

SMILE PLASTICS

Smile Plastics design sustainable materials made from “waste” plastics collected from a variety of post-consumer and post-industrial sources.

Recycling should up-value, not down-value

Smile Plastics mission is to create next-gen circular economy materials to encourage us to value resources and waste less. This is done by reimagining end-of-life materials into products that tell a story that resonates with people— 100% recycled, but also 100% recyclable (so they can be reused over and over again).

Inspired by “waste” plastic

Inspiration usually comes from the materials themselves. Firstly, discarded plastics are explored to understand their intrinsic value and their potential to be used again. First, we test for quality, colours, textures, patterns in combination with other waste materials. Next they are turned into the finished product, which is the reimagining that’s at the heart of the Smile Plastics design process. It’s not just about the aesthetic; testing is key to delivering peak quality so people can cherish our materials for a long time.

People Positive Actions

Smile Plastics help to run a local environmental and educational initiative “Ocean Plastic to Fantastic”. The initiative focuses on raising awareness on the impact of plastic on the natural environment, the running of regular beach cleans with subsequent redirected for sustainable use.

Additionally, the team have contributed to initiatives at the Design Museum, namely their Industry Insights talks and Sustainable Design Schools programme.

