



Press release
August 2025

VitrA presents a Sustainable Products Showcase during London Design Festival 2025

VitrA London, Turnmill Building, 64 Turnmill Street, London EC1M 5RR, from 15 – 19 September 2025



The VitrA London Design & Specification Hub will open its doors during London Design Festival 2025

During the London Design Festival 2025, VitrA will present a **Sustainable Products Showcase** at its London Design & Specification Hub. The showcase will highlight sustainable products made from recycled and re-used materials, and shine a spotlight on innovation, design and collaboration.

VitrA's **Recycled Ceramic Washbasin** will take centre stage alongside a showcase of sustainable products from forward-thinking brands including Mater, Pit-to-Table and Smile Plastics. The washbasin, which is made from 100% fully recycled ceramic, sets a new standard in sustainable design within the industry. VitrA is proud to profile the work of aligned brands which are similarly committed to finding innovative, design-led, environmentally conscious solutions.

On Tuesday 16 September from 10am–3pm, VitrA will host a **Meet the Maker** event in collaboration with Smile Plastics and Pit-to-Table. Visitors will have the opportunity to meet the brands behind the products, to learn about their sustainable processes and explore the innovative materials used in their designs.

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VitrA's Sustainable Products Showcase includes:

Absolute Matt Emulsion by Little Greene

The flattest paint in Little Greene's family of finishes, Absolute Matt Emulsion has received a significant upgrade to its eco credentials. Now, 40% of every tin of the signature flat finish is made from completely recycled ingredients thanks to the introduction of a new high-quality resin. Absolute Matt Emulsion is offered in all Little Greene colours, from the rich and darker shades such as Light Bronze Green and Olive Colour to the delicate, muted tones of Masquerade or Clay, where its flat matt finish affords a real depth of colour that is lacking in many synthetic paints.

Instagram | [@littlegreenepaintcompany](https://www.instagram.com/littlegreenepaintcompany)



VitrA's Recycled Ceramic Washbasin (left); Little Greene's Travertine Mid™ 273. Light Bronze Green™ 123 (right)

Eternity Chair by Mater

Part of the Eternity Collection, the Eternity Chair is designed by duo Space Copenhagen and made of Matek, a unique waste material developed by pioneering green-tech design brand Mater. The Matek material blend for the chair consists of coffee shell waste mixed with post-consumer E-waste. Its rounded back and seat ensure comfort, while its understated sculptural look offers contemporary style. Eternity is designed for disassembly, meaning that the design allows each component in its purest form to be recycled into new products.

Instagram | [@materdesign](https://www.instagram.com/materdesign)

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Eternity Chair by Space Copenhagen for Mater

Pit-board by Pit-to-Table

Pit-board is created by Cyprus-based start-up Pit-to-Table, transforming discarded olive pits into striking commercial panels and tabletops that replace conventional materials in construction. By cutting organic waste and working with farmers across Cyprus, Pit-to-Table's experienced team turn a traditional crop into a modern design solution. Pit-board is versatile and suitable for various applications across multiple industries, from hospitality and office design to residential and retail settings. Additionally, it supports sustainable furniture design, offering modular options designed for disassembly.

Instagram | [@pit2table](https://www.instagram.com/pit2table)

Smile Plastics

Used in award-winning commercial interior schemes across the globe, Smile Plastics combines innovation and storytelling to create lasting impact. The distinctive, design-led surface materials wear their origins on their sleeve; aesthetically full of textural character and created with a commitment to a circular future. The large format panels are built for enduring beauty and longevity in performance.

Instagram | [@smileplastics](https://www.instagram.com/smileplastics)

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Pit-board by Pit-to-Table (left); Smile Plastics Collection shapes in Earth materials (right)

The VitrA London Design & Specification Hub will be open to visitors during the London Design Festival from 15 – 19 September, with refreshments available at the Meet the Maker event, from 10am to 3pm on Tuesday 16 September.

-ENDS-

Press contact:

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About VitrA

VitrA is part of the Eczacıbaşı Group, one of Turkey's most prominent industrial groups. Founded in 1958, VitrA is a leading bathroom manufacturer, which in recent years has expanded into international markets with over 70 per cent of VitrA's total output now being sold outside of Turkey. From 13 production facilities in Turkey, Germany, France. VitrA produces a full range of bathroom products including over 5.6 million pieces of sanitaryware a year along with complementary bathroom furniture, brassware and accessories ranges, which are distributed to over 75 countries on five continents. VitrA UK, based in Oxfordshire, has been supplying the UK bathroom market for over 30 years and is an active member of the Bathroom Manufacturers Association (BMA). In Spring 2021, VitrA opened a flagship showroom in Clerkenwell, London – a creative hub for architects, designers and thinkers with dedicated areas for product specification, events and workshops.

vitra.co.uk | [@VitrABathrooms](https://www.instagram.com/VitrABathrooms)