



# Hug

Hug  
by Deadgood Studio

## WHAT

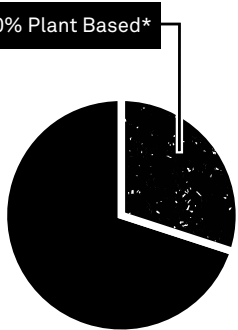
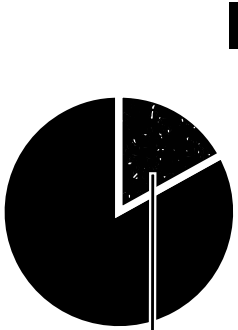
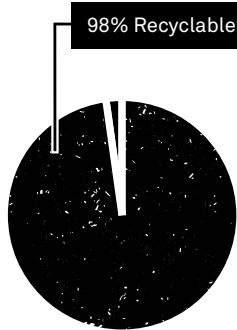
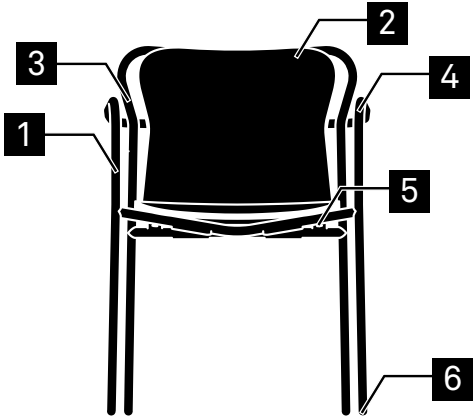
The stacking Hug Chair features a beautifully upholstered plywood seat, sat atop a recycled steel frame.

## WHY

A commercial, stacking armchair which exudes craftsmanship and quality whilst looking exceptional and embodying personality.

## HOW

An emotive design, made to encourage emotional durability with a ‘warm hug’. Lightweight design and recycled and recyclable materials.



MATERIAL	RECYCLED CONTENT	RECYCLABLE CONTENT	PLANT BASED CONTENT
Beech Plywood	0%	90%	90%
Mild Steel	25%	100%	0%
Polyamide Nylon	0%	100%	0%
Get Wasted Powder Coat	100%	0%	0%

**WEIGHT**  
Armchair 5.7kg  
Lounge Chair 8.1kg

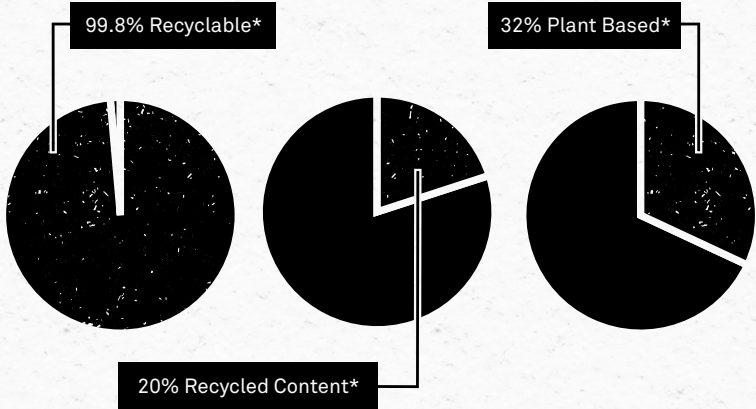
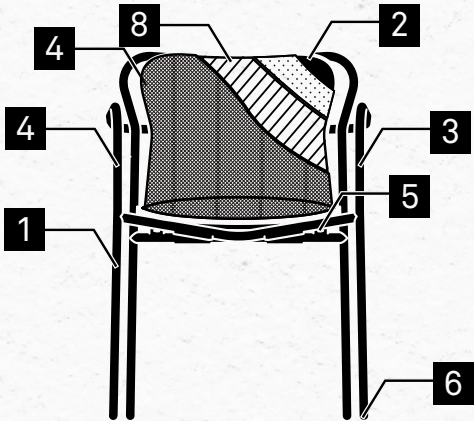
**PRODUCTION**  
Lohr am Main, Germany.  
Birmingham & Thetford, UK

- KEY FEATURES**
- 1 Recycled steel frame
  - 2 Birch Plywood seat.
  - 3 Stackable
  - 4 Recycled powder coat\*\*\*
  - 5 Circular design
  - 6 Low footprint

**GOOD TO KNOW**

- Low VOC. Adhesives are water based and formaldehyde free.
- \* Based on Armchair model.
- \*\*\* Other RALs available.

Our aim is to develop a sustainable business that meets consumer needs without compromising our future welfare. Our products can contribute to the sustainability goals of a commercial project and we are proud be able to offer FSC®certified products and use recycled metals. Where sustainable sources are quoted, and a chain of custody is required, this must be indicated on the purchase order. A chain of custody requested after an order has been placed will not be possible to recover. Figures stated in the summaries may vary based on model and options selected. Recycled calculations are taken from supplier information and industry data, as such material variables are likely to affect the figures which may result in changes to these percentages. This document is subject to change without notice.



MATERIAL	RECYCLED CONTENT	RECYCLABLE CONTENT	PLANT BASED CONTENT
Mild Steel	25%	100%	0%
Birch Plywood	0%	90%	90%
Dacron	0%	100%	0%
Recycled Fabrics	100%	100%	0%
Polyamide Nylon	0%	100%	0%
Zinc plated steel	0%	100%	0%
Get Wasted Powder Coat	100%	0%	0%

**WEIGHT**  
Armchair 6.7kg  
Lounge Chair 9.6kg

**PRODUCTION**  
Lohr am Main,  
Germany.  
Birmingham &  
Thetford, UK

- KEY FEATURES**
- 1 Recycled steel frame
  - 2 Birch Plywood seat.
  - 3 Stackable
  - 4 Recycled powder coat\*\*\*
  - 5 Circular design
  - 6 Low footprint
  - 7 Plush, padded finish
  - 8 Recycled fabrics\*\*

**GOOD TO KNOW**

- Low VOC. Adhesives are water based and formaldehyde free.
- Foams adhere to the CertiPur label.
- \* Based on Armchair model.
- \*\*\* Other RALs available.
- \*\* Camira Oceanic fabric. Other fabrics available.

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