

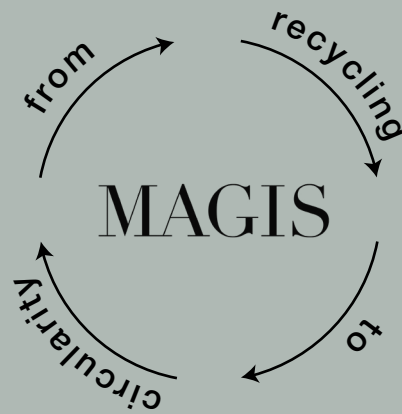
**MAGIS**  
SUSTAINABILITY

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# sustainable design



## “End the Dictatorship of Plastic”.

It sounds like a slogan of the present day. It’s actually a declared mission that Magis has been pursuing since the early 2000s.

Experimentation, wellbeing and sustainability: these are the tenets of our innovation, in which design is about complete respect of the person and the environment.

This mindfulness is also reflected in our research into recyclable, biodegradable and non-toxic materials. But above all it is seen in the effort to choose new technologies that reduce waste and material use and focus on greener design that transcends time and fashion.

A good product should last.

That’s what we understand by sustainability.

Since our launch back in 1976 we have enjoyed the challenge of exalting the dignity of everyday objects and building relationships with trusted suppliers and collaborators. Because being green is about more than just image. It is by making ethical choices and ensuring continuity that sustainability is promoted throughout the supply chain.

We all have a responsibility towards the environment, and Magis has decided to take on this responsibility by choosing excellent, forward-looking, timeless design.

Every product, every collection is designed around the person and the environment, for an increasing, collective well-being. This is why it is

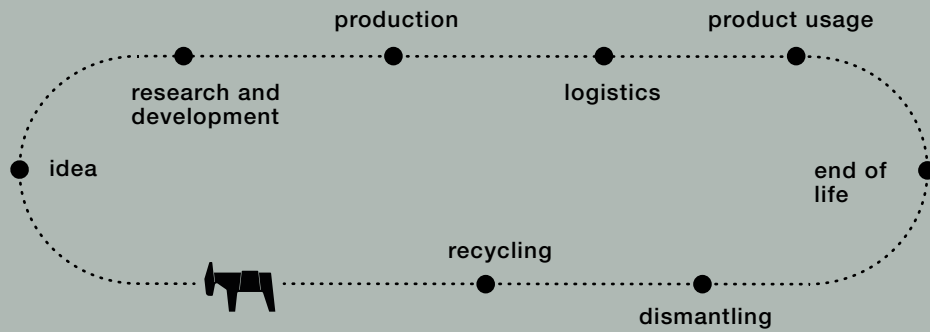
important to shun disposable products, and instead create pieces that will accompany us over time before ultimately being recycled.

We were among the first companies to look for real alternatives to plastic, going against the flow when the market was still pushing towards this material. But it’s worth noting that good quality plastic, even if it doesn’t come from post-consumer waste, is not only recyclable but can last for many years, reducing short-term environmental impact.

This is also a part of research and development: experimenting with new materials and rediscovering old ones, in a circular economy perspective that embraces new industrial processes with a low environmental impact, from production to logistics.

Promoting a circular economy also means maintaining lasting and trusting relationships with partners, developing together. We have always focused on young talent, and with them we have grown and formed a team that is now part of our family. We like to keep banking on emerging designers. Because we are always looking for new ideas, new languages, new materials and innovative methods. To respond to that “something more” (Magis is a Latin locution meaning “more”) that defines us as a company.

# the Magis way



Environmental impact, recycling, emissions, product durability, disposal: there are many issues relating to sustainability and they need to be addressed holistically.

Dedication to experimentation, a drive for research, the courage to dare, none of this means a lack of method. Rather, it means doing things our way, putting sustainability front and centre.

It is fundamental for us to follow all the stages of a product's life, from conception to development, production, sales, right through to the end of its life.





**“For Magis, design is above all a way of thinking, of generating new ideas. We need to develop a culture of experimentation.”**

## idea

Our design is eclectic and uncompromising. Which means it needs freedom.

Each of our projects embodies a great idea and reaches the highest standards: aesthetics and function are the jewels in Magis' crown, together with quality, which for us is not an abstract concept, but a concrete value that embraces all aspects of the company and its products. A sign of true responsibility towards people and the environment.

We are a certified company, but it is above all

our authentic values, far from a mere rationale of consumption, that make our collections unique.

The physical durability of the products goes hand-in-hand with their function, designed to meet the needs of everyday life, and their timeless aesthetics, born of our deep-rooted design culture and tireless research.

We believe that every idea must be durable, certified, recyclable and disassemblable. In a word, quality. That's why research and experimentation are such a big part of what we do.

## research and development

### “Pushing the boundaries of design”

This is our motto.

At Magis there is no product without research. We are always looking for new ideas, new codes, innovative materials and production me-

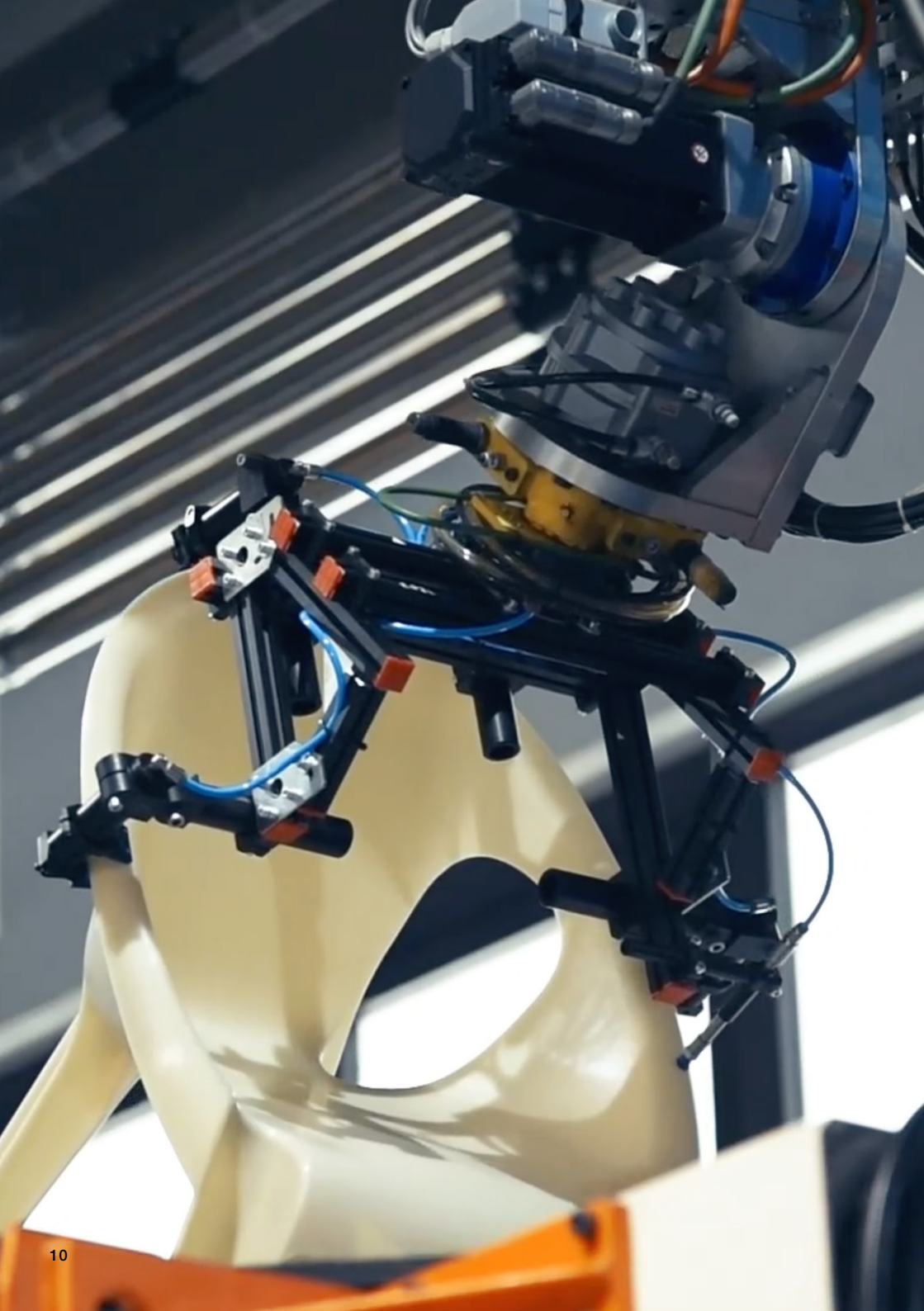
thods. We constantly experiment with technologies and processes to achieve that “extra something” that distinguishes us as a company. Bell Chair and Costume are the perfect example of this modus operandi that sometimes takes us many years before we are satisfied with the result. Experimentation is in our genes, and we never tire of trying out new ideas.

We started in 2000, together with Jasper Morrison, with Air-chair, the first chair designed to be produced by air-moulding: the hollow shell was a big success in terms of saving on time and material.

In search of alternatives to plastic, we introduced Philippe Starck's Zartan chair in 2011: compression-moulded using natural fibres, with injection-moulded legs made of plant-based plastic. In 2017 experimentation began on Gilli Kuchik & Ran Amitai's Vela chair, built in magnesium, an extremely lightweight material that is totally new for this field of application. This project is still in progress, because not all experiments lead to a satisfactory outcome. But we don't let that discourage us: it's all part of research and development.

We are extremely careful to choose certified materials, and we strive to continuously improve our production processes in order to reduce emissions, production waste and non-recyclable material. Reaching for a future with near-zero environmental impact is our dream and our mission.





## production

Our products are made in Italy by partners located a few kilometres from our headquarters in Torre di Mosto. We attach fundamental importance to upholding our roots and tradition of craftsmanship. We are proud of the Italian-made quality we promote with excellent workmanship and timeless design.

A product that lasts longer reduces its environmental impact.

But there's more to quality than meets the eye or the hand. At Magis, we are very careful about emissions and the use of renewable energy, and we work with specialist partners to optimise

processes and improve the working environment too. Suffice it to say that 100% of the energy used by Magis comes from the hydroelectric power plant in Grosio (SO).

In order to save energy and reduce emissions, we rely on suppliers who recycle raw materials such as aluminium and cast iron, while the coatings we have chosen are REACH-certified and comply with European regulations on the emission of toxic substances.

Materials are also strictly certified, including FSC® wood, MDF, CARB and TSCA title VI wood-derived panels.



## logistics

Optimising logistics means thinking about a more sustainable world, by reducing packaging and the CO2 emissions produced by transportation. Our partners are all located in northern Italy, close to us: a deliberate choice that means short-haul transport and fewer emissions.

Most of our products can be disassembled to fit into smaller packaging, which means saving space and therefore also plastic or paper. Take our stackable chairs or folding products: the Nuovastep ladder occupies minimal space, Bottle wine rack and Dejá-vù stool are completely

disassembled in flat-pack boxes.

Optimising space in containers and lorries means stacking more products and reducing the number of vehicles and shipments needed to get the product to market.

Our packaging is ISTA 3A and 3B certified and made partly of recycled paper: again in this case, quality and sustainability coincide, and the content is safely protected.



## product usage

Magis collections are made to last. And we want our customers to benefit from that. That's why, along with each product, we provide precise instructions for the care and maintenance of materials, as well as a replacement parts service.



## end of life

Quality and durability are essential characteristics for Magis. So is care for the environment. That's why our products are designed in most cases to be disassembled into all their different components: once they reach the end of their life, they can be recycled and disposed of responsibly.

We are anti-waste and strive every day to increase our use of recycled and recyclable materials and reduce waste and emissions. The embodiment of our efforts is Costume, designed by Stefan Diez, in which we took the concept of the sofa back to the drawing board. Free of any glue or staples, Costume is a fully modular sofa that can be completely disassembled: each component can be recycled separately. A pragmatic and versatile piece of furniture with one eye on the environment and the other on style.

A tangible example of how innovative designer furniture can be.





# materials

## wood

Most of our products use wood from FSC®-certified forests: a responsible choice that ensures quality and respect for the environment. They are also CARB certified, which means they meet formaldehyde emission standards to ensure indoor air quality.



## plastics

We have always looked for alternatives to plastics and new production methods that might reduce their use. In recent years, we have patented plastics derived from post-consumer waste that are 100% recycled and recyclable. However, good quality plastic is durable and recyclable.



## metals

Where possible, up to 45% scrap material is used in the production of aluminium die-cast items. A variable percentage of post-consumer iron is also added to processes involving cast iron.



## fabrics

We are always on the lookout for fabrics that meet quality, safety and environmental requirements. Most of them meet European and international standards and are certified for EU ecolabel, GreenGuard/GreenGuard Gold, Oeko Tex Standard 100 and REACH.



# certifications

For Magis, quality is not an abstract concept, but rather, a tangible value that permeates all aspects of the company and its products, as well as a sign of true responsibility towards people and the environment.

Magis' quality management system is ISO 9001 certified from 2004, proving that it is constantly improving and always in line with consumer expectations. Safety at work and compliance with environmental legislation are ISO 14001 certified from 2007. This international standard requires that not only Magis itself, but also by its suppliers and local institutions take a sustainable approach, constantly working to keep reducing pollution and limiting the consumption of resources.

Magis products are tested for resistance, safety and durability in line with both European (EN) and American standards (ANSI/BIFMA).

In addition to these credentials, a number of products can also boast further international certification, including: the FSC® environmental

certification, which guarantees that wooden components have been sourced from responsibly managed woodland, thus protecting precious natural resources and biodiversity; and GreenGuard Gold certification, which assures that the product is suitable for use in schools, hospitals and other communal spaces, thanks to its extremely low emissions of volatile organic compounds. The resistance of the packaging for some Magis products is also certified to standards ISTA 3A and 3B, guaranteeing that the contents will remain intact throughout the shipping process, wherever in the world they are sent.

Bell Chair passed EPD®, a certified Environmental Product Declaration, which reports environmental data over the life cycle of products in accordance with the international standard ISO 14025. This certification aims to define the use of resources (materials, water, energy) and the impacts on environment of the various phases of a product life-cycle.



## **IQNet**

IQNet is an association of international certification entity.

The IQNet certificates are used by companies and organizations worldwide to testify that they are certified in a particular standard (as ISO 9001, ISO 14001 or any other).

The IQNet Certified Management System seal is a logo which the certified companies usually add with the stamp of their local certification entity.



ISO 9001  
ISO 14001

## ISO

Magis is ISO 9001 and ISO 14001 certified.

ISO 14001 certification involves an environmental analysis to show that the organisation's management system adequately controls the environmental impacts of its activities, and seeks to improve its effectiveness and sustainability.

ISO 9001 defines minimum QMS requirements, and serves to assure consumers that an organisation's goods and services are maintained and improved.

## FSC®

Our products are certified to meet the environmental and social standards of the Forest Stewardship Council® (FSC®), an organisation that helps care for forests and for the people and wildlife that live in them.



## GreenGuard

Products that have achieved GreenGuard Certification are scientifically proven to meet some of the world's most rigorous third-party chemical emissions standards, helping to reduce indoor air pollution and the risk of chemical exposure.



## EPD®

An EPD® is a certified Environmental Product Declaration, which reports environmental data over the life cycle of products in accordance with the international standard ISO 14025.

The International EPD® System is a program-



me to develop and register EPDs for any type of goods and services. The system is international, third party verified and deliver flexible source information.

## Carb

This certification verifies that our composite wood products are in compliance with strict formaldehyde emission standards as stipulated in the California Code of Regulations.

## REACH

The REACH Certificate of Compliance is a document certifying that a product complies with EU REACH Regulation (EC) No 1907/2006.

Regulation 1907/2006 (REACH – Registration, Evaluation and Authorization of Chemicals) was introduced by the European Union to ensure proper and safe management of chemicals through rigorous registration, evaluation, authorisation and restriction procedures. The main references of the Regulation are Attachment XVII, which lists substances subject to restriction, and Attachment XIV, which lists substances subject to authorization.

## CATAS

Catas is an accredited laboratory that performs various types of physical and chemical analysis in order to certify the safety, quality and reliability of products in the wood and furnishing sector. They verify that each material and product meets the requirements of national, European and international sector standards.



The following Magis products have obtained GreenGuard Gold certification



Julian



Piedras



Puppy



Trioli

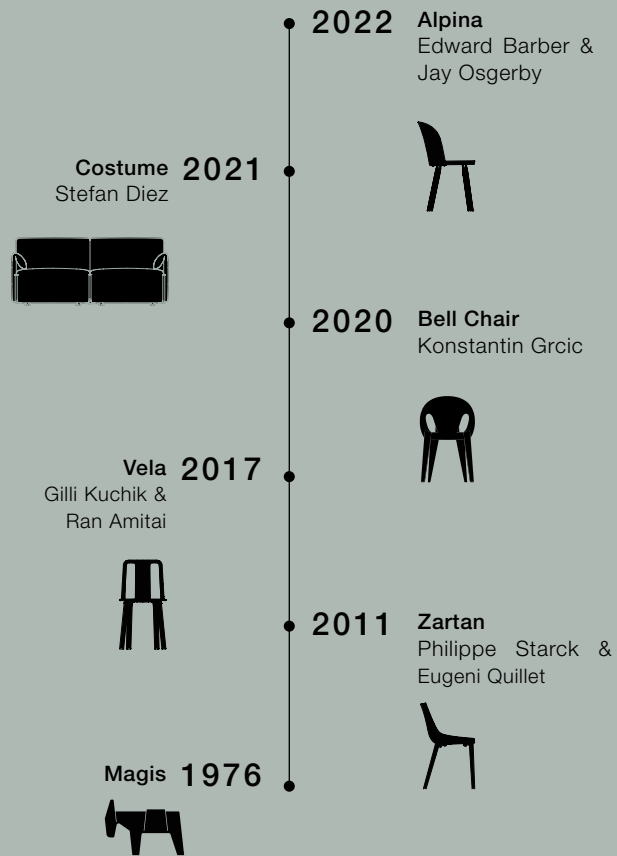


The following Magis products have obtained FSC® certification





# case study



2011

## Zartan, leading-edge sustainability

Magis, a tireless innovator in contemporary design, together with Philippe Starck and Eugeni Quillet, opens a new chapter in industrial design with Zartan chair.

A forerunner of its day, yet already a flawless distillation of nature and technology, this stackable chair is the first chair made using 100% natural, injection-moulded fibres.

Its organic design is deliberately pared down to express pure experimentation: moulding with natural materials.

The great innovation lies in the totally ecological materials.

“From head to toe it is entirely natural. Ecological high technology explores the potential of bamboo, linen and hemp, to get a glimpse of what tomorrow will look like”.

The name is an anagram of Tarzan, as if to suggest a “return to nature”. The shell is compression-moulded using a novel composite of natural fibres. The legs are instead made by injection moulding, using a compound of natural fibres and plant-based plastic.



This revolutionary project pushed the accelerator on sustainability, at a time when the sustainable approach to design was not yet on the table.

At the time, Magis made three different versions: Zartan Eco, in polypropylene with added natural fibres, while the shell is in compression-moulded, recycled polypropylene with jute or hemp; Zartan Raw, made entirely of polypropylene filled with glass fibre and wood, using standard injection moulding; Zartan Basic in polypropylene reinforced with glass fibre, in a range of colours, suitable for both indoor and outdoor use.

Today this chair is no longer exceptional among Magis’ collections, but its innovation remains a cornerstone of our modus operandi. And it shows that experimentation and visionary passion have always guided us towards concrete sustainability.

2017

## Vela, pushing the envelope

Magis created several projects that never went into production. Yet, paradoxically, it is precisely these ambitious projects that have given us strength and made us grow.

In 2017, Eugenio Perazza asked Gilli Kuchik & Ran Amitai to design a lightweight magnesium chair to reflect the distinctive characteristics of this material.

Lightweight yet durable, widespread in nature and potentially everlasting, more ductile than aluminium, magnesium offered a number of interesting interpretations, and the two Israeli designers focused on the concept of stackability.

The idea was to create a durable, sustainable and stylish chair that would also be infinitely stackable. A benchmark chair for cafes and

restaurants, public and residential spaces.

A chair capable of moving seamlessly between indoor and outdoor spaces, without compromising on comfort.

Vela was a costly and challenging project that got as far as the prototype stage. It had openings in the backrest and a seat with a carefully-considered pitch to allow water to drain without the need for holes.

The world's first industrial magnesium chair has, for now, stopped at the design stage. But it played a key role in highlighting design as a tool for innovation.

Intelligent design, not afraid to be daring, in true Magis style.



2020

## Bell Chair, affordable sustainability

**“Our goal was to develop a high-quality chair using the least possible material”  
– Konstantin Grcic**

Lightweight, cosy, recyclable. Made entirely from industrial waste.

Bell Chair perfectly represents our high-quality design, so you don't have to choose between style and the environment.

Together with Konstantin Grcic we went far beyond the conventional conception of a chair.

Our goal was ambitious: to develop a high-quality single-shell chair using as little material as possible. And at a low cost. It took several rounds of modification, testing and prototypes to arrive at a chair that was affordable, well thought out, responsible and good quality, with the right balance of technology, performance and aesthetics.

When Magis thinks about sustainability, it considers the bigger picture.

Our new patented material, 100% recycled and

recyclable polypropylene recovered from our furniture production waste and the local automotive industry, has made our plastic chair a symbol of responsible production.

Bell Chair practically closes the circle of materials, because its patented polypropylene excludes almost all virgin or new materials. And it's 100% recyclable.

The chair weighs only 2.7 kg, at least a kilo and a half less than the average plastic model: a considerable saving in materials and energy during production. This is thanks to the ingenious shell shape, which is structurally sound and extraordinarily comfortable and snug. At Magis, however, we don't settle for functional aesthetics. An ad hoc logistical concept was developed for Bell Chair, to save further resources:



a specially designed reusable pallet made of the same recycled plastic as the chair, with the capacity to contain up to 24 stacked chairs. The result: less packaging material and less space required for transportation.

The low price and the four colour options (Sunrise, High Noon, Midnight and Dawn) complete the advantages of the Bell Chair, making it the ultimate in versatile furniture.

Indoor and outdoor, for domestic microcosms or public settings.

Creative, innovative, unconventional. Bell Chair, pure, affordable sustainability.



**Click on the links below to discover more**

- / [bell-chair.com](http://bell-chair.com)
- / Konstantin Grcic discusses on Bell Chair with Marcus Fairs
- / The most responsible monobloc

## 2021

### Costume, a new take on the sofa

**“Costume has become a typical Magis project: a project is always a journey that takes place together and Magis is one of the very few companies that places innovation above marketing concepts” – Stefan Diez**

Promoting the conscious (and sustainable) use of materials and products, with an ever-evolving outlook: this is the philosophy of Magis and its timeless design, which combines manufacturing excellence with an eye to the future.

Costume, the sofa designed by Stefan Diez in 2021, is a response to this approach.

Modular, fully recyclable and recycled, dedicated to comfort and the environment, Costume is a tribute to relaxation, but it is also and above all a short-circuit of design and luxury that surpasses the concept of a sofa.

“What if we found a whole new way to think of the sofa?” we asked designer Stefan Diez. Because going against the flow is second nature to Magis. Our driving force, enthusiasm and

passion.

The road to innovative solutions always involves a combination of technical know-how, canny instinct and a lot of experimentation. It took a full four years to arrive at Costume, a sofa with a completely new structure.

The concept is as simple as it is ingenious. A single module that can be accessorised with armrests that fold inward, plus a pouf: to be combined endlessly with other identical modules (joined by plastic connectors in three shades), creating innumerable unique and original compositions.

The heart of the project lies here, in the concept of system optimisation: just 4 elements (the seat module, the armrests, the pouf and the connec-







tors) that can be freely arranged and combined, a new and timelessly versatile response to today's style of living.

Previously, there were two ways to build a sofa. With a wooden frame and webbing, sprung inner core, foam and upholstery, or with a metal frame and mesh, foam, padding and finally upholstery.

Both with the same critical issues: they are very difficult to repair, the materials are difficult if not impossible to separate and contain a large amount of foam, which is not recyclable.

Costume, in contrast, is pragmatic, versatile and cutting edge.

It uses polyethylene recovered from industrial waste sourced from the furniture and automotive industries which is then rotational moulded, while the back and seat are padded with an insert of pocketed springs covered with a thin layer of polyurethane foam.

Less foam than traditional sofas, and materials that can be easily recycled.

Sustainability is the bee in our bonnet, and indeed, Costume not only means intelligent use of materials, but also potentially infinite durability.

When circumstances change, due to a move or a growing family, Costume upholds (or even improves) the dictates of ergonomics, looking to the future, with an outlook both far-sighted and practical. By simply recombining and associating the existing elements with new pieces or replacing the fabric cover that hooks onto the base with special elastic rings, it responds to new needs as they arise. Outside the box, with no compromises.

That is how Costume is conceived: with respect





for the environment, drive for innovation and safety first and foremost, Greenguard and Greenguard Gold certified (ensuring low emissions of volatile organic compounds).

This is the new vocabulary of our design. To be interpreted and reinterpreted, creating endless domestic languages.

**Click to discover more about Costume**

- / Stefan Diez explains how the Costume sofa fits into the principles of the circular economy
- / Linking - Modularity - Flexibility
- / Costume - Making of



2022

**Alpina, the green future**

The latest addition to the Magis family, Alpina is the new chair designed by Edward Barber & Jay Osgerby.

Once again, the concept had to be sustainable: natural or stained solid ash wood combined with 100% bio-based plastic.

Its archetypal solid wood frame is attached to a highly ergonomic backrest in moulded polypropylene derived from 100% organic oils. This material offers excellent durability, is suitable for both home and contract use, and can be reused at the end of its life. What's more, its production reduces CO2 emissions by 80%.

Environmentally friendly, durable and recyclable. Once again Magis' green ethos comes to the fore.

# credits

## website



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