



German Sustainability Award 2026 – Girsberger's Incycle is winner

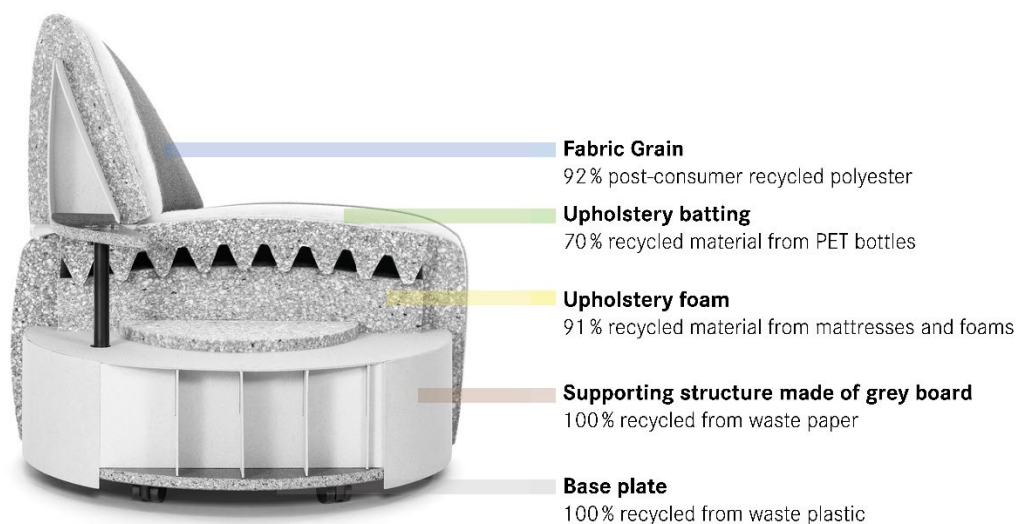
Girsberger's soft seating programme *Incycle* was named winner in the 'Products' category of the German Sustainability Award 2026. The high-ranking jury of experts recognised products that make particularly effective contributions to sustainable transformation in one of the five central transformation areas of *climate, resources, nature, society* and *value chain*. The jury was impressed by the *Incycle* seating programme's concept, which is geared towards the circular economy. The reuse of materials was defined as the clear focal point in the early development process. Depending on the module, the pouf elements consist of between 90 and 95% used and recycled materials.

Bützberg, 13 November 2025 – The name '*Incycle*' says it all. The jury of experts had the following to say about the *Incycle* programme, whose name itself is a reflection of the circular material concept:



‘With its *Incycle* soft seating programme, Girsberger Holding AG shows us how furniture can be consistently designed in line with the circular economy. The modular range consists of 90 to 95 percent post-consumer recycled materials, including foam made from old mattresses, base panels made from mixed waste plastic, grey board structures made from waste paper and upholstery fleece, and cover fabrics made from recycled PET. The materials are sourced within a maximum radius of 600 kilometres of the production site in Germany, and can be returned to the cycle once again at the end of the product’s useful life.’

The jury was particularly impressed by the high proportion of post-consumer recyclates, and the product’s consistent orientation towards the circular economy. *Incycle* demonstrates that high-quality and functional furniture can be made from used materials while also meeting the most demanding requirements in terms of visual appeal.



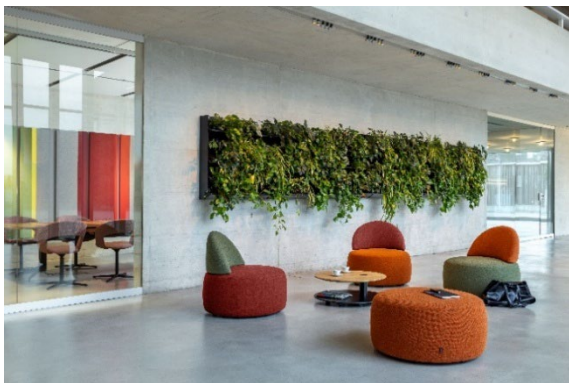
Paradigm shift in product design – up to 95% recycled materials

Thomas Gasser, Executive Director Product & Brand Development at Girsberger Holding AG, sees the latest award as confirmation of the company’s approach to sustainable product development: ‘Using the *Incycle* soft seating programme as an example, we are demonstrating that genuine circular thinking in furniture design is not just possible, but also makes good sense. Instead of simply consuming materials, we want to keep them in circulation for the long term – from production and use through to recycling. This approach allows us to set an example for a furniture industry that takes responsibility and handles resources with respect. With these voluminous pieces in particular, we have succeeded in reusing recyclable materials from transparent recycling processes in an ideal way.’

Sustainability at Girsberger

Girsberger already won the German Sustainability Award back in 2023 in the 'Design' category for the professional refurbishing services offered by the Girsberger Remanufacturing division.

As a company that has embedded sustainability in its values for decades, Girsberger consistently focuses on responsible corporate management, durable products and circular concepts. Receipt of the German Sustainability Award once again for 2026 underlines this philosophy and confirms the company's innovative strength in the field of sustainable product design.



The basic module of the soft seating programme is a large pouf element, which is available with or without a backrest. Ideal for lounge and communication areas – the castors mounted to the base make the Incycle modules easy to rearrange as needed.



Design: Mathias Seiler

Mathias Seiler was born in 1963 and studied industrial design under Professor Dieter Rams at the HFBK University of Fine Arts Hamburg. He worked internationally as a product designer for various renowned furniture manufacturers, and received numerous awards. Mathias Seiler has had overall responsibility for design and marketing at Girsberger since 2010.

About Girsberger

Founded in 1889 as a woodturning shop in Zurich, this Swiss group of companies developed into an internationally renowned manufacturer of seating furniture. Over the course of its further development, the company's own production facilities and the special artisanal expertise in the areas of upholstery, solid wood processing and surface finishing were systematically expanded. Today, the range of services includes high-quality furniture for office, commercial and private applications, project-specific, made-to-measure furniture (Customized Furniture) and the repair and upcycling of used furniture (Remanufacturing).

From Koblenz, near the border with Germany, the solid wood trading division supplies high-quality materials to all manner of wood-processing firms. Girsberger is also present outside of Switzerland and Germany, with sales companies in several European countries.

Production facilities are located in Bützberg (CH), Endingen (D) and Kraljevci (SRB).

In August 2023 Danielle Quaile became CEO of the international group in the fifth generation of management.

Media contact:

Dorothea Scheidl-Nennemann
Public Relations Manager – Girsberger Group
Girsberger GmbH
Ersteiner Strasse 2
D-79346 Endingen

Tel. +49 (0)162 130 04 57

www.girsberger.com

dorothea.scheidl@girsberger.com

