

O/I

NaughtOne

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Truth in the tangle: Navigating the
complexity of sustainability



About NaughtOne

NaughtOne designs and manufactures furniture for commercial spaces. We believe that designs should be simple, purposeful and useful – and that choice of colour, fabric and finish should come as standard.

We stand for good design – inside and out. Our furniture has a residential appearance yet massively outperforms anything you'd buy for your home because it is designed to withstand the rigours of heavy use. Superior engineering, high quality materials and skilled manufacture come as standard with NaughtOne – as does a ten year warranty.

We are proud to partner with specifiers and dealers, and to support renowned brands and local companies across the globe, and we employ nearly 100 people in the UK, Europe, Asia and the USA.

02. Why Sustainability Feels Overwhelming

eco-conscious bio-based
net-zero materials
regenerative conscious compostable
climate-positive sustainable
plant-based biodegradable circular
plastics recycled carbon-neutral planet-safe
eco-certified green vegan earth-friendly
eco-foam ethical low-impact natural
clean eco-friendly zero-waste
responsible reclaimed water-based
post-consumer upcycled



Net zero
Carbon neutral
Recyclable
Sustainable timber
Circularity

03. Challenges in the furniture industry



Materials



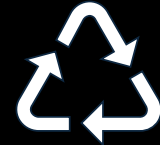
Transportation



Manufacturing
inputs

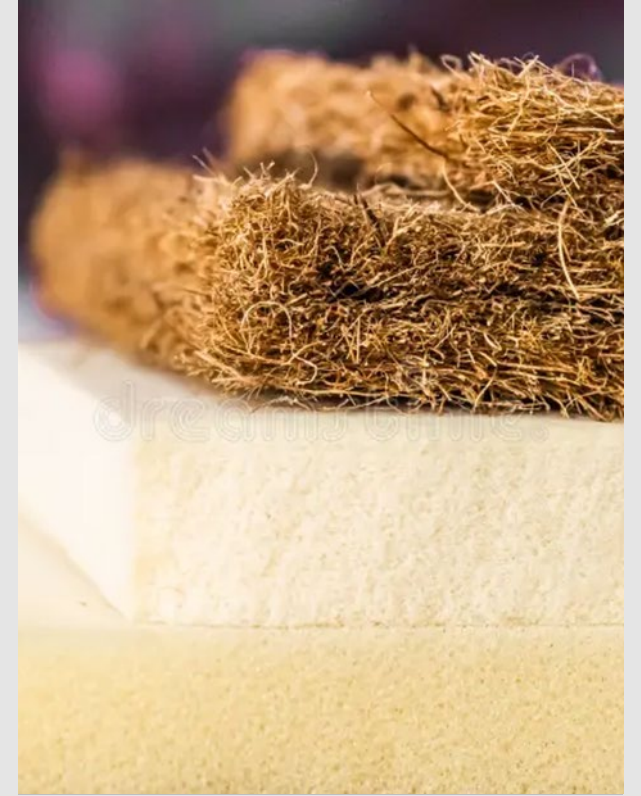


Durability &
repairability



End of life

Materials

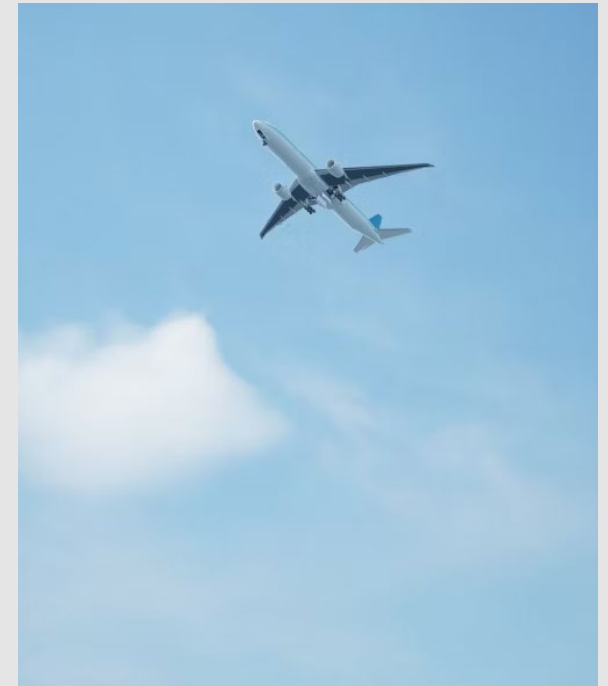
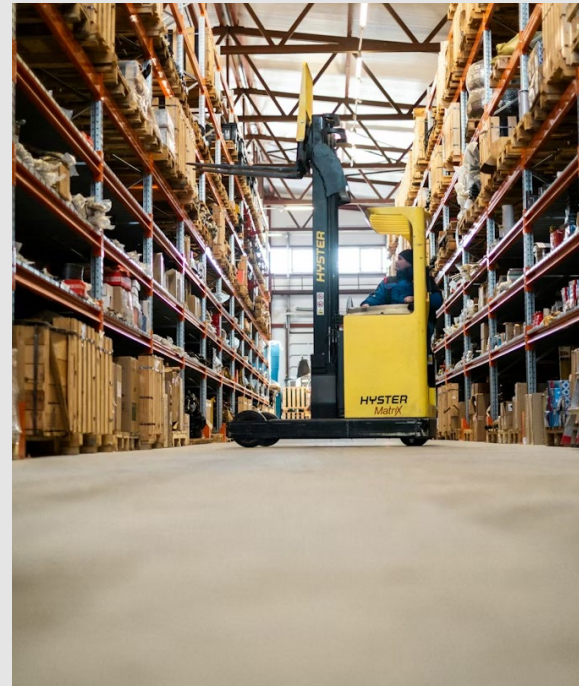
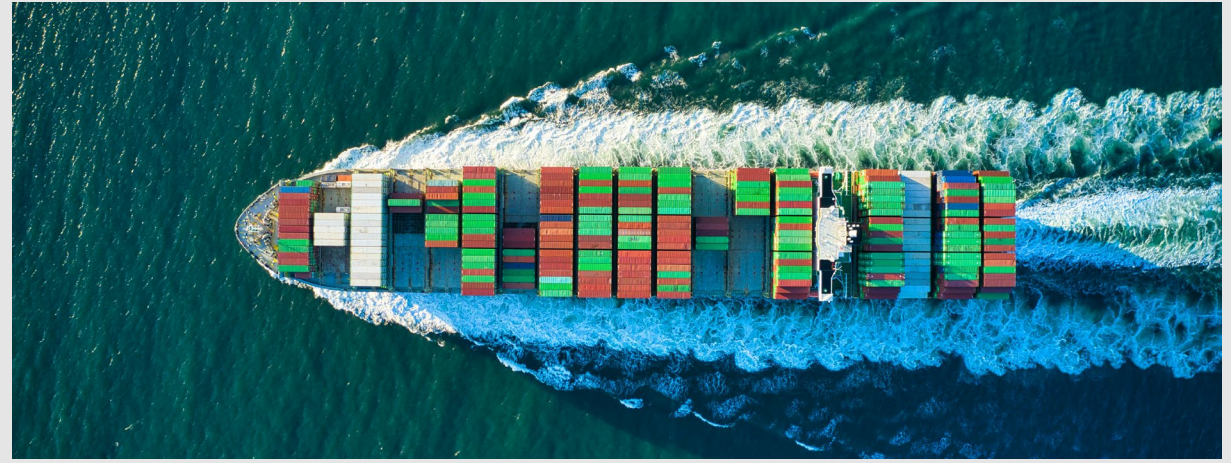




Manufacturing Inputs

- Energy efficiency
- Reducing waste
- Clean chemistry
- Supply chain location
- Product quality

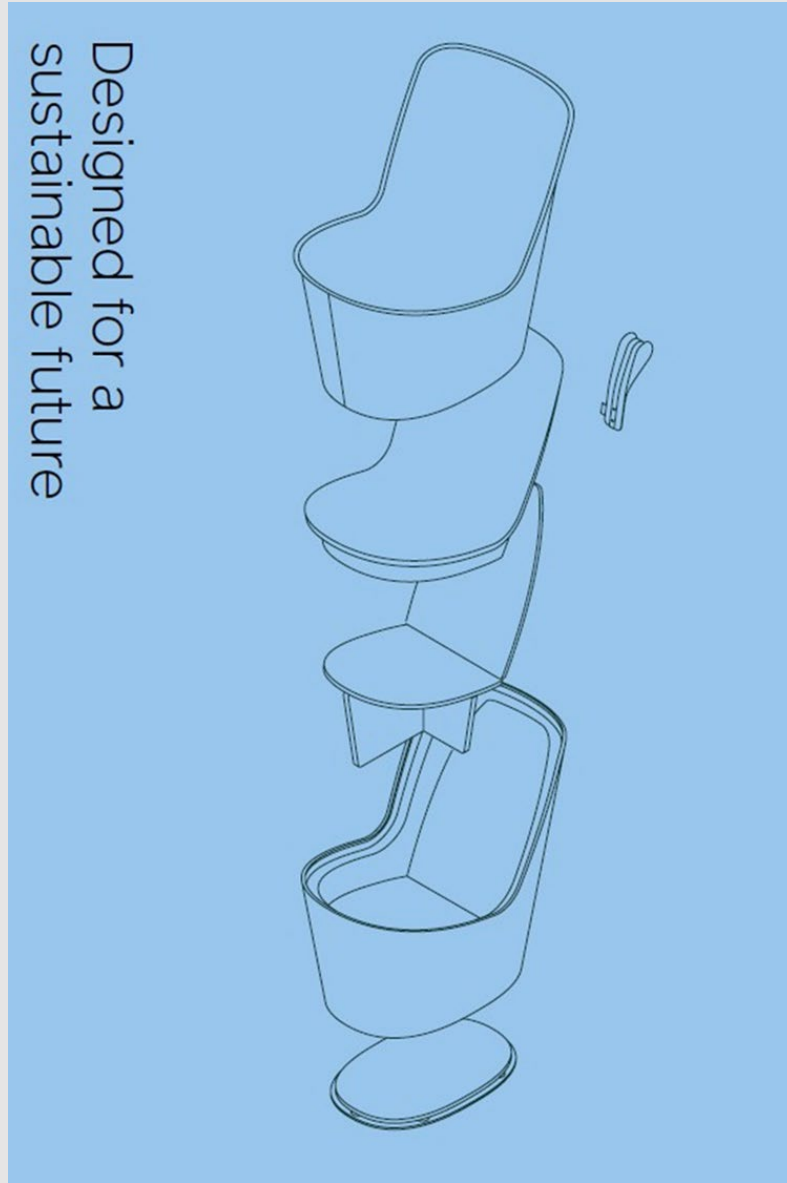
Transportation



Durability, reparability and end of life



Case study: Pippin



The future of the furniture industry

- Honest, transparent and understandable data
- Fewer, but more rigorous certifications
- Design for a long life + for multiple lives
- Design with circularity in mind

3 Key Takeaways

2 takeaways + 1 call to action

