

NaughtOne Continues Push Toward Product Circularity



New Penny, Tier, and Sweep Product Collections Add High Quality Offers that Uphold Sustainable Design Practices

KNARESBOROUGH, England: Nearly a year after launching the [Ever Sofa](#)—NaughtOne’s first-ever upholstered product collection made to be easily disassembled and recycled at end of life—the brand is back with three new collections that continue to uphold the brand’s commitment to timelessly beautiful designs that strive to be environmentally responsible. The new collections, Penny, Sweep and Tier, are each capable of being easily disassembled using simple hand tools and designed to be free from adhesives, optimizing each component’s ability to be recycled and reused after its initial end of life.

“We design all of our products through a lens of sustainability – always asking ourselves if we’ve made the best choice possible,” says Nadean McNaught, Managing Director at NaughtOne. “As part of MillerKnoll, we’re working toward newly launched 2030 sustainability goals that push us further on this journey and align NaughtOne’s high quality designs with shared brand values and integrity.



The Penny Collection features a series of stools, ranging from a low stacking option to iterations available at counter and bar heights. The legs are powder coated steel and available in a variety of colors, while the seat top is solid wood in either oak or walnut. By combining the seamless, polished steel frame with a beautifully crafted hardwood seat top, the timeless form of a stool is reimagined into something cheerful and robust.



The Sweep Collection presents an array of distinctive coffee tables outfitted with edges that playfully wrap around the tabletop, resulting in a sophisticated illusion that makes the surface of the table almost appear as if it were floating. The collection includes coffee tables with square, circular and rectangular tabletop shapes. The legs are powder coated steel, and tops are available as veneer or melamine faced MDF. Like the Penny Collection, the use of powder coated steel around the edge of the top allows clients to add pops of color, each one complemented by the striking finish options available for the tabletop.



The Tier Collection boasts a wide lineup of tables, available in both café and bar heights, and can be specified with power and data. The bar series is available with either a square or circular tabletop, and the café series offers both shapes but a wider range of surface area sizes. Tops are available in all standard NaughtOne tabletop finishes, and like Sweep and Penny, the Tier Collection's base is also powder coat steel. With Tier, however, customers will have the additional option to mix and match colors between the stem and the baseplate of the tables, resulting in countless colorful combinations.



In addition to the new collections, NaughtOne also revealed a color refresh of the brand's standard RALs, which will now include Moss Green, Steel Blue, Broom Yellow and Traffic Red. The brand also announced that the seat shells for the popular Ruby and Polly chairs will now have three color options that will contain 50% recycled plastic, a testament to the brand's commitment to not only creating new sustainably responsible furniture pieces, but also reassessing the current portfolio and increasing the recycled content when possible.

The collections are slated to launch in September of 2022, with pricing and additional information about the collections becoming available at www.naughtone.com.

Learn more about MillerKnoll's commitment to sustainability at millerknoll.com/sustainability

About NaughtOne

Quietly vibrant and simply familiar, NaughtOne products serve as a blank canvas for their clients' creativity to flourish. Regardless of how the furniture is customized to suit the needs at hand, the pieces are always thoughtful, considered, and desirable. NaughtOne is part of the MillerKnoll Collective, a group of dynamic brands that comes together to design the world we live in.

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