

Press release
September 2025



Meet Smile Materials – Expanding Circular Design Solutions for Global Commercial Interiors.

Taking the next step in its collaborative journey with commercial interior designers, Smile Plastics has entered a new chapter.

Meet Smile Materials.

Harnessing the power of repurposing a wider range of reclaimed matter, Smile Materials' mantra: Reimagined Materials, Designed to Inspire, expands on the legacy of Smile Plastics – built over decades of pioneering experience – to offer designers more conscious product choices than ever before.

Why now? With the need for circular materials for built environment use more pressing than ever - both because of an abundance of waste, and a sector call for truly sustainable solutions – Smile Materials encompasses three product categories, including Smile Plastics, to provide a spectrum of reimagined surface solutions for specification in global commercial interior projects.

Smile Plastics, Smile Fibres, Smile Minerals.

Aesthetically full of textural character and having been created with a commitment to a circular future, these distinctive, design-led materials wear their origins on their sleeve. Built for enduring beauty and performance for longevity, these customisable products prove that designers don't have to compromise to make conscious choices.

Used in award-winning commercial interior schemes across the globe, Smile Materials combines innovation and storytelling to create lasting impact. More than just recycled surfaces, these solutions seek to aid designers in going beyond crafting expressive spaces – allowing them to shape a distinctive, responsible future in the process.

Smile Materials Co-founder and Creative Director, Rosalie McMillan, said of the brand evolution:

“Our evolution to Smile Materials marks an exciting new chapter, expanding our world beyond plastics to embrace a wider spectrum of expressive, design-led materials rooted in circularity. Designers are looking for surfaces that tell a story as well as perform, and Smile Materials delivers both. While the heart and soul of Smile Plastics lives on, Smile Materials enables us to inspire creativity and conscious choices on a bigger stage.”

Meet the material categories.

Smile Plastics

Smile Plastics rediscovers the beauty and functionality hidden in discarded materials. Working towards the circular economy, it designs and makes distinctive architectural panels and aesthetic surface products from pre- and post-consumer plastics.

An extensive, customisable collection of 100% recycled, 100% recyclable plastic panels are trusted by architects, designers and luxury brands around the globe, used in everything from retail displays and counters to furniture, signage and shower panels.

Whether it's a small volume run, or a bulk order of 1,000 or more panels, Smile Plastics' manufacturing facilities in Swansea, Wales, have the technology and production capacity to deliver at scale and at speed.

This month, 30 new products have been introduced to the Smile Plastics group, totalling 57 materials under Smile Plastics, and offering a wider range of choices from colour and pattern to panel thickness.

Smile Fibres

An entirely new offering, Smile Fibres comprises a selection of expressive panel materials made from textile and other fibre waste. It launches with two reimagined textile products – Blue Denim and Loom, created in close collaboration with a manufacturing partner, guided by a shared belief in thoughtful design and a commitment to innovation.

Blue Denim transforms discarded denim fabric into a beautiful surface solution that is perfectly fitting for commercial interior schemes. A material famed for its durability and lengthy lifespan, denim is here for the long haul. And so, by taking the much-loved textile and putting a spin on it, Smile Fibres secures a new lease of life for this resource-heavy, wardrobe staple.

Light, bright, and full of texture, Smile Loom captures the softer side of waste. Made from shredded cotton offcuts and colourful trimmings, this speckled white panel evokes paper, fabric, and confetti in equal measure.

Each bonded with bioresin (+50% textile) and offered in a semi-matt finish, a thoroughly circular story is bolstered by the fact that these materials are part of Smile Materials' buy-back scheme.

Smile Minerals

Introducing the third in the new family of material solutions for commercial interiors - Smile Minerals draws on matter with its origins in the natural world, whether in its pure form, such as stone, or as post-consumer products that began life from naturally occurring sources. By reclaiming and reimagining these materials, Smile Minerals offers a new route to sustainable, design-led surfaces. To learn more about each of the [Smile Materials](https://smile-materials.com) product categories, visit smile-materials.com.

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Notes to editors:

For more images or further press information about Smile Materials or the new categories, please contact Sarah Williams on marketing@smile-plastics.com.

About Smile Materials

Smile Materials is a manufacturer and supplier of distinctive, design-led surface solutions for commercial interior schemes.

Offering material collections that wear their origins on their sleeve, aesthetically full of textural character and having been created with a commitment to a circular future, Smile Materials is the umbrella brand for: Smile Plastics, Smile Fibres, and Smile Minerals.

Used in award-winning commercial interior schemes across the globe, Smile Materials combines innovation and storytelling to create lasting impact. More than just recycled surfaces, these solutions help designers to go beyond crafting expressive spaces – supporting them to shape a distinctive, responsible future in the process.

Discover more at smile-materials.com