



Esquire

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DESIGN

We've seen the future – it's made of cardboard



Proudly calling itself “the world’s first fully-specified mass production workstation made entirely of cardboard”, this is the Paperweight Desk, from British company Cardboard Future Ltd.

“We are aware that cardboard furniture has enjoyed a mixed press over the last fifty years,” says Chief Executive Rod Fountain, “and it is going to take an exceptional product to win over the cynics. But we think we are launching the right product at the right time – it’s elegant, very strong, extremely eco-friendly, and excellent value for money.”

For your £120 (excl VAT), the table comes with a neat cable management system and promises easy assembly in just a few minutes (heard that one before). It’s only available in this gloss white finish but there are plans to offer more colours. And if all goes well, it may just be the tip of the cardboard iceberg, with an extended range of products including pedestals, shelving units and even folding tables are in the pipeline.

Available in February from Cardboard Future Ltd (01306 646548; www.cardboardfuture.com)