

SMILE MATERIALS

SMILE PLASTICS  
CUSTOM,  
LOOKBOOK



# REIMAGINED MATERIALS

## Tell your story; create a Custom material

Some projects demand more than an off-the-shelf solution. When your material specification needs to be exact, balancing aesthetics, storytelling and responsible design, the search can feel like a challenge.

That's where Smile Materials' Custom Service steps in. For over 20 years, we've partnered with some of the world's most innovative brands, delivering bespoke materials for projects ranging from one-off art installations to global store rollouts.

Our expertise lies in crafting premium, innovative surfaces from circular and responsibly sourced materials, advising on everything from colour and pattern development, to performance requirements, to transforming your own waste streams into new materials.

Whatever drives your brief, whether it is visual impact, technical performance or sustainability, Smile Materials can work alongside to deliver the solution you need.

Read on to explore what's possible and how we can work together.

↓ Custom process and test pieces



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LETS COLLABORATE

# CUSTOM AESTHETICS

As you've come to expect from Smile Materials, strong aesthetics are a crucial aspect of what we deliver. And while there are some constraints in the visual language and patterns that we can produce with our raw materials and unique processes, there is real freedom to play with colours, patterns and textures based on your mood board. We love nothing more than to celebrate and champion the unique nature of the raw materials we work with whilst meeting your aesthetic brief.

Whether you're after some tweaks to a current or previous edition of a Smile Plastics material, or, perhaps you want to develop more complex patterns that evolve across multiple sheets for a larger-scale installation, we can support in bringing your vision to life.

Just like artists, we colour match across the spectrum - including metallics - and can play with colour gradients, fleck sizes and ratios, and larger format patterns / effects, plus finishes (our standard being matt). We view these sheets as canvases, primed to perform.



↓ Metallic Terrazzo



YOUR CUSTOM, YOUR WAY



↑ Custom ombre flecked material, by Smile Materials

↓ Custom coloured washes, Holt Renfrew, Canada



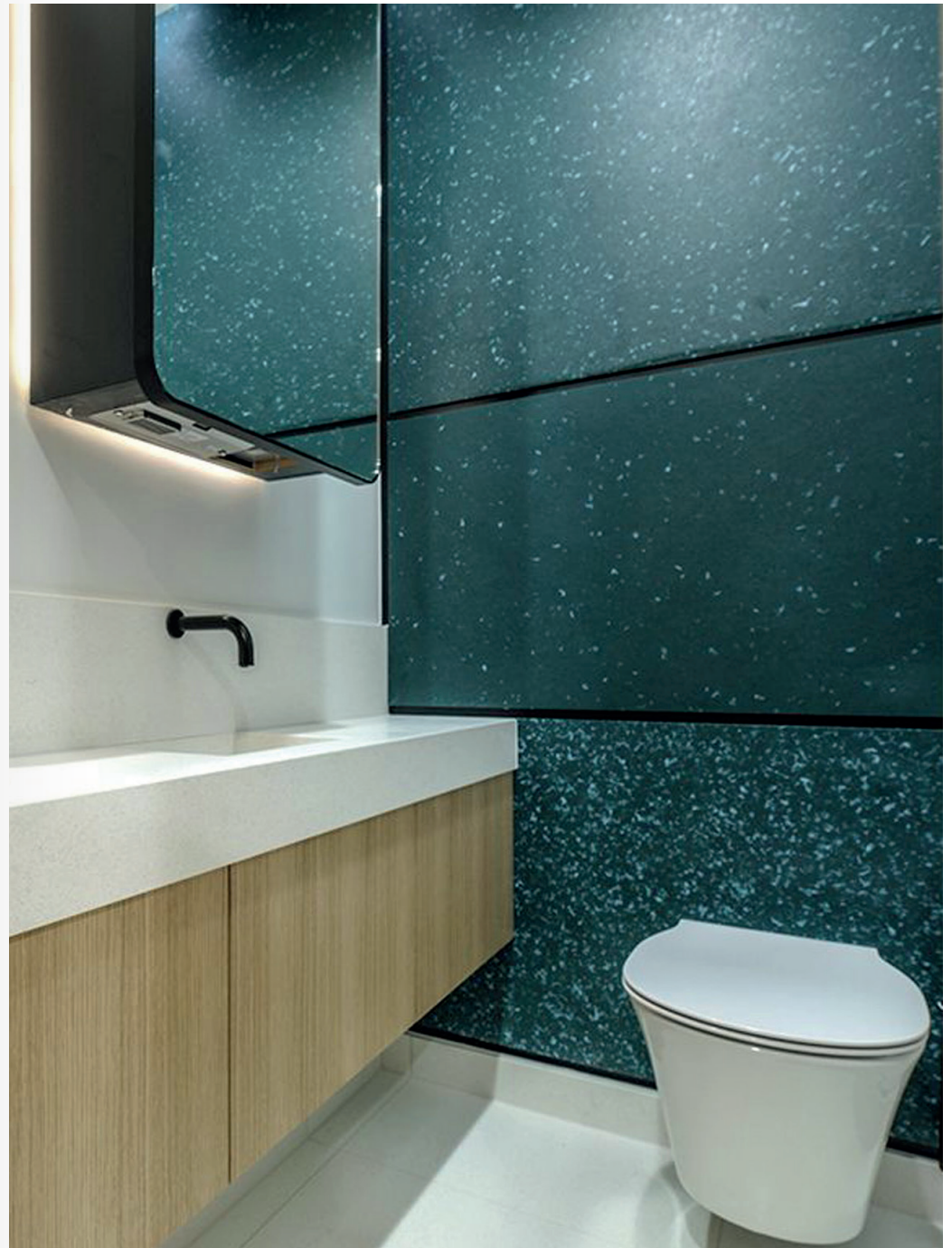
## CUSTOM AESTHETICS



↑ Vitrine shelving for COS from an adapted yellow Grey Mist

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↓ Custom colour, Washroom Washroom

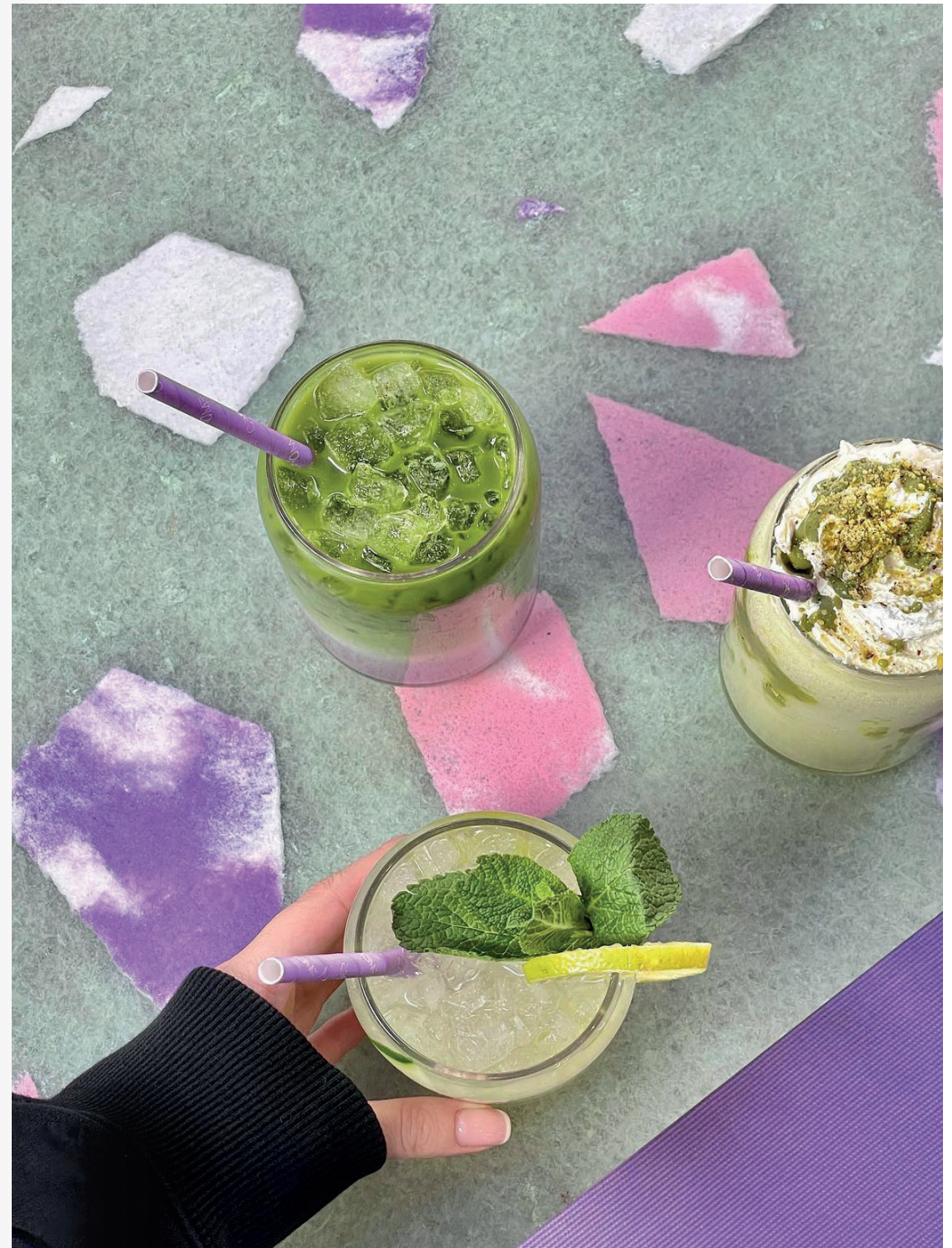


CUSTOM AESTHETICS



↑ Custom materials for the FAB Awards, designed by Williams Murray Hamm

↓ Large terrazzo for Crome London



CUSTOM AESTHETICS



↑ Venice beach sunset ombre table tops, Sneakerstuff, Los Angeles



# DEVELOPMENT WITH WASTE STREAMS

We can work with a diverse range of materials, including thermoplastics, papers, organic substances, and memorabilia, to create encapsulated or fully integrated products.

Source materials we have worked with include CDs, banknotes, wellies, electric cabling, Christmas decorations (yes, tinsel!), toys, papers, plastic straws, wood shavings, coffee grounds, foliage, and marine litter.

Though we love a challenge, we cannot work with heavily contaminated waste or metals.

↓ Christmas Tinsel, Selfridges

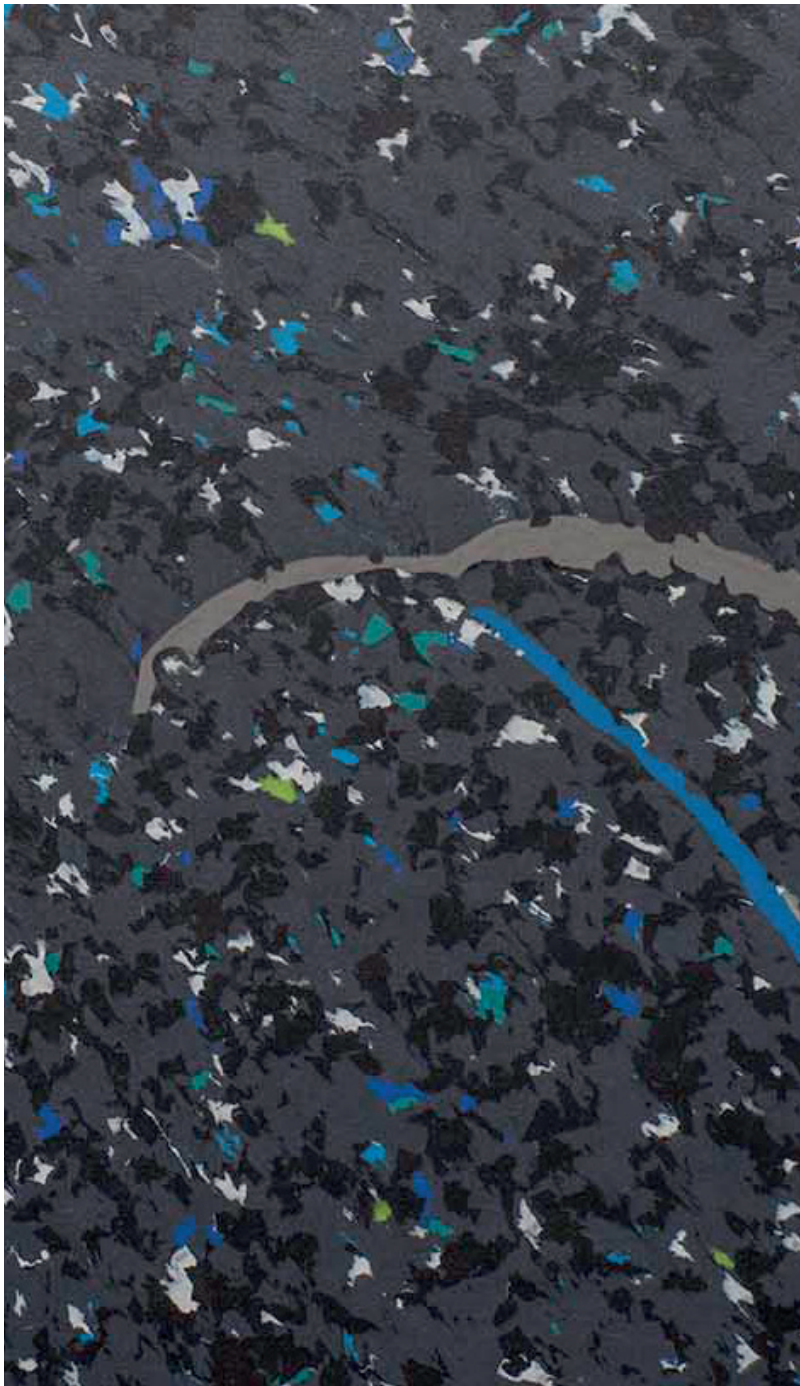


CUSTOM MATERIALS



↓ Christmas Tinsel, Selfridges





↓ Waste electric cabling for Electricity exhibition at Wellcome Collection, image by Michael Bowles





↑ Waste CDs

↓ Material transformed Max Lam's Injection moulding waste for Max Lamb Childrens Chairs

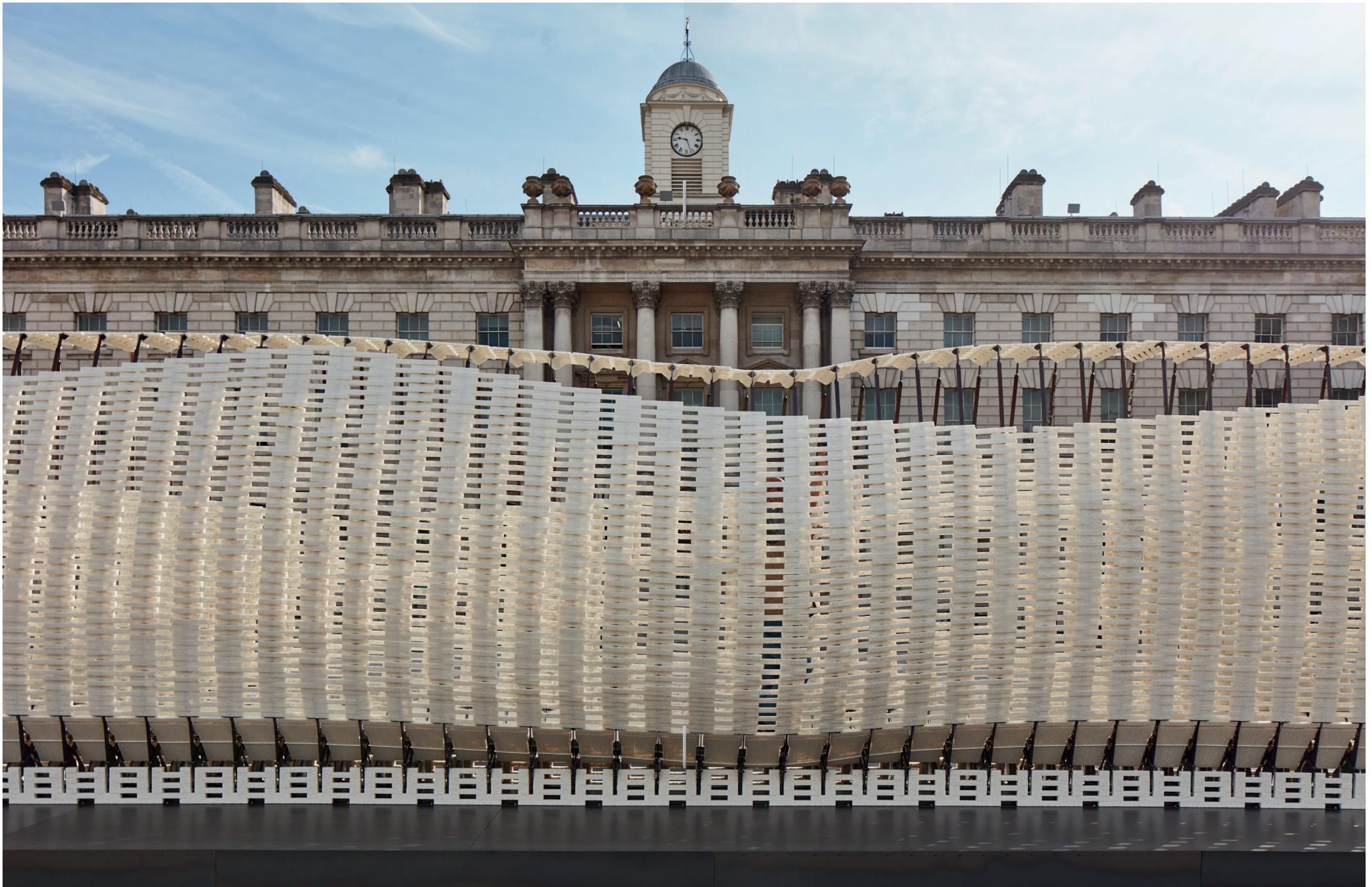


# MATERIALS FOR TECHNICAL PERFORMANCE

Some projects demand more than just good looks – they need materials that truly perform. At Smile, we combine design expertise with application-specific solutions to create panels that meet your technical requirements without compromise. Whether you're looking for flexibility, high fire resistance, low surface energy, or other specialised properties, we can tailor a solution to your project. Talk to us about your needs.

↓ Sanremo Verde Coffee Machine made from recycled coffee grounds





↑ Low surface energy white material for Studio INI installation, Somerset House, London

# THE CUSTOM PROCESS

## 1. Project scoping and feasibility

To start, there are some initial considerations we ask of you to help us determine the feasibility of the project and provide indicative costs. **Please provide answers to the below when you contact our team as it will help speed up the initial stages of the process.**

### Look, feel and timescales:

- Material thickness
- Size requirements
- Intended application
- Technical material requirements
- Project timeframe/deadlines
- SQM/ number of sheets required (MOQ may apply)

### If you wish to supply your own waste source:

- Plastic type
- Format of the material
- Cleanliness/contamination details
- Material datasheet (if possible)
- 500g sample of the waste stream you'd like to explore

### Additionally, it's useful for us to have:

- Example images or moodboard with reference images
- RAL colours for matching

For more complex material projects, the cost of material development will be customised to suit the specific needs of the project.

↓ The Custom developmental process



# THE CUSTOM PROCESS

## 2. Talk to our team

Connect with our Material Specialists for expert guidance, inspiration, and practical advice tailored to your specific commercial interiors scheme, or project. We're here to help.

## 3. Material sampling

- a. Small scale
- b. Medium – large scale

Our sampling process lets you refine your choices and see what's truly possible. Standard samples are 240mm x 120mm x 12mm. We will advise on any costs.

We may need to scale up the trials to produce 3000mm x 1200mm tests.

## 4. Receive your quotation

Receive a clear, customised proposal based on your selections and project requirements, giving you lead times based on your approved material.

## 5. Custom materials that deliver

After assessing your project, and completing our testing, your custom material can be signed off and passed to our production team. Then you're ready to go.

Panel dimensions are 3000 x 1200mm, and we will advise on any MOQs. Lead times depend on volume and the complexity of the project. The earliest for a lower volume order of easily adapted materials is 3-weeks from sign-off.

↓ 32mm Custom thickness material in Dalmatian



# BENEFITS

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## **Highly versatile**

Suited to a wide range of applications. And can be machined, drilled, cut (router, CNC), water cut and fixed using adhesives and screws.

## **Unique**

Good consistency between panels, but each one will have its own distinct pattern.

## **Sustainable**

Smile Plastics panels are 100% recycled and 100% recyclable. Our materials are amongst the lowest in carbon impact and water usage.

## **Easily cared for and maintained**

Please refer to our technical guidelines for detailed information.

# MATERIAL PROPERTIES

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## **Hard, dense and rigid**

Though we can produce softer, rubber-like Custom materials.

## **100% waterproof**

Mould and weather-resistant.

## **Solid and consistent**

Allowing you to have a solid and consistent decorative edge.

## **Moderate scratch resistance**

Materials can be refinished. Please discuss with sales rep for further guidance.

## **Reshaping**

Can be heat formed into shapes.

## **Finishing**

Matt / planed finish and can be polished.

# TRUE CIRCULARITY

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## **Buy-back scheme**

If you no longer require your Smile Plastics material, you can recycle it through normal channels or participate in our buy-back scheme.

We'll take back your offcuts and end-of-life materials, reworking them into new panels to ensure a full-circle life cycle.

# POTENTIAL APPLICATIONS

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## **Hospitality design**

Countertops, tabletops, partitions, bathrooms, toilet cubicles.

## **Bathrooms and washrooms**

Bathroom panelling, wet rooms, cabinet doors, splashbacks, counters, bathroom furniture and shelving.

## **Office design**

Tabletops, shelving, seating, bathrooms.

## **Retail design**

From visual display, and retail windows to furniture and jewellery design.

## **Residential settings**

Panels, countertops, cabinetry, dining tables, both indoor and outdoor.

## **Store and exhibition design**

Plinths, display counters, cabinets, signage, partitions and furniture.

## **Furniture design**

Fully circular/modular furniture options, designed for disassembly.

### Are you ready to get started?

We're so happy you've chosen Smile Materials to create your custom surface.

Head to contact us on our website or send our team an email to [info@smile-materials.com](mailto:info@smile-materials.com) to begin your journey with us.

We've found the quickest turnaround happens if we have the full details from you at the start of the process. **Please refer to the considerations in the 'Project scoping & feasibility' section of this brochure and use as a guide to send us the required information.**

We look forward to working with you on the next chapter of your brand's story.

↓ Fishing net material for Bracenet



REIMAGINED MATERIALS,  
DESIGNED TO INSPIRE



[www.smile-materials.com](http://www.smile-materials.com)