

Reestore.

## Company overview.

**reestore**  
evolutionary design

Reestore take everyday waste objects and upcycle them into charming yet functional pieces of furniture and accessories. Imagine an old washing machine drum turned into a stylish side table with internal light (eco friendly light bulb, of course!) called 'Silvana', or a discarded super market shopping trolley being reinvented as a striking and much talked about chair, 'Annie' as it is now known...Managing Director and Chief Designer, Max McMurdo likes to name each of his contemporary eco furniture innovations after close friends and family, he even named his much sought after bathtub turned sofa after his late father and 'Max' the sofa continues to be featured in style and design magazines all over the world since being launched in – max in 2006, Reestore 2002.

Max says about reestore, "We try to avoid traditional eco materials in favour of contemporary finishes, fabrics and above all style. Why compromise on aesthetics when designing and selling eco furniture and products, eco can be cool and stylish too in our opinion, it doesn't need to be grown in a field or made of hemp."

The 'Dragons' certainly agreed when Max presented his unusual products to them on Dragons' Den, the popular BBC television programme. The five multi-millionaires sitting in front of him were suitably impressed by 'Ben the Bin' which promotes recycling and multiple-use of plastic and biodegradable bags, thereby helping to reduce unnecessary waste being sent to landfill sites; and by 'Gordon' the cool looking chair made from an old wheel barrow. A fierce bidding war ensued between the 'Dragons' as they fought for shares in reestore, already recognised as one of the UK's leading designers of contemporary eco furniture.

With an answer to everything the fiery 'Dragons' threw at him in a tense and thrilling grilling in The Den (which made great TV by the way), Max chose to take investment from Deborah Meaden and Theo Pathitas who are now actively involved with reestore to make the company a household name in attractive looking eco furniture.

Since appearing on television, Max and reestore have gone global and are now shipping furniture as far afield as Australia and America, with a number of magazines, websites and television programmes featuring the products as THE items to buy when looking for stylish, functional and upcycled furniture.

Max recently appeared on the Chris Evans breakfast show to promote the launch of his latest eco creation named fat bird - designed to re-use left-over cooking fat to make fat cakes for the birds. See [www.ilovefatbirds.co.uk](http://www.ilovefatbirds.co.uk) for more information.

As the main man behind reestore, Max began his career at Bournemouth University where he studied Product Design and Visualisation, graduating in 2000 to start a short lived career in car design. Not long afterwards he found his true calling, quickly realising that there's a great opportunity for young designers to not only produce desirable furniture, but also to make a significant difference to the environment in which we live by choosing production materials that help reduce unnecessary waste going to landfill sites.