

DIVISION TWELVE

DIVISION TWELVE ADDS OUTDOOR & STAINED OAK OPTIONS

Enjoy your favorite seat in more ways than ever before



May 13, 2021 (Toronto) – Adding even more versatility to its line of bent steel furnishings, Division Twelve is excited to announce new models and finishes available across the entire product line. The new additions include a tone-matched, wood stained seat and new material options that bring Division Twelve’s tubular stylings to the outdoors. The expansions provide designers with new opportunities to customize their orders and explore new spaces with the furniture line.

GET OUTSIDE AND ENJOY THE GREAT OUTDOORS

Given Division Twelve’s roots in hospitality design, the extension to outdoor was a plan from the start. However, with the ongoing need to manage physical distance and avoid indoor gatherings, the significance of outdoor furnishing is more important than ever. To support outdoor public spaces and private patios, Division Twelve is now offering two seat variations ideally suited to this: 100% steel and HDPE plastic.

HDPE plastic is a lightweight material with incredibly durability. It is resistant to mold, mildew, extreme weather and impact to preserve beauty and quality over extended use. Furthermore, its durability stands up to rigorous sanitization and cleaning processes – including the use of bleach – for environments with high infection control needs.

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The material is also one of the easiest and most commonly recycled plastic products in the marketplace. “Those who enjoy the outdoors should have a vested interest in protecting them – so we are thrilled to offer an outdoor line of seating that is 100% recyclable. They are the perfect closed loop product with no waste to landfill, and all materials can be taken back up in the supply chain to create new products of value,” says Josephine Abate, Sustainability Officer.

True to Division Twelve’s focus on color, the outdoor seat option is available in a corresponding color to every one of Division Twelve’s finishes – a 20+ standard color library that is expanded each year to include the Pantone® Color of the Year. All ten seating options offered under the Division Twelve umbrella will be offered with either steel or HDPE seats.

Matching or Complementary Colors with FSC Wood Seats

A new indoor seat option has also been added to Division Twelve’s offering - color stained seats. Perfectly aligned to our powdercoat finish library, the new seat options are composed entirely of recyclable, Forest Stewardship Certified (FSC® C117042) Red Oak. They can be specified to offset, match or complement frame finish options to bring even more colorful exuberance and warmth into commercial spaces.

Division Twelve believes that color is more than just a finish. Color is one of the most fundamental inspiration points of any design projects, and the red thread that brings a concept together. Because of this belief in the power of color, Division Twelve offers more standard finish options than any competitor. With this newly announced addition, we are excited to invite designers to play with color and texture within our collection in a whole new way.

EARTH APPROVED

We like the Earth. So we use materials it approves of and that last a lifetime. Our steel and textiles are fully recyclable, our seat foam contains bio-based ingredients, our solid wood is FSC® certified (FSC® C117042), and our seating is BIFMA LEVEL® 2 certified. But we don’t just stop there. We use an eco-friendly powder coating process that limits VOC emissions in our metal frames. Plus, we’re a zero-waste to landfill facility – all to deliver sustainable furniture we can humblebrag about.

P.S. Our durable metal and 100% recyclable HDPE seat are perfect for any outdoor space. They’re built to take on the elements. Rain. Sleet. Snow. Aggressive squirrels. Bring it on.

ABOUT DIVISION TWELVE

Division Twelve makes things. Things that make people happy. From tables, to chairs, to stools, our bent metal furniture is built to last. Bent right here in North America, everything we make is the product of durable materials, trend-forward design, and careful craftsmanship. Our incredible selection of colors makes each piece versatile, customizable and ready to help you do you. Division Twelve, a subsidiary of Keilhauer, was founded in 2017 and is headquartered in Toronto, Ontario. For more information, please visit Division12.com.

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