

A close-up photograph of a Gubi Beetle chair. The chair's upholstery is a textured fabric with a repeating pattern of small, raised, circular motifs in a light beige color against a darker brown background. The chair has a curved, ergonomic design. In the background, a white, textured cushion is visible. The overall lighting is soft and focused on the chair's texture.

# GUIBI

BEETLE FOR PROFESSIONALS



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From left to right:  
Beetle Dining Chair with conic base, fully upholstered in Kvadrat, Still, 0941  
Beetle Dining Chair with conic base, fully upholstered in GUBI Kvadrat, Vidar 4, 1062  
Beetle Dining Chair with conic base, fully upholstered in Kvadrat, Base 010



designed by  
gamfratesi



*GamFratesi has been working with GUBI since the inception of their studio and the development of the Beetle Chair. With their own dual heritage, Italian Enrico Fratesi and Danish Stine Gam share GUBI's ability to synthesize seemingly opposing ideas – the classic and the contemporary, the intellectual and the sensual, the understated and the expressive, the manufactured and the unique.*

*These juxtapositions, as well as the boldness and curiosity that drives their desire to find inspiration in unfamiliar territory, are epitomized in the Beetle. Today, the Beetle has evolved into a natural family of typologies comprising a dining chair, meeting chair, lounge chair, sofa, ottoman, stools, as well as counter & bar chairs.*



RESPONSIBLE  
*and* TRANSPARENT

In a major step towards more responsible production, GUBI has redeveloped GamFratesi’s beloved designs using a recycled-plastic composite. Utilizing advanced technology and customized material blends comprising over 50% recycled plastic, GUBI has been able to make production significantly more responsible, while retaining the same quality and performance as virgin plastic. Every variant of both Beetle and Bat will now be available in the new material – a leap forward in GUBI’s journey towards phasing out virgin plastic.

Carefully selected plastic from post-consumer waste – including packaging materials and other discarded plastic items from households, businesses, and recycling centers – is combined with plastic from industrial waste streams, including scrap plastic generated during manufacturing. After being sorted by type and color, the plastic is cleaned. At the end of the chairs’ lives, the Beetle and Bat’s constituent plastic can be recycled endlessly, closing the loop on the circular economy. With the new material comes a new range of color options.

Created by introducing pigments to the plastic at the molding phase, the three new shades – Fern Green, Lunar Gray, and Mocha Brown – ensure there is still a Beetle and Bat for every interior setting.

BEETLE 3D VENEER  
*in* FSC® CERTIFIED WOOD

The veneer edition takes the organic, nature-inspired form of the original Beetle shell, and adapts it to accommodate the realities of working with veneer. The result translates the Beetle’s distinctive curves into a molded wooden shell, giving the chair a new material aesthetic without compromising the comfort for which it has become renowned, and expanding the design’s relevance to even more interior settings.

Available in Oak or American Walnut, the Beetle in 3D Veneer is made of responsibly sourced FSC® wood. Furthermore, the sleek 3D molding principle uses fewer materials and requires less resources for transport, while the seating comfort remains supreme due to the flexibility given by the 3D shaped Veneer.



All wooden parts of the Beetle in 3D Veneer, including the optional Wood Base, is FSC® Certified. Additionally, the Wood Base has passed the EN 16139:2013 Test severity L2 for strength, durability and safety, making it highly suitable for commercial projects.



Left: Beetle Dining Chair Front Upholstered, Shell in Lunar Grey, Upholstery Acca 0731  
Right: Beetle Dining Chair Front Upholstered, Shell in Amber Brown, Upholstery Acca Stripe 0331



Left to right: Beetle Dining Chair 3D Walnut Veneer Shell, Front upholstered in Dedar, Belsuede Special FR 132  
Beetle Dining Chair Fully upholstered in Dedar, Eero Special FR 106  
Beetle Ottoman in Dedar, Around Bouclé 032



COLLECTION OVERVIEW



BEETLE DINING CHAIR



BEETLE MEETING CHAIR



BEETLE COUNTER CHAIR



BEETLE BAR CHAIR



BEETLE LOUNGE CHAIR



BEETLE OTTOMAN



BEETLE SOFA



# *BEETLE DINING CHAIR*



With its striking, organic form, remarkable comfort and endless configurations, it took less than a decade for Danish Italian duo GamFratesi's Beetle Dining Chair to become a genuine design classic. Despite its robustness, it is designed to gently flex, providing comfort even after prolonged sitting, making it ideal for dining and meetings.





Left: Beetle Dining Chair in Black Chrome, fully upholstered in Dedar, Belsuede Special FR 133  
Middle: Beetle Dining Chair in Black Chrome, fully upholstered in Dedar, Around 033.  
Right: Beetle Dining Chair in 3D Walnut Veneer, Front Upholstered in Flair Special 134



Beetle Dining Chair in 3D Walnut Veneer, upholstered in Dedar Flair Special FR 134 & Leder Reinhardt Brescia 2476  
Beetle Dining Chair in 3D Oak Veneer, upholstered in Dedar Sunday 112 & Dedar Karakorum 001



HOTEL MAURITZHOF, MÜNSTER

Left: Beetle Dining Chair with conic base, Fully upholstered in GUBI Dandy 909  
Right: Beetle Dining Chair with conic base, Fully upholstered in GUBI Dandy 906





# LIMITLESS CONFIGURATIONS

*FOR ANY SPACE*

fully upholstered



**BEETLE DINING CHAIR**  
Fully Upholstered, Conic base



**BEETLE DINING CHAIR**  
Fully Upholstered, Wood base



**BEETLE DINING CHAIR**  
Fully Upholstered, Plastic base



Fully Upholstered, Stackable base  
**BEETLE DINING CHAIR**

in 3D veneer



**BEETLE DINING CHAIR IN 3D VENEER**  
3D Veneer shell, Conic base



**BEETLE DINING CHAIR IN 3D VENEER**  
3D Veneer shell, Wood base



**BEETLE DINING CHAIR IN 3D VENEER**  
3D Veneer shell, Stackable base

front upholstered



**BEETLE DINING CHAIR**  
Front Upholstered, Conic base



**BEETLE DINING CHAIR**  
Front Upholstered, Wood base



**BEETLE DINING CHAIR**  
Front Upholstered, Plastic base



**BEETLE DINING CHAIR**  
Front Upholstered, Stackable base

un-upholstered



**BEETLE DINING CHAIR**  
Unupholstered, Conic base



**BEETLE DINING CHAIR**  
Unupholstered, Wood base



**BEETLE DINING CHAIR**  
Unupholstered, Plastic base



**BEETLE DINING CHAIR**  
Unupholstered, Stackable base

seat upholstered



**BEETLE DINING CHAIR**  
Seat Upholstered, Conic base



**BEETLE DINING CHAIR**  
Seat Upholstered, Wood base



**BEETLE DINING CHAIR**  
Seat Upholstered, Plastic base



**BEETLE DINING CHAIR**  
Seat Upholstered, Stackable base

outdoor



**BEETLE DINING CHAIR OUTDOOR**  
Unupholstered, Plastic base





# A VARIETY OF SHELLS *and* BASES

The Beetle Chair's shell can be customized in a vast variety of materials and colors, while bases are available in a range of carefully considered finishes.

## 3D veneer shell



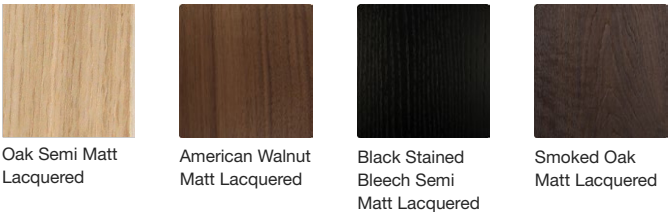
3D Walnut Veneer      3D Oak Veneer

## plastic shell



Fern Green      Mocha Brown      Lunar Grey      New Beige  
Amber brown      Alabaster White      Black      Sweet Pink

## wood base



Oak Semi Matt Lacquered      American Walnut Matt Lacquered      Black Stained Bleach Semi Matt Lacquered      Smoked Oak Matt Lacquered

## plastic base



Black      Alabaster White      New Beige

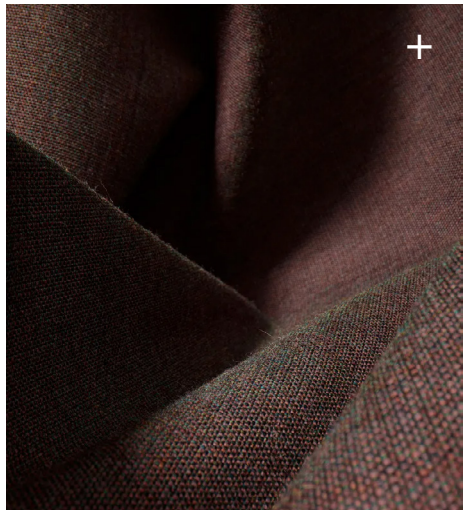
## conic base, metal



Antique Brass      Black Chrome      Black Matt      Brass Semi Matt      Chrome

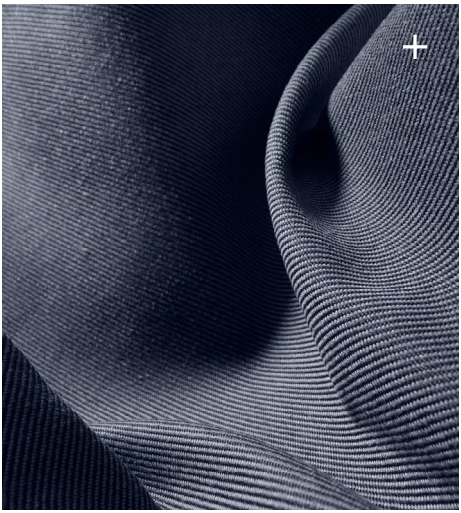
From left to right: Beetle Dining Chair with Black Base, in plastic in shell New Beige.  
Beetle Dining Chair with Black Base, in Plastic in shell Amber Brown.  
Beetle Dining Chair in Plastic shell in Sweet Pink.





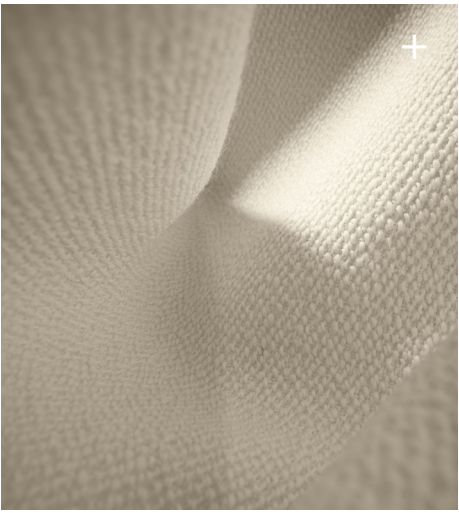
kvadrat canvas 2

90% New Wool Worsted, 10% Nylon.  
Durability: 100.000 martindale



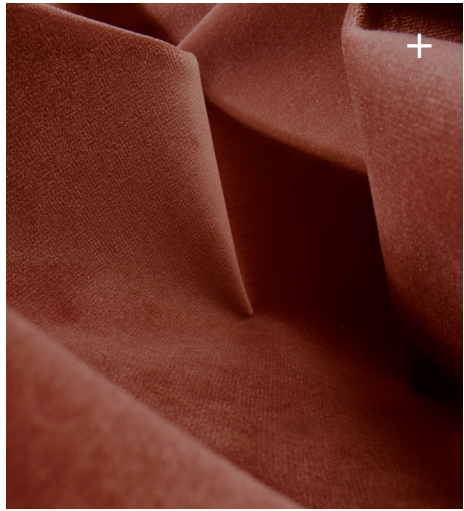
kvadrat relate

90% New Wool Worsted, 10% Nylon.  
Durability: 100.000 martindale



kvadrat vidar 4

90% New Wool Worsted, 10% Nylon.  
Durability: 100.000 martindale



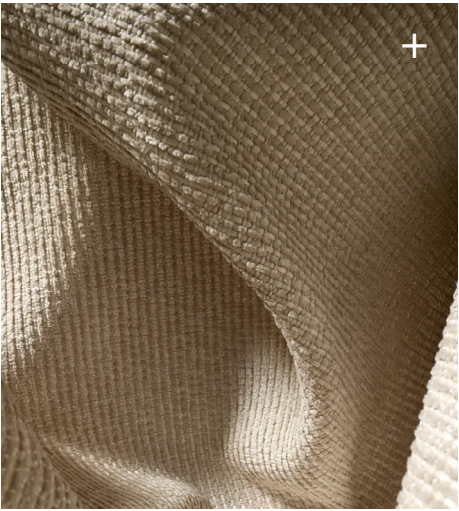
dandy

90% New Wool Worsted, 10% Nylon.  
Durability: 100.000 martindale



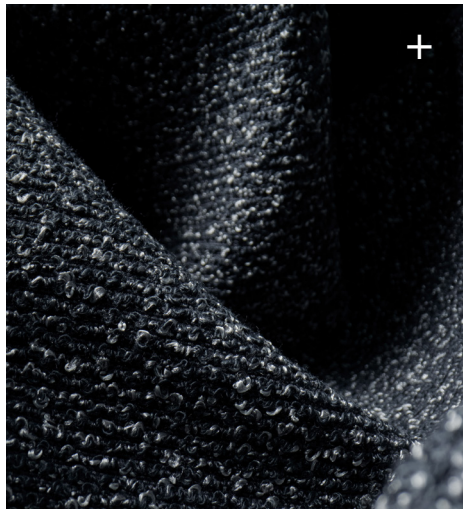
belsuede special fr

90% New Wool Worsted, 10% Nylon.  
Durability: 100.000 martindale



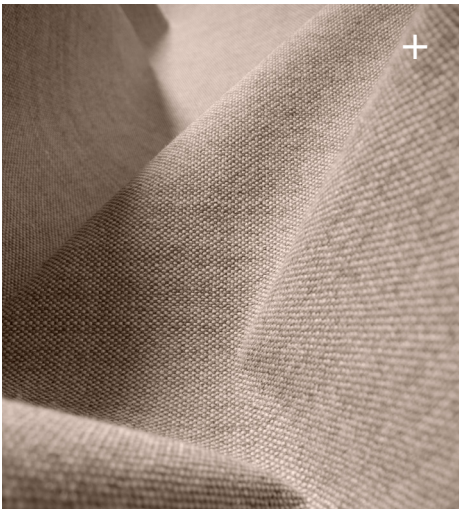
tempt

90% New Wool Worsted, 10% Nylon.  
Durability: 100.000 martindale



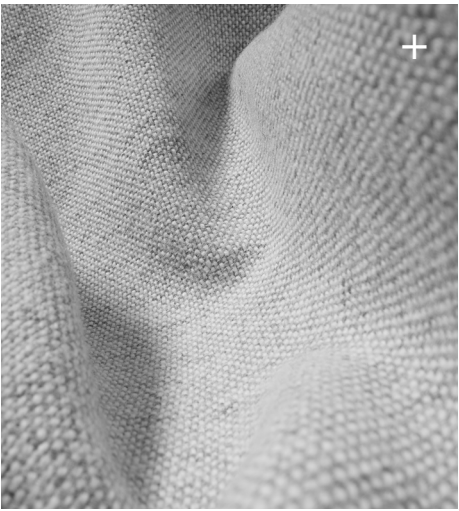
around boucle

90% New Wool Worsted, 10% Nylon.  
Durability: 100.000 martindale



remix

90% New Wool Worsted, 10% Nylon.  
Durability: 100.000 martindale



hallingdal

90% New Wool Worsted, 10% Nylon.  
Durability: 100.000 martindale

# UPHOLSTERY CURATED

## *for* COMMERCIAL USE

The Beetle has been tested for suitability against the full GUBI Upholstery Collection, spanning 50 upholstery types in playful and courageous combinations of colors, shapes, material textures and eras of design.

Within the full collection, we have curated a selection of upholstery for commercial use. These fabrics have a higher martindale and are intended for more intensive use. The fabrics curated for commercial use can also be used for residential or low intensity use depending on customer preference.

Visit [Gubi.com/upholstery](https://gubi.com/upholstery) to explore the full collection.





MIX *and* MATCH WITH  
THE BAT COLLECTION

The organic shape and gentle curves of the Bat Chair are a three-dimensional reflection of the webbed wings of the animal that inspired it, with the front, arm and backrest forming a single continuous line when viewed from above. With their characteristic expressions and inspiration in nature, the Beetle & Bat are ideal to mix and match for dining or meeting settings.



Beetle Dining Chairs with conic base, fully upholstered in Light Bouclé.  
Bat Dining Chairs with conic base, fully upholstered in in Light Bouclé.



Left to right: Beetle Dining Chair, Black Conic Base, Front-Upholstered in Kvadrat Acca 0141  
Beetle Dining Chair, Black Conic Base, Front-Upholstered in Kvadrat Acca 0101  
Bat Dining Chair, Black Conic Base, Fully Upholstered in Acca Stripe 0731.





Beetle Outdoor Dining Chair, Unupholstered, in Alabaster White  
Bat Outdoor Dining Chair, Unupholstered, in Alabaster White

## BEETLE *and* BAT OUTDOOR

The plastic editions of two of GUBI's most popular dining chairs, the Beetle and the Bat, have been reimagined for outdoor use. Reexamining their materials, aesthetics and function has led to the addition of an outdoor treatment, opening up new possibilities and making the chairs perfect for both indoor and outdoor use.

Special additives in the molded polypropylene shell help to prevent the color from fading due to weather damage, making two already versatile chairs even more dynamic. Their light weight enables them to be easily moved, breaking down barriers between internal and external spaces.



Beetle Outdoor Dining Chair, Unupholstered, in Alabaster White  
Bat Outdoor Dining Chair, Unupholstered, in Alabaster White

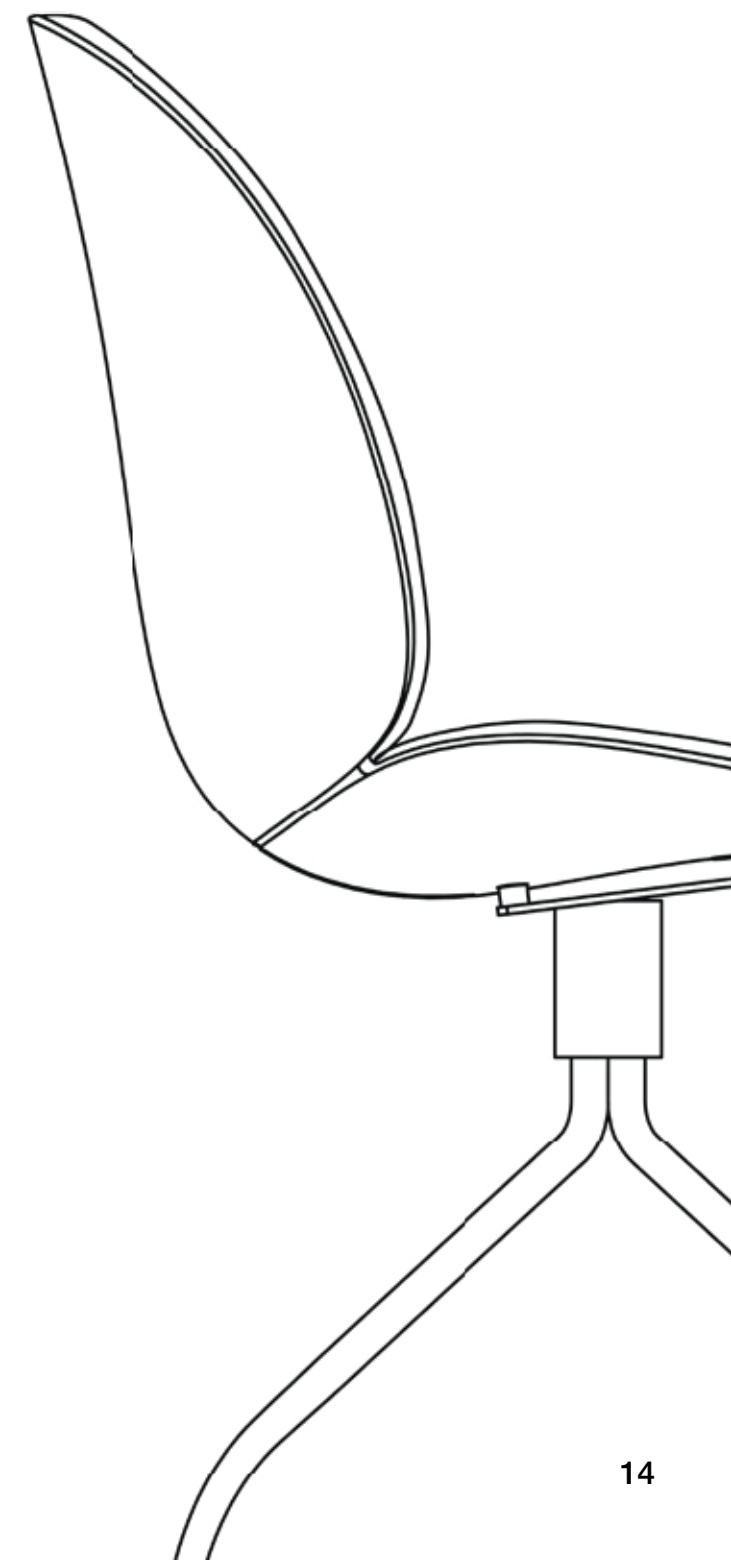


Beetle Height Adjustable Meeting Chair with Four-Star Base,  
Un-upholstered in Black and Amber Brown Shell.

# *BEETLE MEETING CHAIR*



The Beetle Meeting Chair brings a corporate expression to the classic Beetle and contributes to an elegant design for office spaces and meeting rooms. While the graceful seat ensures a high level of comfort for long meetings and conferences, the castor base embodies clean design with great functionality.







Beetle & Bat Meeting Chair with Four-Star Base, fully upholstered  
in Hot Madison CH1249/056, CH1249/126 & CH1249/097





Left: Bat Height Adjustable Meeting Chair, Four-star Castor base, Fully upholstered in Bini Shetland G137 0527.

Middle and right: Beetle Height Adjustable Meeting Chair, Four-Star Castor base, fully upholstered in Kvadrat Relate 221 & Kvadrat Relate 401.



# PERSONALIZATION

*for ANY TYPE of* WORKSPACE

seat upholstered



**BEETLE MEETING CHAIR**  
Seat Upholstered, Swivel base



**BEETLE MEETING CHAIR**  
Seat Upholstered, Four-Star base



**BEETLE MEETING CHAIR**  
Seat Upholstered, Four-star base  
w. castors



**BEETLE MEETING CHAIR**  
Seat Upholstered, Height Adjustable,  
Four-star base w. castors

fully upholstered



**BEETLE MEETING CHAIR**  
Fully Upholstered, Swivel base



**BEETLE MEETING CHAIR**  
Fully Upholstered, Four-Star base



**BEETLE MEETING CHAIR**  
Fully Upholstered, Four-star base  
w. castors



**BEETLE MEETING CHAIR**  
Fully Upholstered, Height Adjustable,  
Four-star base w. castors

in 3D veneer



**BEETLE MEETING CHAIR IN 3D VENEER**  
3D Veneer, Swivel base



**BEETLE MEETING CHAIR IN 3D VENEER**  
3D Veneer, Four-Star base



**BEETLE MEETING CHAIR IN 3D VENEER**  
3D Veneer, Four-star base w. castors



**BEETLE MEETING CHAIR IN 3D VENEER**  
3D Veneer, Height Adjustable,  
Four-star base w. castors

front upholstered



**BEETLE MEETING CHAIR**  
Front Upholstered, Swivel base



**BEETLE MEETING CHAIR**  
Front Upholstered, Four-Star base



**BEETLE MEETING CHAIR**  
Front Upholstered,  
Four-star base w. castors



**BEETLE MEETING CHAIR**  
Front Upholstered, Height Adjustable,  
Four-star base w. castors

un-upholstered



**BEETLE MEETING CHAIR**  
Unupholstered, Swivel base



**BEETLE MEETING CHAIR**  
Unupholstered, Four-Star base



**BEETLE MEETING CHAIR**  
Unupholstered, Four-star base w.  
castors



**BEETLE MEETING CHAIR**  
Unupholstered, Height Adjustable,  
Four-star base w. castors

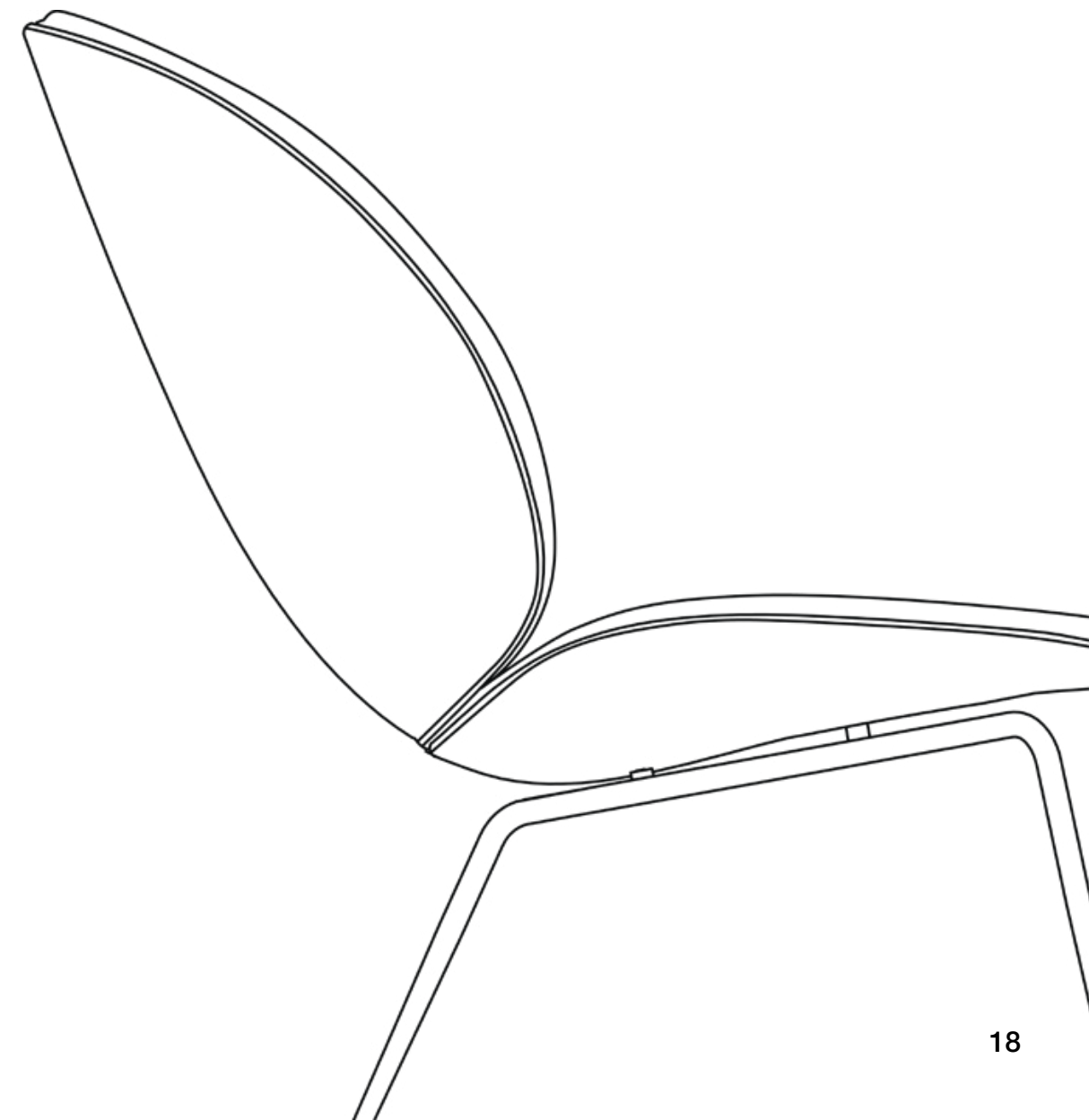


# *BEETLE LOUNGE CHAIR*

The low slung, generously proportioned Beetle Lounge Chair is an ideal suit for lounges and lobbies. Beneath the upholstered surface, the gently flexing shell provides extra comfort, while the low sitting position is ideal for curling up for long stretches of time.



Beetle Lounge Chair with conic base, Fully Upholstered in GUBI, Mumble 49





Back: Beetle Dining Chairs with conic base, fully upholstered in Dedar, Sunday 032  
Front: Beetle Lounge Chairs with conic base, fully upholstered in GUBI, Mumble 49







Beetle Lounge Chair Antique Brass Base Fully Upholstered in Dedar, Chevron Special Outdoor 022.  
Beetle Lounge Chair Antique Brass Base, Fully Upholstered in Dedar, Sunday 112.





WITH OTTOMAN  
FOR AN EXTRA LEVEL *of* COMFORT

fully upholstered



BEETLE LOUNGE CHAIR  
Conic base



BEETLE MEETING CHAIR  
4-star base

fully upholstered



BEETLE OTTOMAN  
Conic base



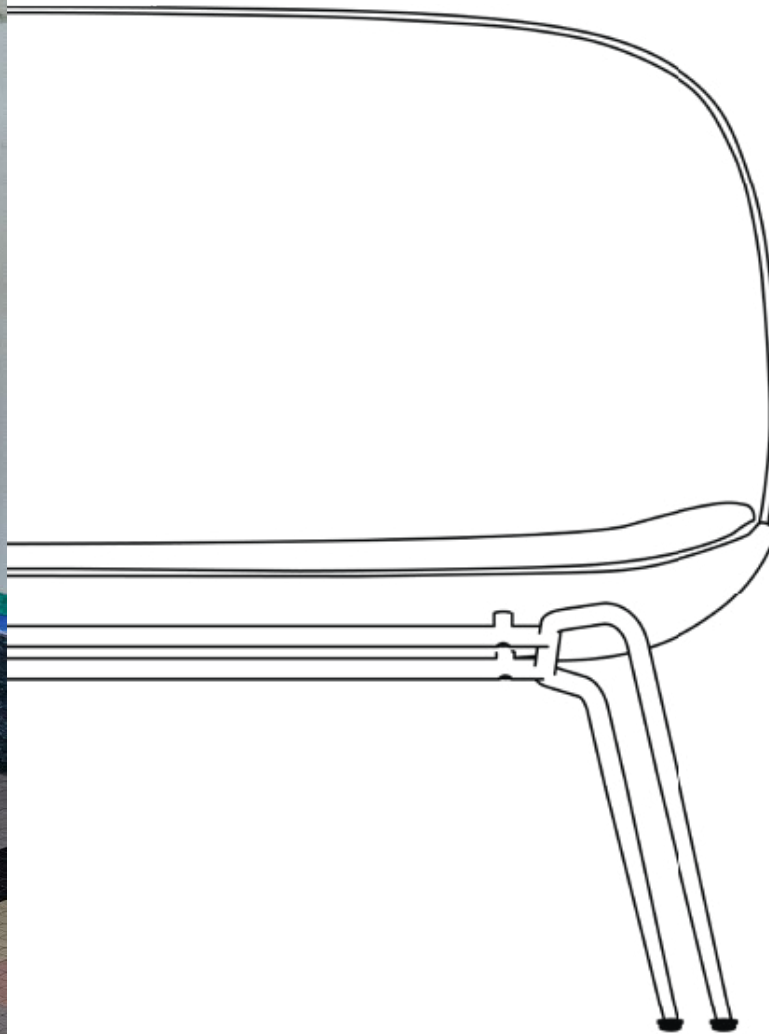
Beetle Lounge Chair with Antique Brass Base, Fully Upholstered in Dedar Sunday 112  
Beetle Ottoman with Antique Brass Base, Fully Upholstered with Dedar, Around Bouclé 032



Beetle Sofa with Black Matt Base, Fully Upholstered in Dedar Sunday 016

# BEETLE SOFA

Taking its inspiration from the Beetle Lounge Chair, the elongated Beetle Sofa plays with the contrast between the enveloping outer shell and a soft, inviting interior which encourage to be seated. The characteristic look is enhanced by the delicate, slightly conical legs, giving its light expression.



fully upholstered



BEETLE SOFA  
Two-seater with Conic base



Beetle Sofa with Black Matt Base,  
upholstered in Dedar Sunday 016



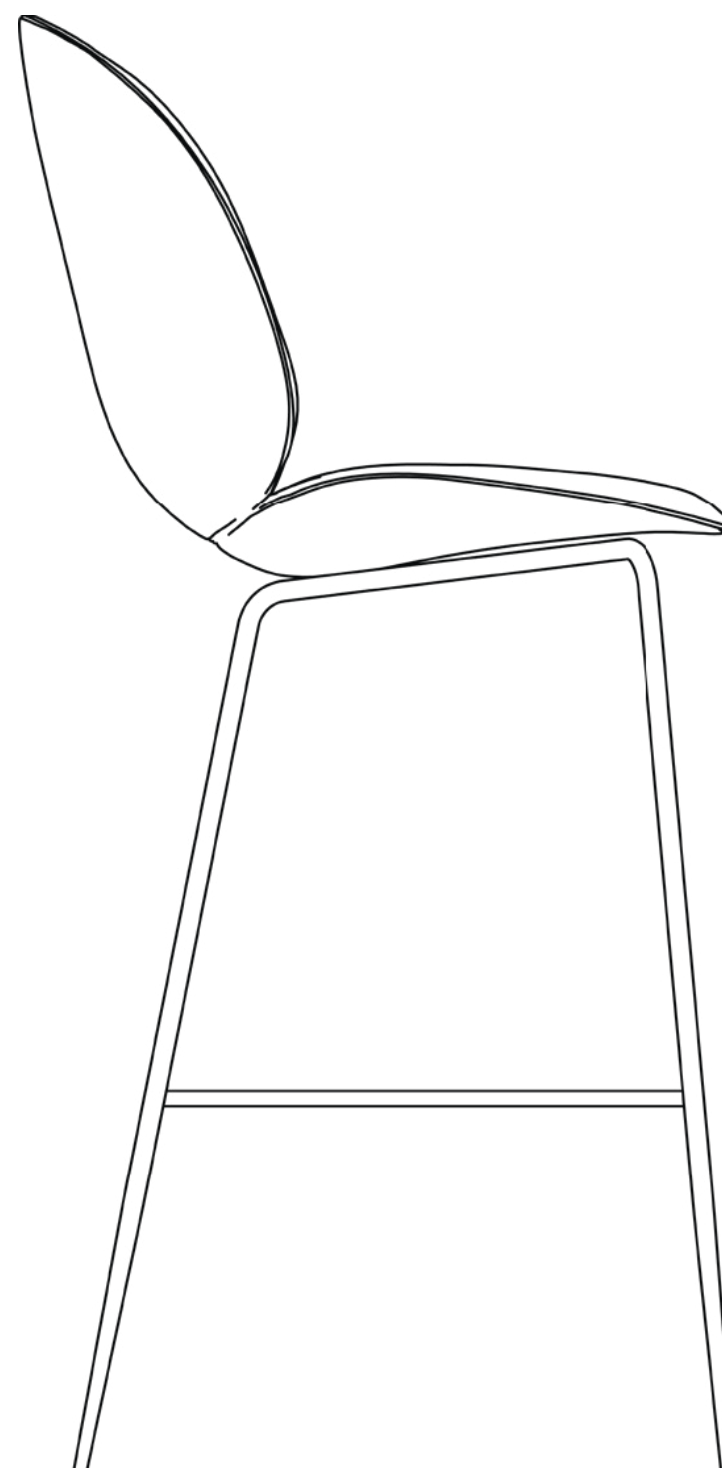


Left: Beetle Bar Chair Fully Upholstered in GUBI, Plain 0033  
Right: Beetle Bar Chair in 3D Oak Veneer, Front Upholstered in Dedar, Sunday 032



# *BEETLE COUNTER and BAR CHAIRS*

With supreme comfort above its category and unique customisation possibilities, the Beetle Bar & Counter Chairs are both well received by end-consumers and a favourite for hotel and restaurant interiors around the world.





# *ALCHEMIST COPENHAGEN*

Blending art, drama, gastronomy and spectacular visuals into one all-encompassing multisensory experience, Alchemist restaurant in Copenhagen's industrial Refshaleøen is pushing the boundaries of fine dining. Two years in the making, Alchemist finally opened its massive bronze doors to the public in July 2019 and was awarded two Michelin Stars within just seven months.

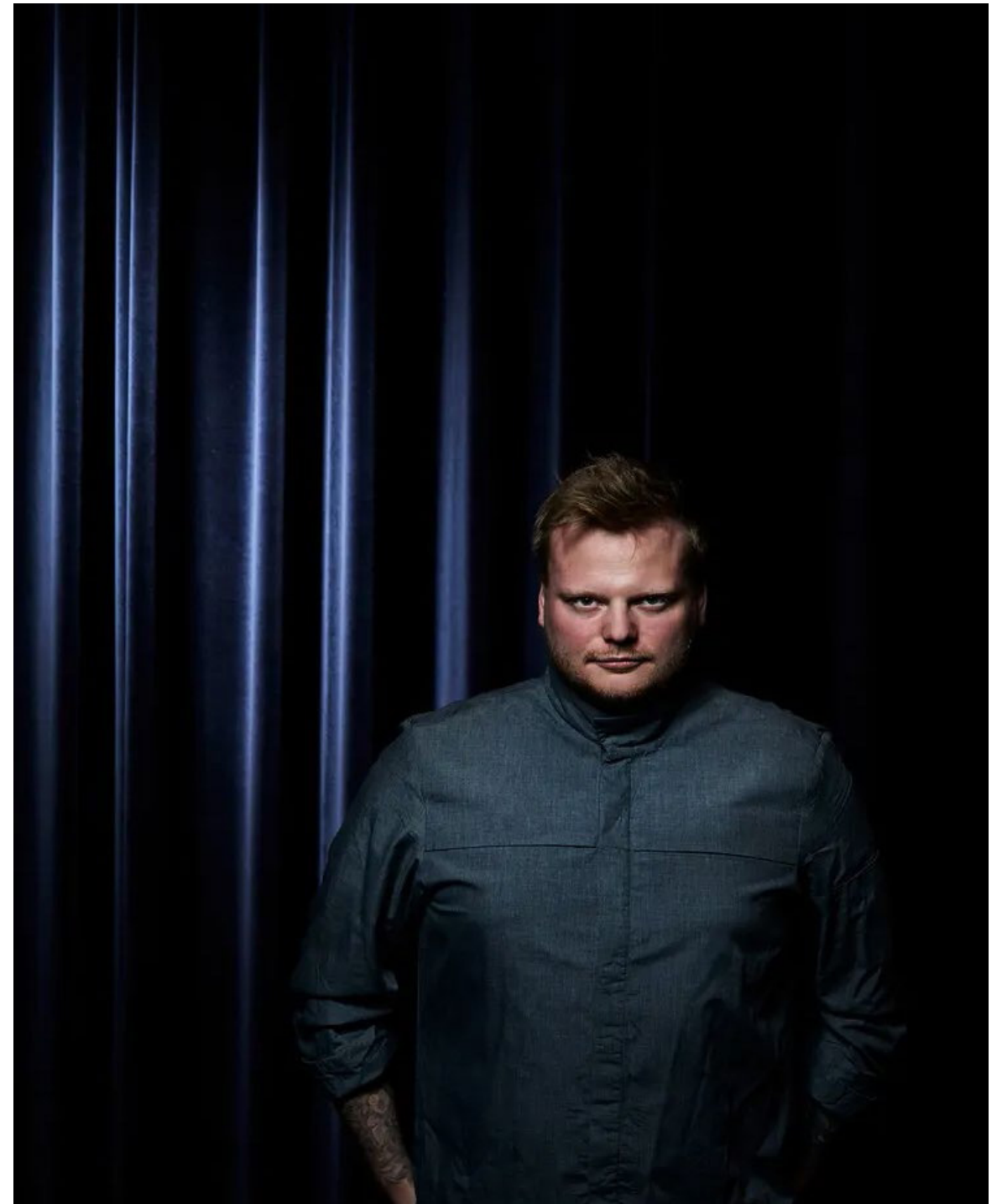


*RASMUS*

*MUNK*

*Working closely with Studio Duncalf, chef Rasmus Munk specified the Beetle Bar Chair as a key component of the main dining room:*

*“We used the Beetle Bar Chair in Alchemist’s first iteration – a much smaller restaurant – and we were so impressed that we wanted to use it again here. It is incredibly comfortable even over long periods of time – crucial when you serve a 50-course taster menu – but it also perfectly balances elegance and character, so it makes a statement even in an imposing space like this one.”*







Left: Beetle Bar Chairs, fully upholstered in GUBI Dandy 606 and leather piping  
Right: Beetle Lounge Chairs with conic base, upholstered in GUBI Dandy 606



# COUNTER *and* BAR CHAIRS

fully upholstered



**BEETLE COUNTER CHAIR**  
Fully Upholstered, Conic base



**BEETLE BAR CHAIR**  
Fully Upholstered, Conic base

front upholstered



**BEETLE COUNTER CHAIR**  
Front Upholstered, Conic base



**BEETLE BAR CHAIR**  
Front Upholstered, Conic base

seat upholstered



**BEETLE COUNTER CHAIR**  
Seat Upholstered, Conic base



**BEETLE BAR CHAIR**  
Seat Upholstered, Conic base

in 3D veneer



**BEETLE COUNTER CHAIR IN 3D VENEER**  
3D Veneer, Conic base



**BEETLE BAR CHAIR IN 3D VENEER**  
3D Veneer, Conic base

un-upholstered



**BEETLE COUNTER CHAIR**  
Unupholstered, Conic base



**BEETLE BAR CHAIR**  
Unupholstered, Conic base



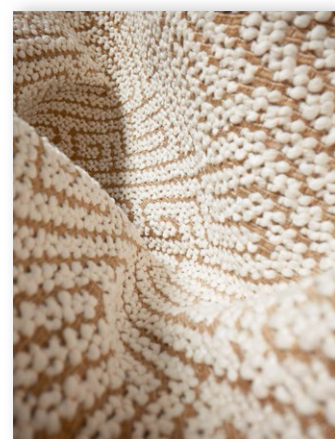




IMAGES



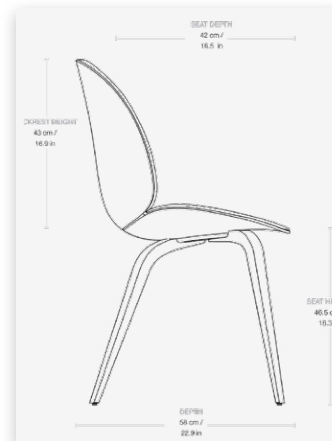
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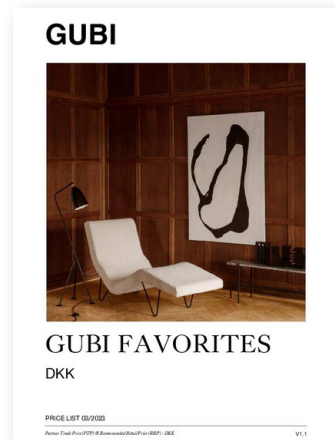
GUBI UPHOLSTERY



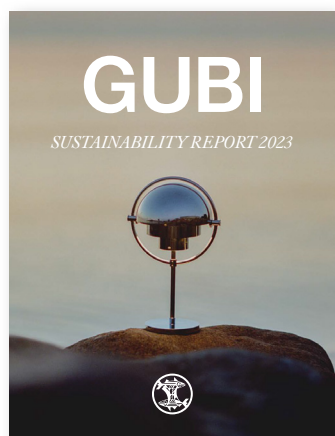
CATALOGS



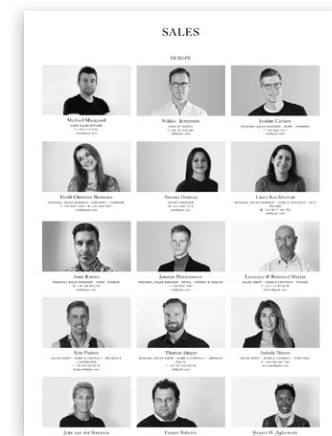
PRODUCT DATASHEETS



PRICELISTS



ESG REPORT



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On our website, you can explore the full range of assets for professionals.

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**LINKEDIN**  
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