

emeco



Why is protecting original design important?

Many new innovations are created when exploring the best solutions to difficult problems. For example, our iconic 1006 Navy Chair was originally created for the US Navy in the 1940's, as they needed a light weight chair for ships and submarines that was non-corrosive, fire proof and strong enough to withstand the tough conditions on board. Emeco developed a unique 77-step process that we still use today to handcraft the 1006 Navy chair from recycled aluminum in our factory in Hanover, Pennsylvania, USA. We guarantee the 1006 Navy chairs for life.

Counterfeiters copy the physical appearance of a chair, using the least expensive material and production method. Because counterfeit chairs are not built to last, buying counterfeit feeds landfills, wasting our planet's resources. By choosing authentic design, you are showing consideration for the environment and help secure the future creation of original, sustainable design.

If you have any questions or suspicions of product(s) being counterfeit, don't hesitate to [contact us](#).



How can you recognise an authentic Emeco Navy Chair?

The Navy Chair is under Trade Dress protection as Emeco's Intellectual property for its visual characteristics under U.S Trademark Registration 2511360, European Trademark Registration 008937013.

- The most distinguishing characteristic of a Navy Chair is durability. It comes with a lifetime warranty.
- The original Navy Chair is handcrafted from recycled aluminum and welded into one sculpture-like piece – it does not have any hardware, and all welds are ground smooth and flush for a uniform appearance.
- The Navy Chair is easily recognised by the Emeco stamp at the back of the seat.
- The curved back rest and the back legs.
- The footrest underneath the seat adds strength and stability, keeping the legs in place. The shape of the footrest varies by model. The 1006 Navy Chair has two parallel bars.
- The backrest of the 1006 Navy Chair has 3 vertical bars. At the top of the 3 bars on the back, you will find 3 weld beads – this is our craftsman's signature, unique to each chair. The backrest of the Semi-Upholstered Navy Chair has 4 vertical bars.
- The unique concave curved shape of the seat pan of the 1006 Navy Chair.



Navy® Chair Upholstered

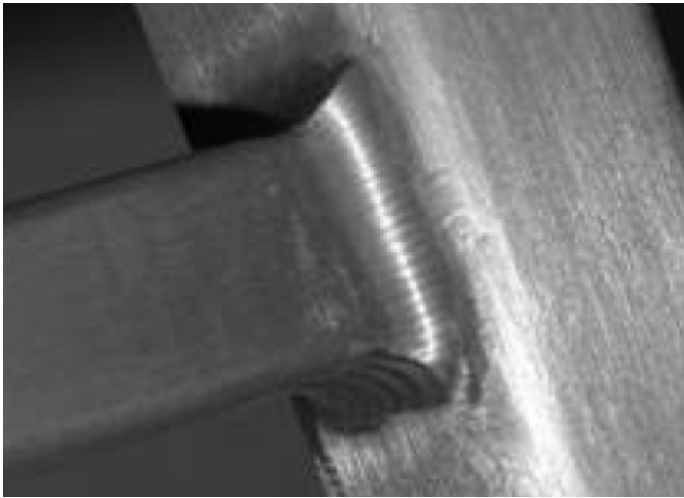


1006 Navy® Chair



Navy® Chair Semi-Upholstered

Welds



Authentic 1006 Navy Chair

The 1006 Navy chair is welded into one sculpture-like piece. It does not have any hardware, and all welds are ground smooth and flush for a uniform appearance.



Counterfeit Chair

Parts are put together through bulky welds or hardware joints resulting in a weaker construction.

Strength & Stability



Authentic 1006 Navy Chair

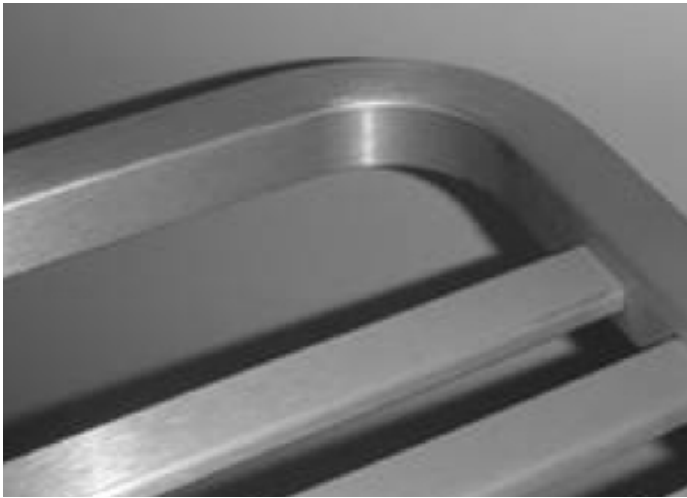
The front legs on the Emeco chair are engineered as an integral part of the chair – this makes the chair super strong.



Counterfeit Chair

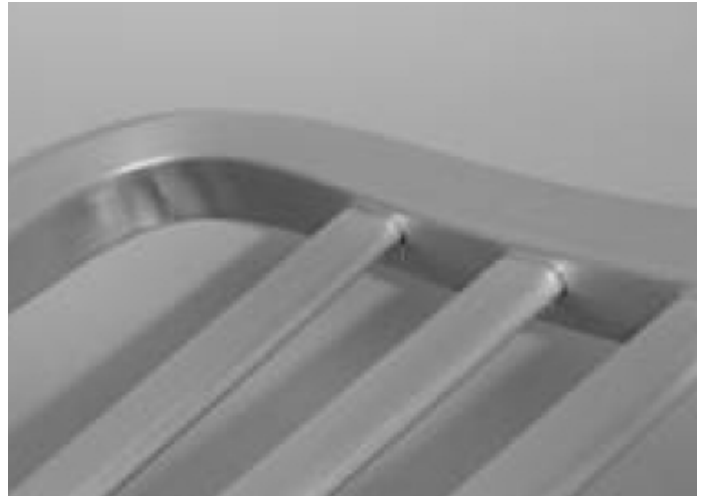
The chair leg is merely spot welded underneath the seat pan – a weak connection which will not pass BIFMA.

Tubing



Authentic 1006 Navy Chair

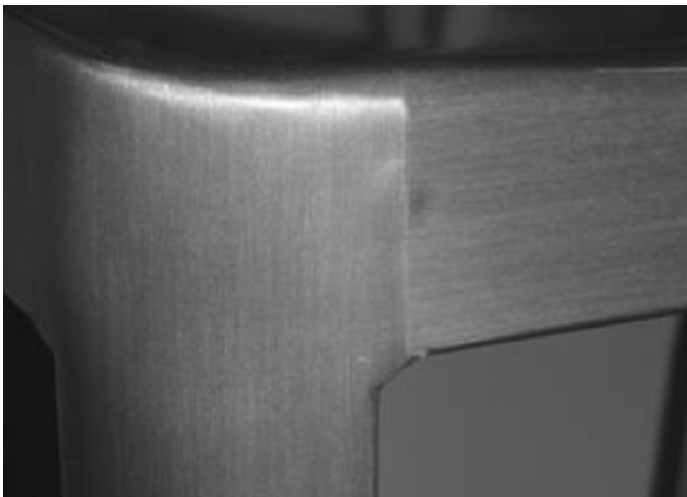
Emeco uses soft "T0" aluminum tubing to form the bends, which produces a smooth radius inside and outside. Once the smooth radius bends are made, Emeco chairs go through a proprietary heat treatment process transforming the 0 Temper tube to T6 – as strong as a bike frame.



Counterfeit Chair

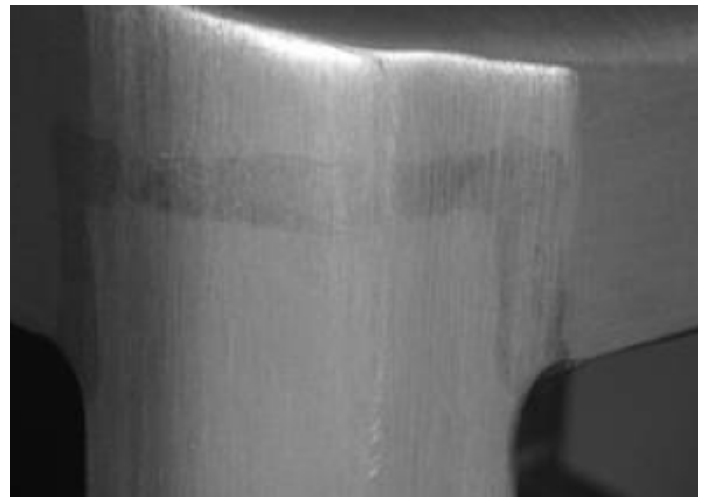
Tubing used on the counterfeit chair is T4 (semi hard) when it is bent. This causes the inside radius to be very bumpy –the outside radius becomes concave.

Hand brushed finish



Authentic 1006 Navy Chair

Emeco craftsmen weld each leg as an integral part of the seat pan. The Emeco chair then goes through the following steps – (1) weld is ground smooth, (2) heat treating processes taking the 0-temper aluminum to T6, (3) hand brushed finish, (4) clear anodizing.



Counterfeit Chair

The counterfeit chairs skip the hand-brushing process and sometimes even anodizing. Instead they paint the chair to merely provide a similar appearance. As a result, the surface deteriorates and scratches.

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