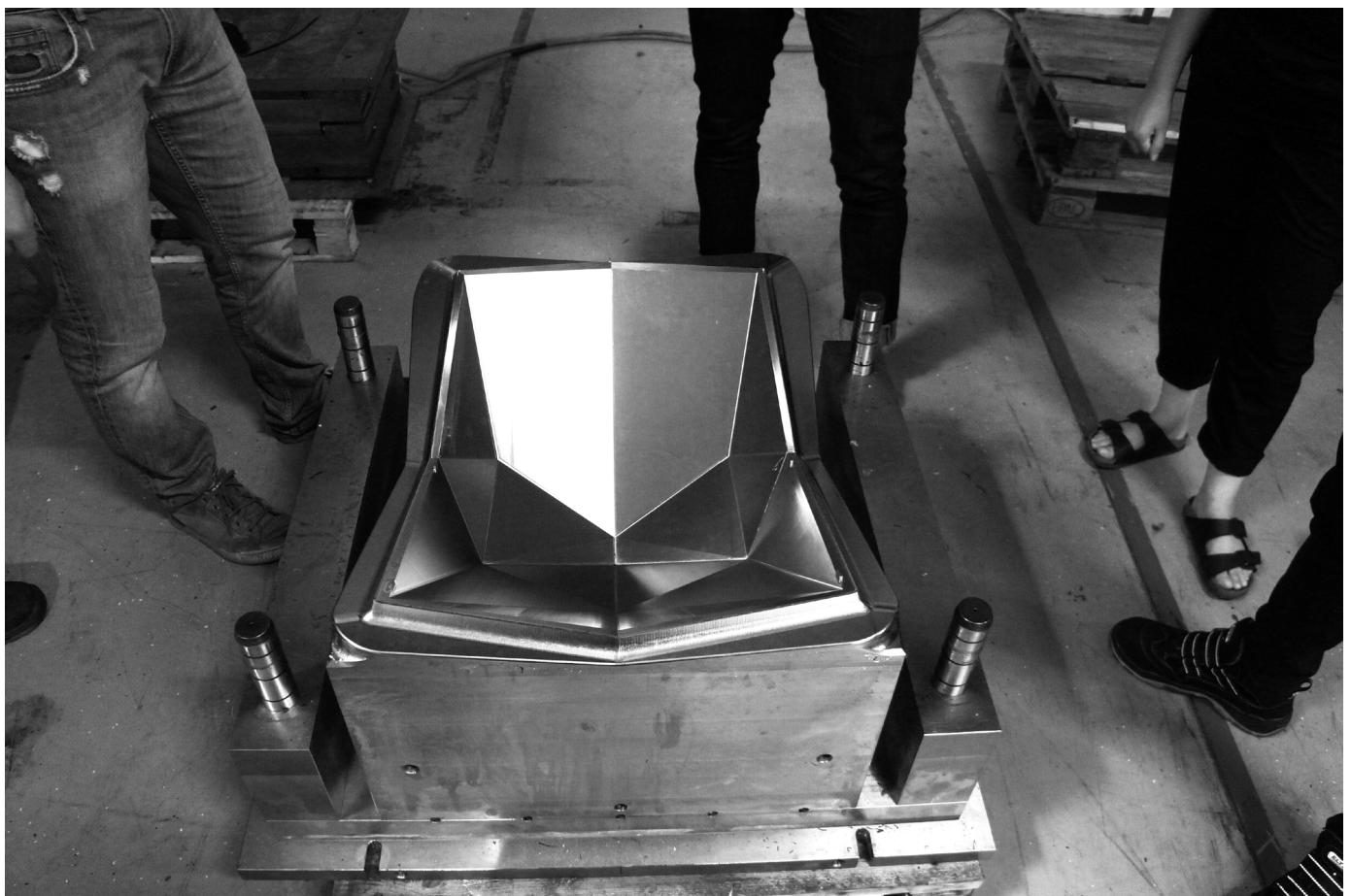
## MATERIAL

For the production of Nico Less we use recycled felt that is made of 60-70% recycled plastic bottles and 40% nonwoven textile. Besides that, we started using the felt that is an industrial residue of the company that produces felt. If we wouldn't use it for the production of our felt products, this material would end up incinerated and pollute the environment even more. In this way we can surely say that the felt we use is 100% recycled.

We have also investigated possibilities of recyclability of the shells after the life cycle of the product ends and got a positive results from a test - we have successfully recycled the shell from which we are able to make a new material for further use in production. In this way we are able to close the whole circle of the life of material.



# MATERIAL, PRODUCTION AND ENVIRONMENTAL IMPACT



## PRODUCTION

Nico Less is produced using only the combination of heat and pressure.

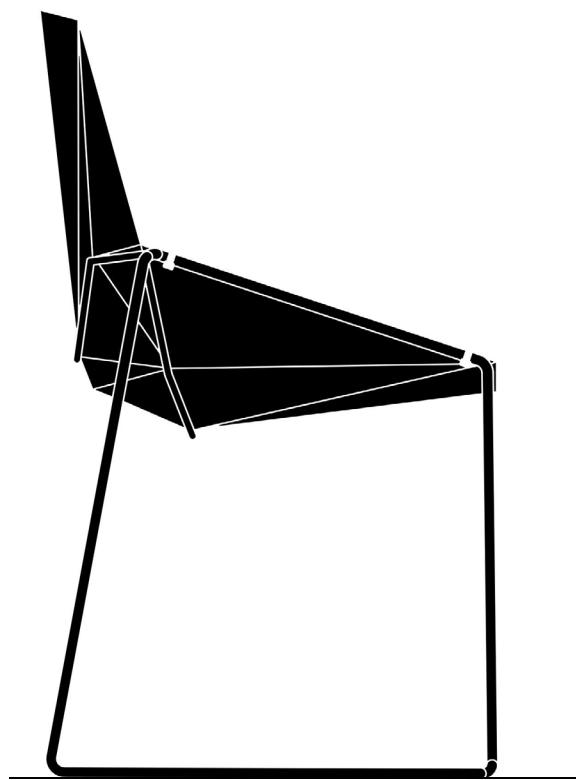
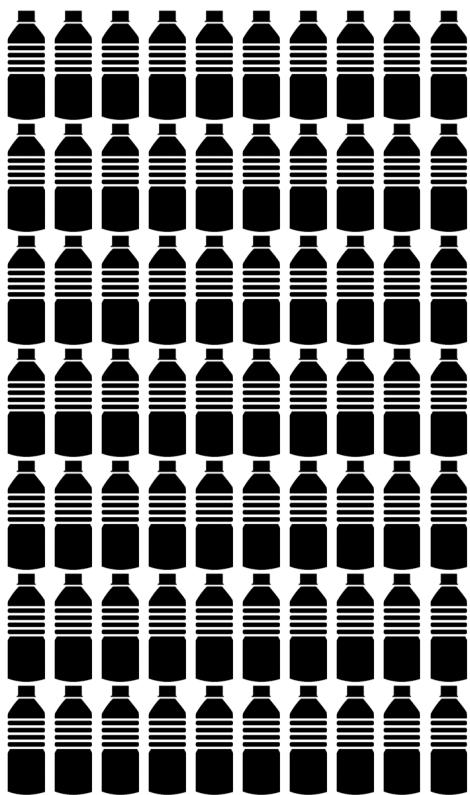
We preheat the 3-4 layers of material in a special oven, insert the material in the mold and press the material for a certain time. After the shape is made, we take the chair out of the mold and wait till it cools down - after that the shape will be flexible and permanent.

With the technology, borrowed from automotive industry and adapted to the furniture industry, we achieved comfortable seating by adapting the shape to the human body. The development took many years because we had to make many tests and get perfect results while avoiding the use of any glues or other adhesives.

Today we can proudly confirm that Nico Less doesn't contain any glues or adhesives, further more has no reinforcements inside and the shape itself provides all the necessary strength.

The shell is easily installed to the metal frame, which is durable and treated with powder coated finish. We applied a simple DIY solution with attaching the shell with black cable ties, so anyone can assemble the chair easily at home.

## MATERIAL, PRODUCTION AND ENVIRONMENTAL IMPACT



With every Nico Less made, there are approximately **70 plastic bottles saved** from the environment. With every Nico Less sold at least **one person** is convinced that recycling is useful.

# MATERIAL, PRODUCTION AND ENVIRONMENTAL IMPACT

## ENVIRONMENTAL IMPACT

Nico Less is made from recycled felt that is being saved from incineration which means it has far less negative impact on the environment than seems at the first thought.

Let's see some numbers:

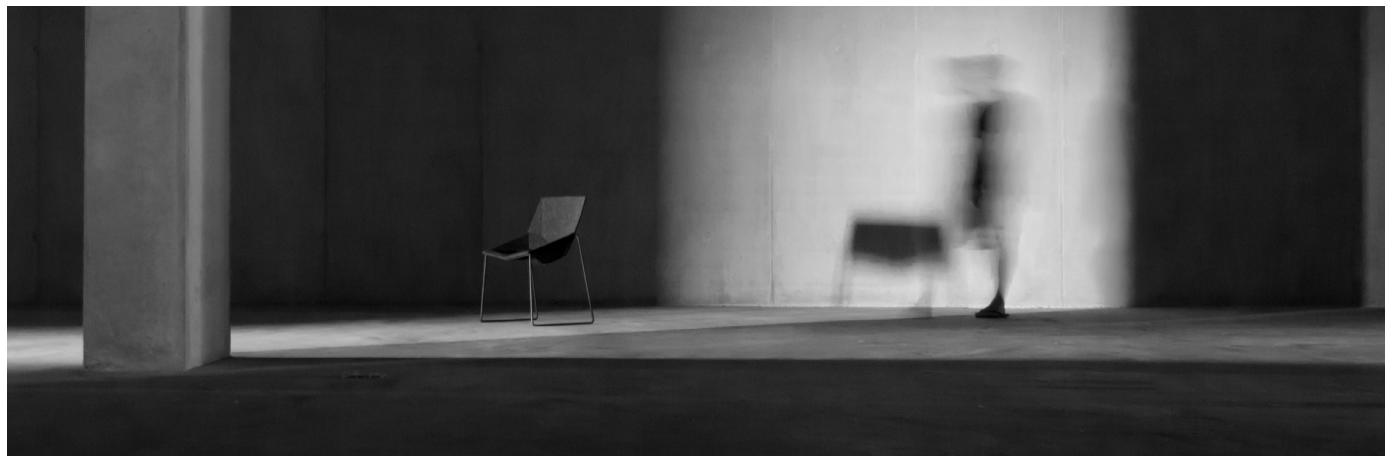
Nico Less contains **980g of recycled plastic** in one shell.  
That is around **60 - 70 plastic bottles** per shell.

This means **980 kg of waste plastic** is used  
per 1000 pcs produced Nico Less chairs.

As we use the felt, that is saved from incineration,  
we also save **1926 kg of CO<sub>2</sub>** that would occur during incineration.

Also - we save **247 kg of CO<sub>2</sub>**,  
that would occur if the waste would be disposed on the fields.

After the life cycle of the product ends,  
the shell can be **100% recycled** and transformed into a new material.



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**DESIGN IS NOT JUST ABOUT LINES AND BEAUTY,  
BUT FOREMOST ABOUT ITS SOCIAL IMPACT.**



# **DESIGN IS NOT JUST ABOUT LINES AND BEAUTY, BUT FOREMOST ABOUT ITS SOCIAL IMPACT.**

With our story we raise awareness and encourage responsible behavior, and encourage the use of recycled plastic. The price is socially responsible, as we want for the good design to be functional and affordable to all people. In case after years of use the chair shell is destroyed, the user simply cuts off the ties and replaces it with the new shell.

Nico Less is a response to ever growing problem of plastic pollution and a proof that sustainability, when designed right, enhances rather than compromises on the ergonomic and aesthetic features of the product.

Many national and international awards prove that we are on the right path which we will continue to passionately follow with new collections and products made from sustainable materials that have minimum negative impact on the environment and shift our perspective of waste.



**reddot** award 2016  
winner



**Green  
Product  
Award**  
Winner  
2018



# STANDARD FABRIC & FELT OPTIONS

By clicking on the image of the fabric you 'll be directed to the official site of the fabric producer.

## FABRIC OPTIONS

### Woolland



**Dark Grey**  
76



**Light Grey**  
16



**Dark Magenta**  
79



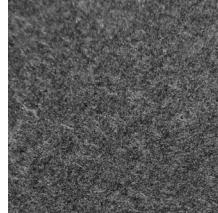
**Blue**  
67



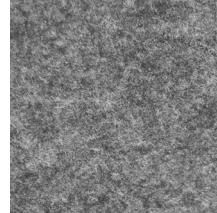
**Green**  
28

## FELT OPTIONS

### Recycled Felt



**Dark Grey**  
recycled plastic  
bottles



**Light Grey**  
recycled plastic  
bottles



**Recycled Cotton  
Fibers**



**Recycled Celulose  
Fibers**

*available soon*