

NaughtOne Receives 2024 SEAL Business Sustainability Award for Pippin Chair

Harrogate, United Kingdom, 7 May 2024 – NaughtOne, a British furniture brand known for its playful products with vast customisation options, announced that it has won a 2024 SEAL Business Sustainability Award. Presented annually, SEAL (Sustainability, Environmental Achievement and Leadership) Awards honor innovation, commitment to sustainable business practices, and leadership.

NaughtOne received a Sustainable Product Award for its Pippin Chair, which honours innovative and impactful products that are “purpose-built” for a sustainable future. The Pippin Chair is a fun, flexible lounge chair built for longevity.

“Sustainability is a critical element of every product we design here at NaughtOne and creating Pippin alongside designer Lucy Kurrein represented a pivotal moment in our journey of designing circular products,” **commented Nadean McNaught, Managing Director, NaughtOne.** “Pippin is the ideal long-lasting, stylish chair – truly unique with its zip-on, zip-off cover and lack of glue and staples – and we’re so delighted to see it recognised with this SEAL Sustainable Product Award.”

Designed by Lucy Kurrein, the single-seat, mobile chair was created with its entire lifecycle in mind. Unlike many standard pieces of furniture, all the components of Pippin fit together and come apart with ease. Any piece can be extracted and repaired, replaced, recycled or reprocessed.

NaughtOne is part of the MillerKnoll collective of brands. MillerKnoll also won a SEAL Sustainable Innovation Award [learn more here](#).

About NaughtOne

NaughtOne is a British designer and manufacturer of 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 make it possible for specifiers to express their creativity, tailoring our products for the client, setting and use.

Founded in Yorkshire, UK, a region famous for its textile heritage, we are leaders in upholstery. The business has grown considerably over the past two decades, now employing nearly 100 people in the UK, Europe, Asia and the USA. NaughtOne is a part of the MillerKnoll collective of brands.

For further information visit www.naughtone.com

About the SEAL Awards

SEAL (Sustainability, Environmental Achievement & Leadership) Awards is an environmental advocacy organization that honors leadership through its business sustainability awards and environmental journalism awards while funding research and pursuing environmental impact campaigns. Learn more at sealawards.com.

<https://news.millerknoll.com/2024-05-08-NaughtOne-Receives-2024-SEAL-Business-Sustainability-Award-for-Pippin-Chair>