# PRESS RELEASE

## SMALLrevolution Expands Circular Production Through Material-Led Design

Copenhagen, Denmark

SMALLrevolution is redefining how plastic is used in design and interiors. While recycled plastic is widely available, it rarely meets the requirements for real-world application. Most recycling systems produce irregular outputs that limit its use in spatial design and product applications, reinforcing dependence on virgin materials. SMALLrevolution addresses this gap by developing controlled material streams from defined industrial waste, enabling recycled plastic to function as a specification-ready material rather than a by-product.

Plastic waste is not a scarcity issue, but a systems issue. Large volumes already exist, yet they remain underutilised due to fragmentation across sourcing, processing, and application. SMALLrevolution's approach connects these stages into a single, integrated process, turning waste streams into reliable material inputs that can be used across projects and environments.

Rather than masking the material, the work builds on its inherent properties. Characteristics such as colour variation, structural behaviour, and specialised performance qualities, including photoluminescence and fire resistance, are retained and carried into the final application. Form is a direct result of material value.

Operating through closed-loop collaborations, SMALLrevolution partners with companies across sectors to recover and reprocess specific waste streams into new materials and products. This model creates new value chains where waste becomes a reliable, local material that can be used again and again.

The approach is applied across a growing portfolio of design objects and spatial elements, including modular seating systems, podiums, planters, surface materials, and interior components. From flexible furniture to architectural elements, each product is developed with a focus on durability, repeatability, and material consistency, enabling use across commercial interiors, public environments, and design-led spaces.

This approach is already in use across sectors where material performance cannot be compromised. In collaboration with Lufthansa Technik, SMALLrevolution has reprocessed photoluminescent aviation materials into new design applications, retaining their

functional properties while reducing material loss. Similar work with Airbus has explored the reuse of fire-resistant cabin components, while projects with Copenhagen Airport integrate recycled materials into high-traffic public environments. These collaborations, spanning aviation, mobility, healthcare, and industrial partners, demonstrate cross-sector value chains at scale.

Across these collaborations, more than 66,000 kg of plastic has been reintegrated into documented value chains since 2021, with volumes continuing to grow through 2025. This demonstrates how specialised industrial waste can move from end-of-life into recirculation. The work challenges the perception of plastic as disposable, repositioning it as a material with structural value and long-term relevance within contemporary design.

To support professional use, all materials are documented with verified $CO_2$ data and full traceability, aligning with emerging EU requirements for transparency in material sourcing and Scope 3 reporting. All production takes place in Denmark, ensuring quality control, full traceability of material origin, and direct oversight of how each waste stream is handled and reintroduced into use.

At a broader level, this approach contributes to a shift in how materials are sourced and valued within Europe. By working with locally available waste streams sourced from partners' own production waste, SMALLrevolution reduces dependence on imported virgin materials and supports the development of more resilient, regional supply systems. In this context, plastic waste is a resource with untapped material and economic value.

These developments signal a shift in how materials are defined within design. Recycled plastic is no longer positioned as an alternative, but as a viable, specification-ready material that can stabilize supply chains, reduce reliance on virgin resources, and reshape how value is created from waste.

## About SMALLrevolution

SMALLrevolution is a Copenhagen-based design and manufacturing company transforming plastic waste into specification-ready materials and design products. Founded in 2020 by Arendse Ekegren Baggesen, the company operates through closed-loop collaborations, working exclusively with recycled plastic. By integrating material sourcing, processing, and design, SMALLrevolution delivers materials with documented $CO_2$ data and full traceability.

Product portfolio includes: **SIGRID** podium systems · **HAVN** modular benches · **MABEL** stools · **JANE** and **ISA** architectural planters · Panels & Surfaces for joinery and interiors · **WANGARI, DONNA,** and **BABY DONNA** sculptural vases · **ID Card Holders** · **BERTA** flower pots

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