PATERSON, N.J. — Sustainability, integrity and creativity are the name of the game for [Furniture Pipeline](https://furniturepipeline.com/). Not only does it use recycled and eco-friendly materials to create stylish furniture, it gives back to the world in the process.

The idea started when Moshe Rindenow, co-founder of Furniture Pipeline, was asked by his wife to create a small piece of kitchen furniture. He had decided to use pipes and fitting to build the piece, as he knew this was a popular style. After completing the project, Rindenow thought it would be a good idea to make and sell retail versions of pipe and fitting furniture.

He realized from the project he had done for his wife that he was not a handy guy, but his long-time friend, Ave Hayat, was. Hayat had previously worked as a furniture mover and custom kitchen cabinet designer.

“Because of my background with furniture, Moshe asked me what some of the flaws and difficulties we would be able to eliminate to make a better product,” said Hayat. “That’s when we saw this big picture. We could create a piece of furniture that is lightweight, durable and sustainable while also giving back to the world and reducing our carbon footprint.”

They decided to go with a certain style of furniture and picked pipe and fitting because it is a large market that is relatively run by people who want to do projects by themselves. A lot of these people are not able to accomplish these projects, however, so Rindenow and Hayat stepped in to help make it possible.

“Pipe and fitting were our dream,” said Hayat. “Taking pipes and fitting for what they are, you’re limited. We had to find a way to make pipes and fitting limitless. If you look at pipes, they all fall in line with each other — you can’t create a hexagon or a square with pipe fitting because you’ll eventually come all the way back to the original fitting and not be able to fit the pipe to end it. It’s a problem with threads.”

To get the business off the ground, they had to re-engineer the pipes and fitting, come up with designs that were durable and replace materials that were not sustainable with sustainable materials. Rindenow said keeping things sustainable and environmentally friendly was one of the hardest parts of starting this business.

“We joined up with the Sustainable Furnishings Council (SFC) to look at every aspect of our business and to become more eco-conscious,” said Rindenow. “One of our first steps was to take a closer look at our packaging, but in addition we looked at our process of bringing the product into the U.S. and trying to limit our carbon footprint. We are constantly looking to do better.”

For its products, Furniture Pipeline uses recycled aluminum and wood sourced from sustainable wood farms. Since 100% aluminum isn’t strong enough for furniture

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| A Madagascar local stands in the middle of trees planted by Eden Projects . A Madagascar local stands in the middle of trees planted by Eden Projects. |

manufacturing, it uses a mix of recycled and fresh aluminum along with other metals. To ensure the product is eco-conscious, the company collect records for each shipment of aluminum so they know what percentage of metals is in the mix.

However, Rindenow and Hayat still wanted to do more to actively help the world. When they were looking for other ways to help, they came across Eden Projects, an organization that plants trees and provides work for locals in places like Nepal and Haiti where deforestation causes extreme poverty.

They teamed up with Eden Projects, and now for every one product bought from Furniture Pipeline seven trees are planted. For every 10 trees planted, one full workday is provided for locals who plant the trees.

When Furniture Pipeline first started working with Eden Projects, it donated 2,500 trees and 250 workdays to Haiti, Nepal and Madagascar. Rindenow and Hayat officially launched the company on Dec. 30, 2016 and they expect to plant at least 30,000 trees and provide 3,000 jobs by the end of 2017.

“Eden Projects jumped out when I was looking for partners because they were able to accomplish what we had in mind with the greatest use of whatever cash they had at hand,” said Rindenow. “They were able to use their resources to have the greatest impact in the places they work.”

After overcoming some major challenges, like creating relationships with like-minded vendors, Furniture Pipeline is now running at full speed. And its feedback has been overwhelmingly positive so far, according to Hayat. Some companies even reached out to Furniture Pipeline wanting to get involved in some way.

“People love it and are amazed at what we are doing,” said Hayat. “People are happy about the designs, sustainability and ease of assembly, but we also didn’t make money the focal point, and that blows people away. It really resonates well with people.”

Furniture Pipeline is open to all sorts of business, and it already scored a showroom at Las Vegas Market on Jan 22. It will be going to furniture markets and pushing the product at wholesale, but Hayat said the impact the business could have on the world is far bigger than the business itself.

“If I have to wholesale a product to plant more trees and show more people that they can go with a sustainable option but take less of a profit, then so be it,” Hayat said. “At the end of the day, we want to see our company, morals and integrity as a business shine onto the world in the most profound and pronounced way possible.”

Both Rindenow and Hayat think established furniture companies with more access to resources should move toward a sustainable model.

“The more companies who do it, the easier it will be for the next person,” said Hayat. “The trend has to start, and once it starts it will be chain reaction. For us to take the step forward and do what we did is not so easy, but for a big dog, going forward and making it happen it would be.”

To view a photo gallery, [click here](http://www.furnituretoday.com/slideshow/2590-furniture-startup-plants-trees-fight-poverty-promote-sustainability)