

**WHAT?**  
**PLASTICS?**

## *Who are **WHAT** Plastics*

At What Plastics, curiosity is at the heart of everything we do. Our name comes from the questions we constantly ask — What is in this? What did this plastic used to be? — and our belief that you should be asking them too. Born from a desire to create beautiful, functional recycled plastic surfaces with transparency, trust, and community at the forefront, What Plastics is committed to sharing the full story behind our materials, processes, and ambitions. We invite you to join us in questioning, discovering, and reshaping the future of plastics — together finding answers that matter.

Every sheet we create is unique, with flaws and imperfections that make it art. No greenwashing, - just transparency and action. This is plastic, bold and unapologetic, given a second chance to shine. It's time to see it as a hero of innovation and sustainability. This is plastic with personality.



# **PLASTIC WITH PERSONALITY**



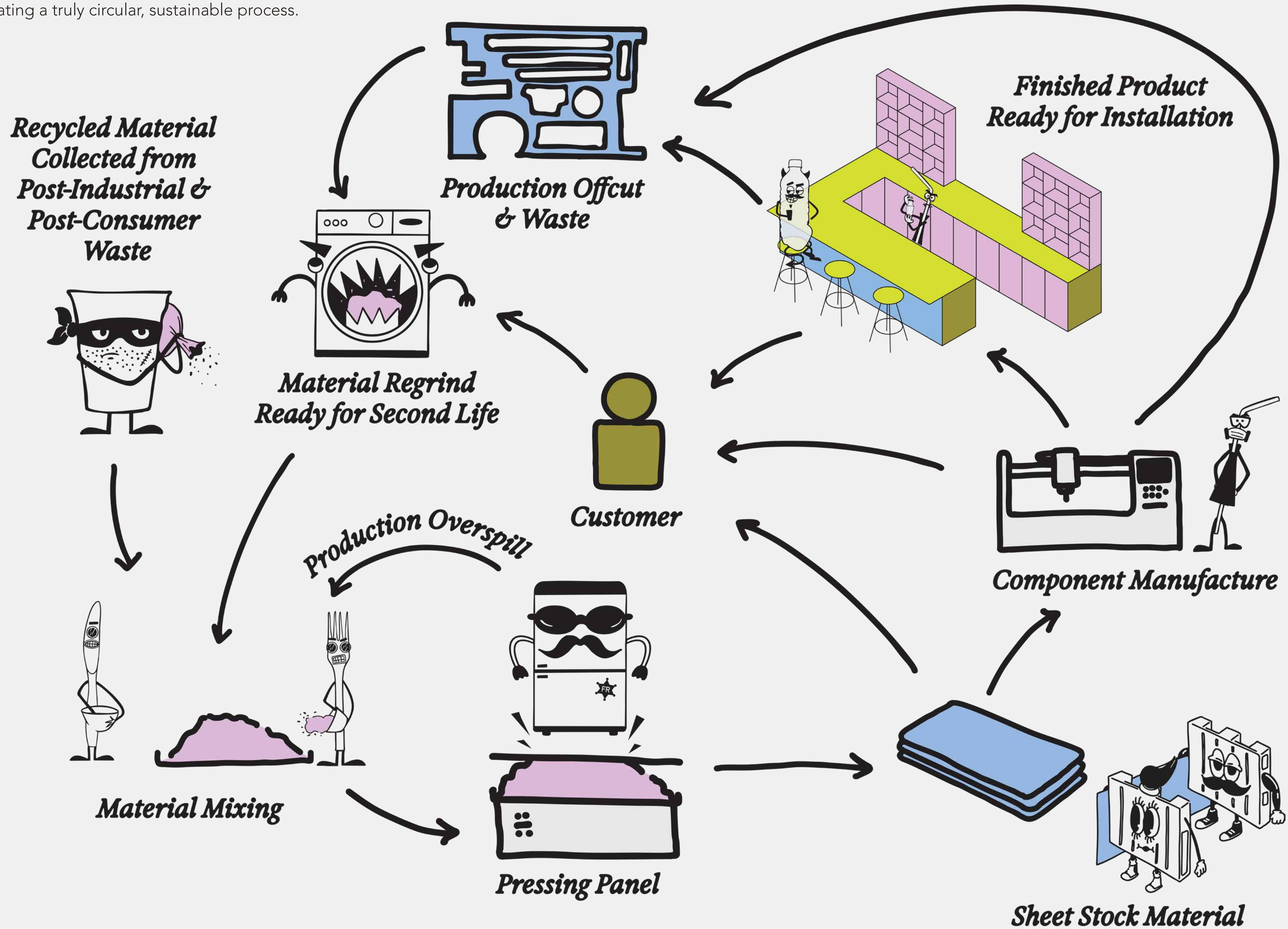
## *Where's that from?*

Our recycled plastic materials are sourced exclusively from UK waste streams, ensuring a truly local and transparent supply chain. We work in miles—not thousands of miles—to calculate our materials' journey, and in some cases we can even trace it in steps, from collection to processing. By sourcing locally, we maintain full visibility and control over where our materials come from, while significantly reducing transport emissions.

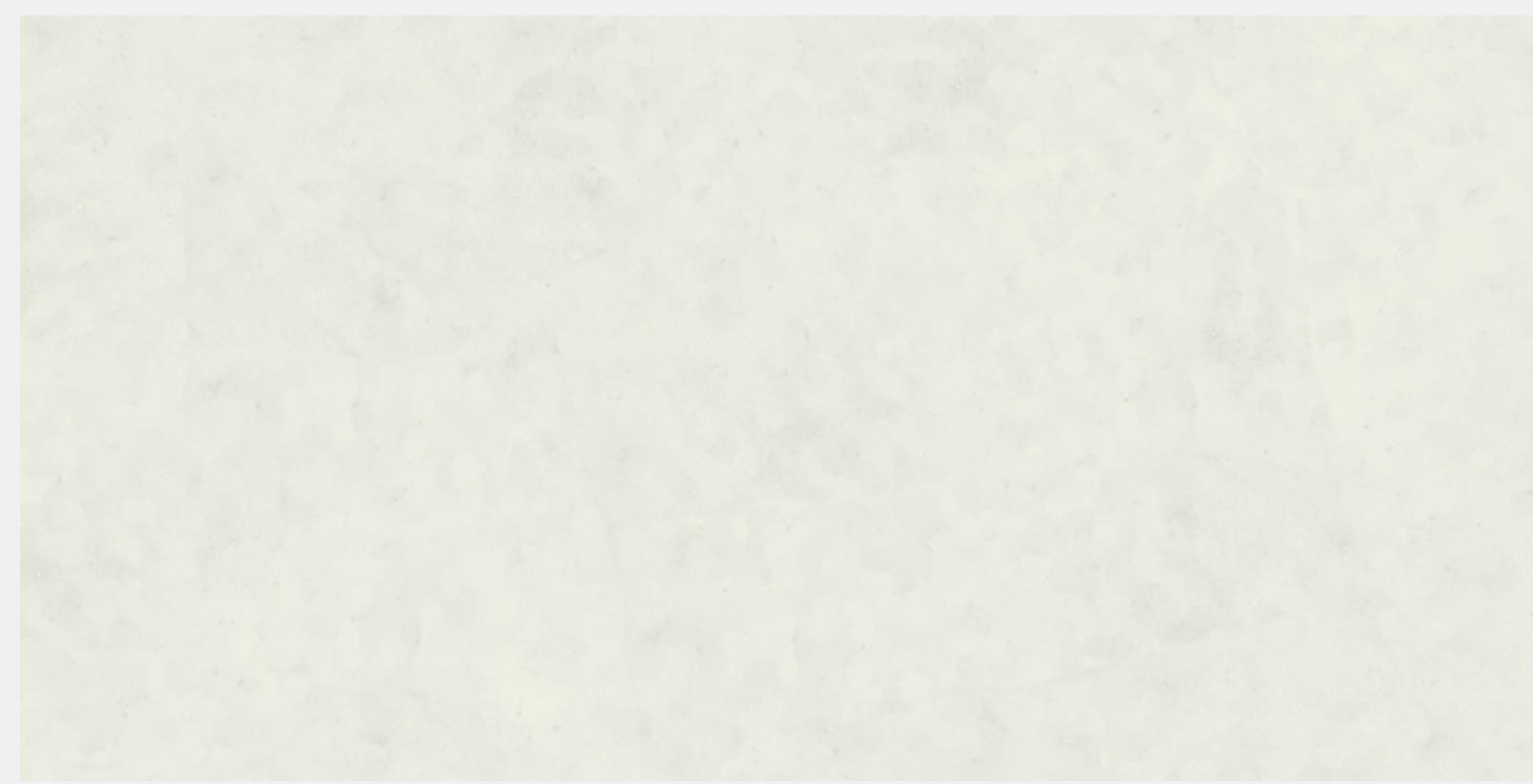
Each source undergoes rigorous due diligence to confirm material quality, consistency, and suitability, as well as compliance with environmental and ethical standards. This careful selection process allows us to recover the right plastics at the right point in the waste stream, diverting valuable resources away from landfill and reintroducing them into productive use within the UK circular economy.

# What's the Story?

This diagram illustrates the journey of our materials and how we close the loop to ensure no plastics end up in landfill. By reintroducing material from our production waste and taking back surfaces that have reached the end of their life, we can transform them into something entirely new and exciting — creating a truly circular, sustainable process.



# *From waste, to WHAT?*



## **JUST WHITE**

Recycled Bottles



## **TERRALOOP**

Recycled White Goods



## **LIGHTSPEED**

Recycled Bottles & Automotive Parts



## **WHAT'S THIS**

Recycled Food Tubs & Edge Banding



## **JUST BLACK**

Recycled Pallets



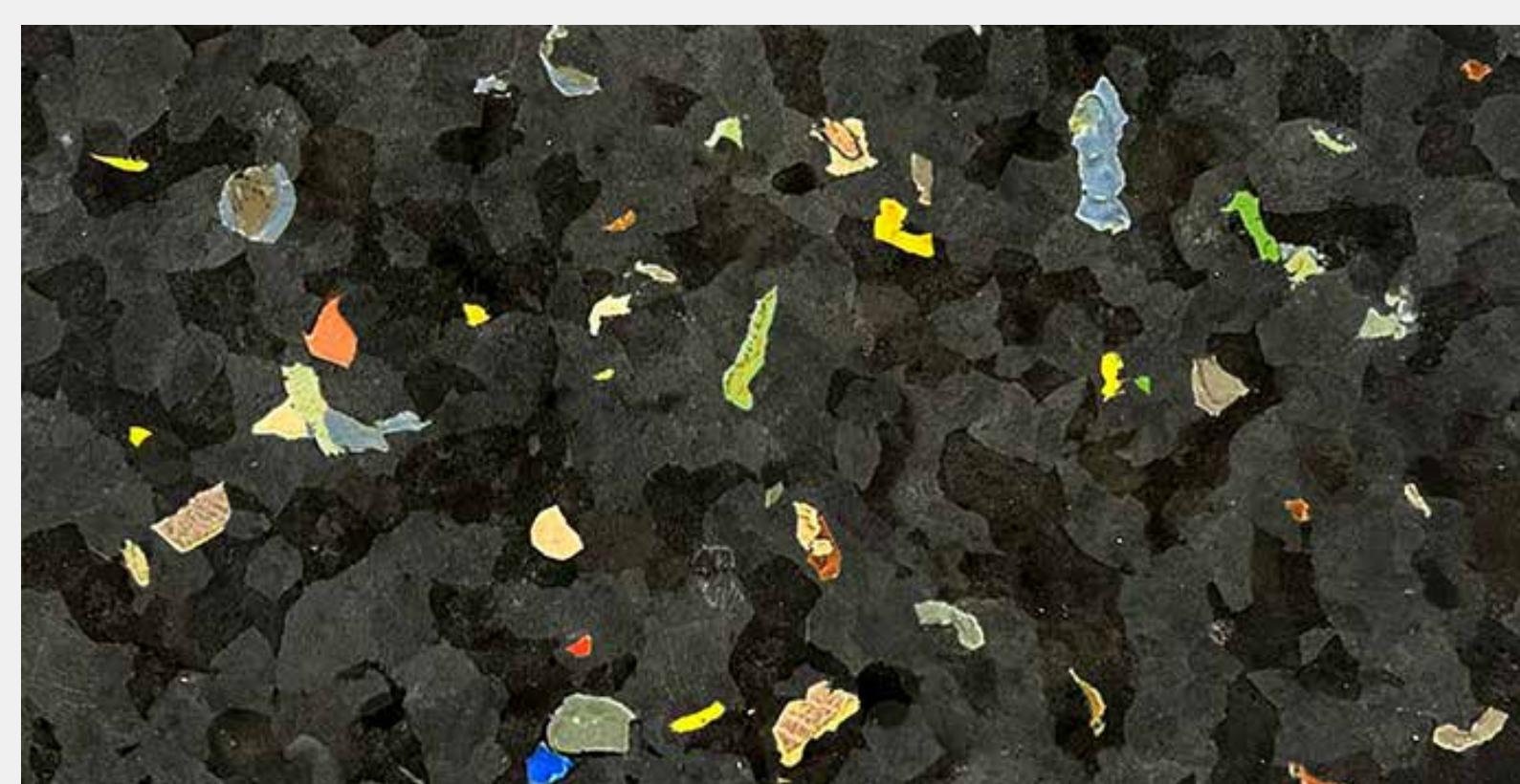
## **TERRALOOP SCURO**

Recycled White Goods



## **HYPERSPACE**

Recycled Pallets & Food Tubs



## **WHAT'S THAT**

Recycled Pallets & Edge Banding

# *What's next for Plastic?*

Here's a sneak peek at what's ahead from team WHAT! These really cool materials will be dropping over the coming weeks, and we can't wait to show you how we've reimaged everything from dog food tubs and buckets to chairs — and so much more. See how we've transformed our recycled materials into exciting new creations!



*Plastic tried to retire, we gave it a side hustle...*



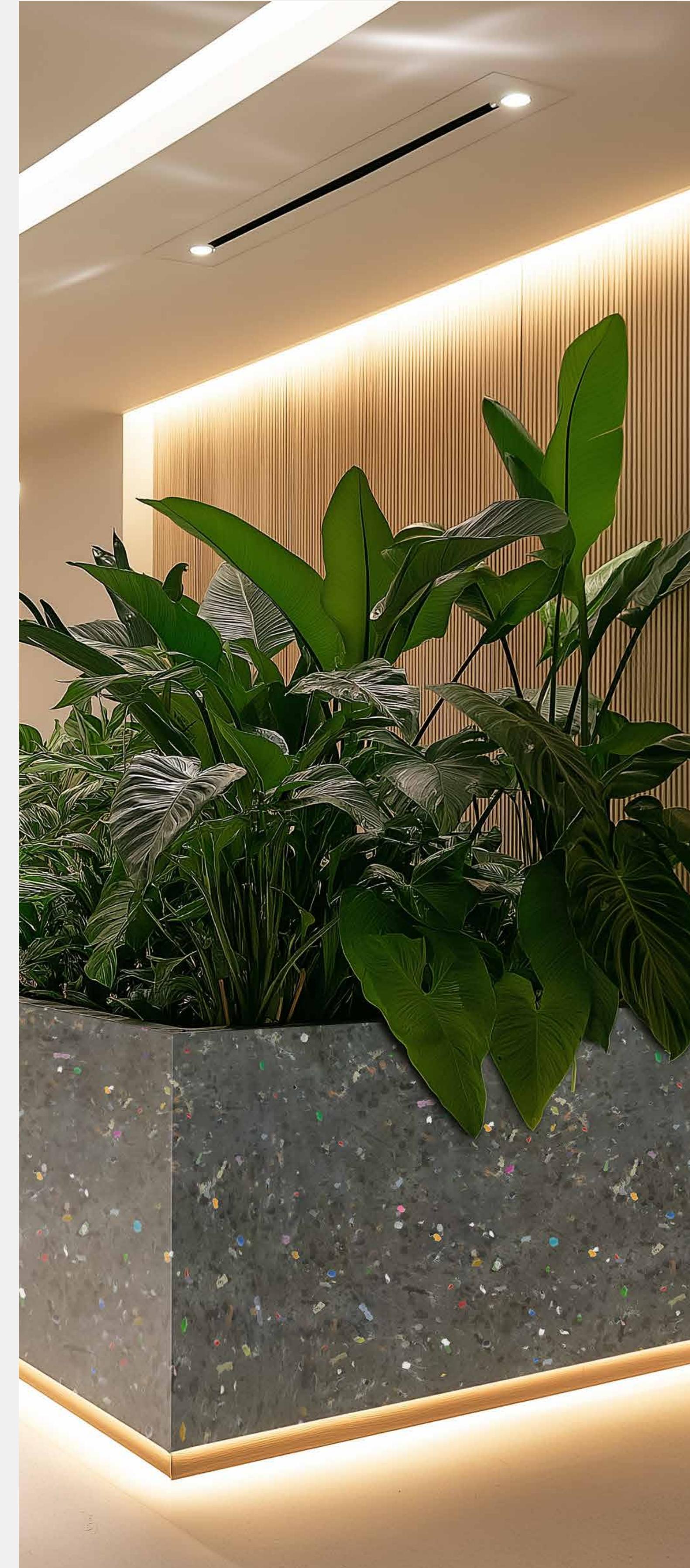
### **Sideboard**

DOMESTIC / OFFICE / HOSPITALITY



### **Washroom Counter**

DOMESTIC / OFFICE / HOSPITALITY



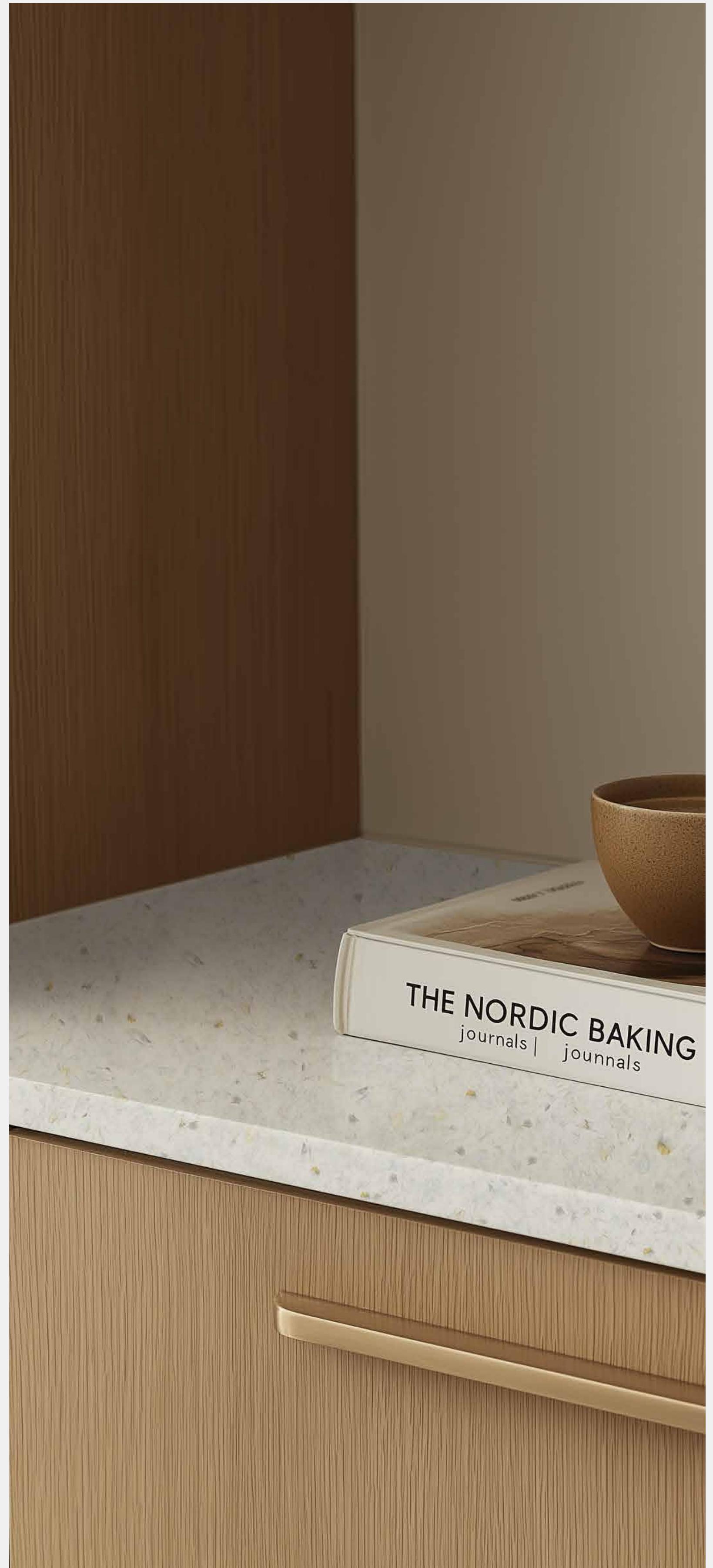
### **Planter**

DOMESTIC / OFFICE /  
HOSPITALITY / RETAIL



### **Retail Display**

RETAIL



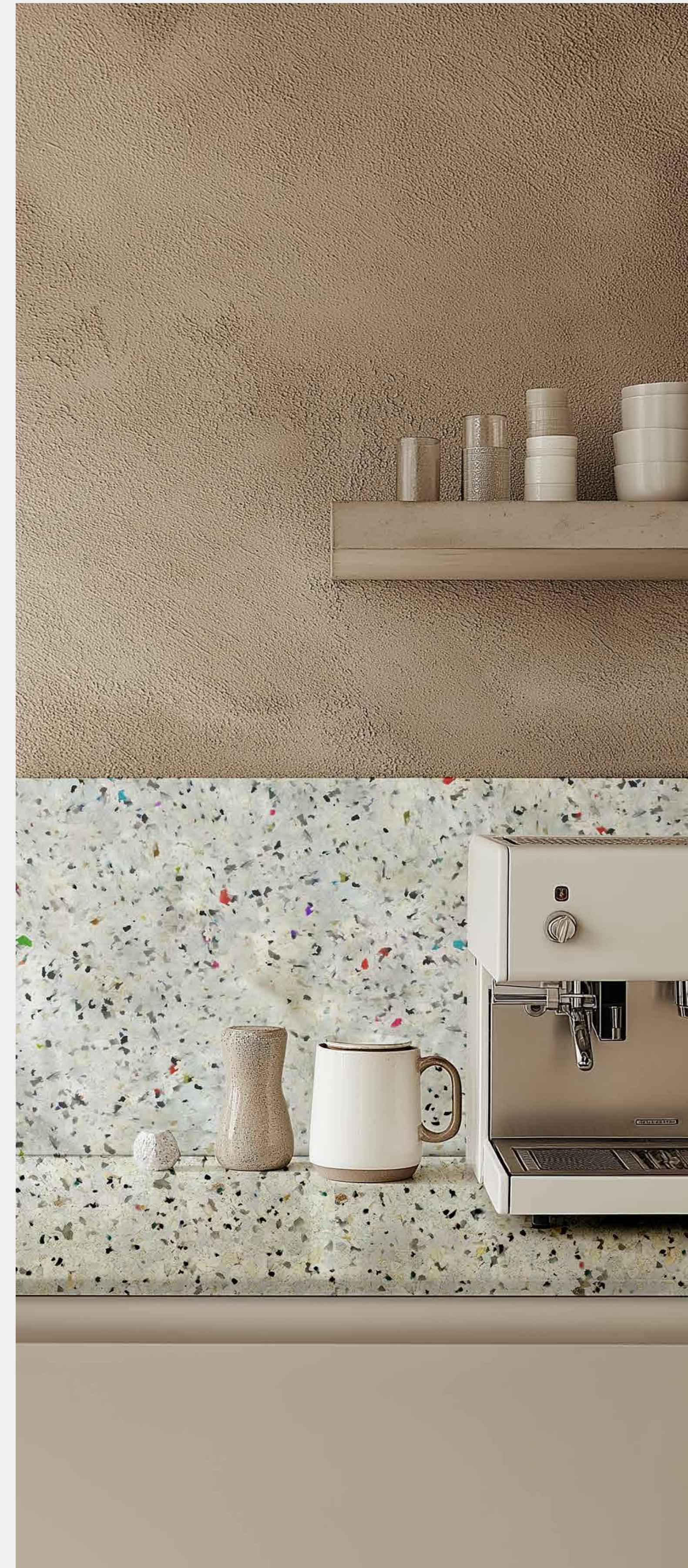
## ***Kitchen Counter***

DOMESTIC / OFFICE / HOSPITALITY



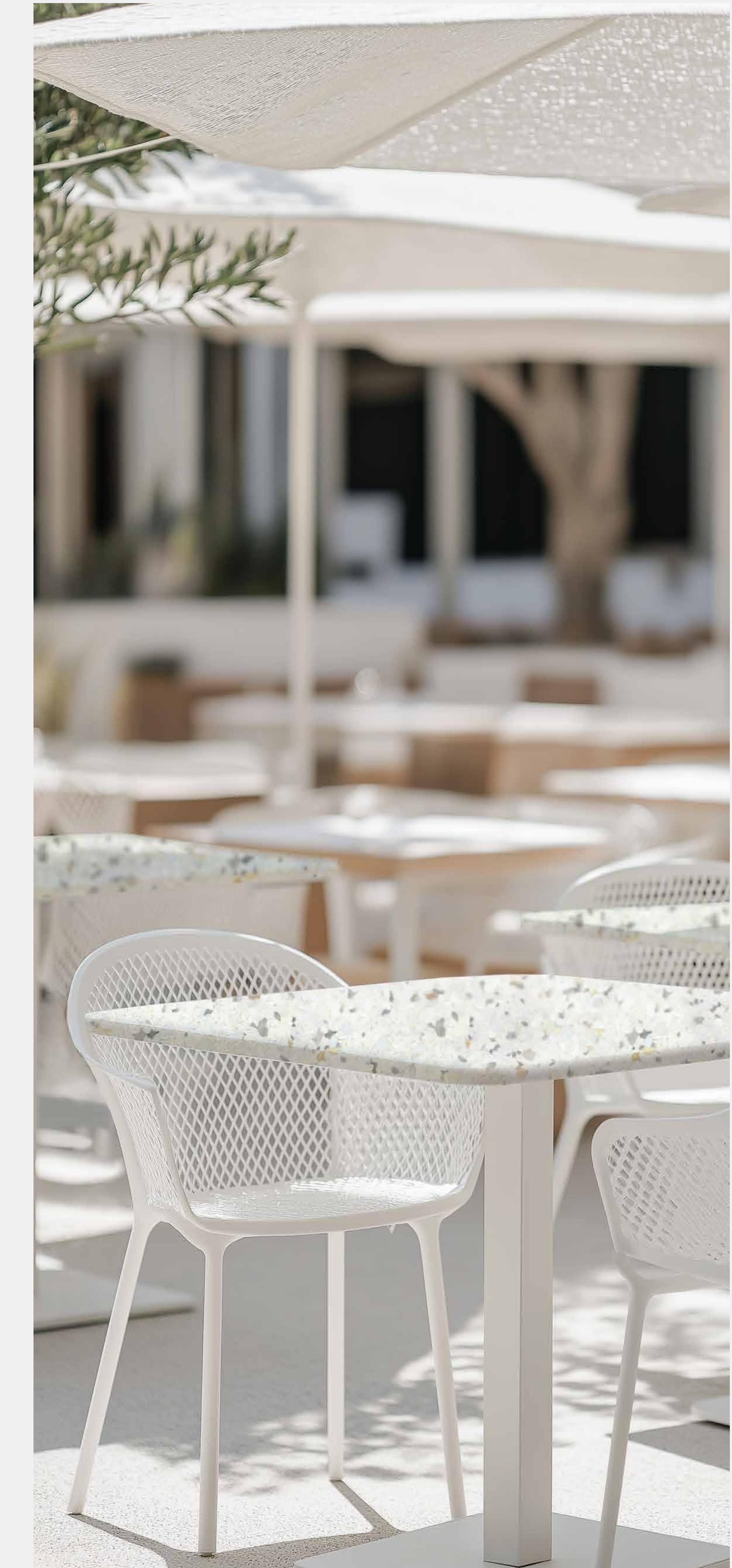
## ***Storage Door***

DOMESTIC / OFFICE /  
HOSPITALITY / RETAIL



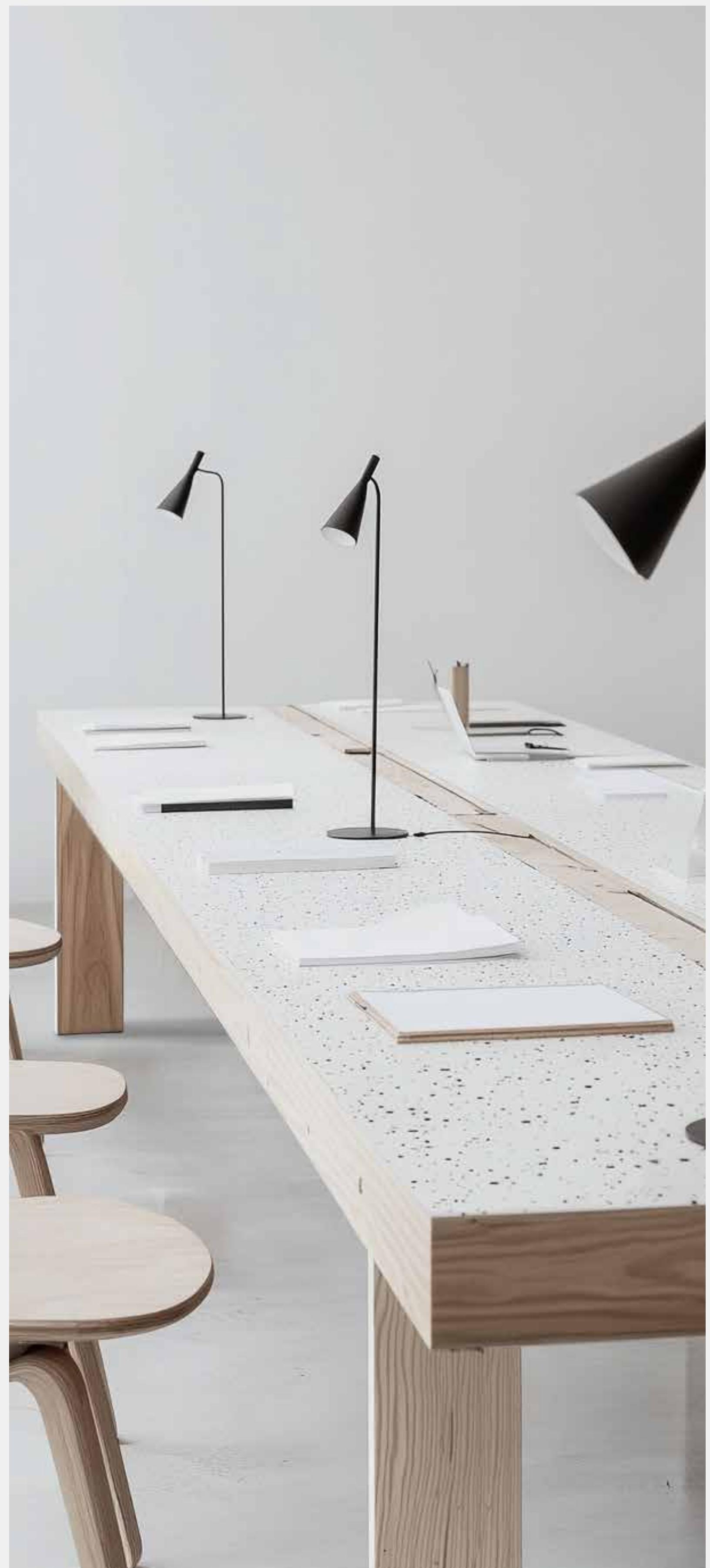
## ***Café Worktop***

DOMESTIC / OFFICE / HOSPITALITY



## ***Outdoor Furniture***

DOMESTIC / OFFICE /  
HOSPITALITY / RETAIL



## ***Workbench Top***

DOMESTIC / OFFICE / HOSPITALITY



## ***Furniture***

DOMESTIC / OFFICE /  
HOSPITALITY / RETAIL



## ***Fitted Furniture***

DOMESTIC / OFFICE /  
HOSPITALITY / RETAIL



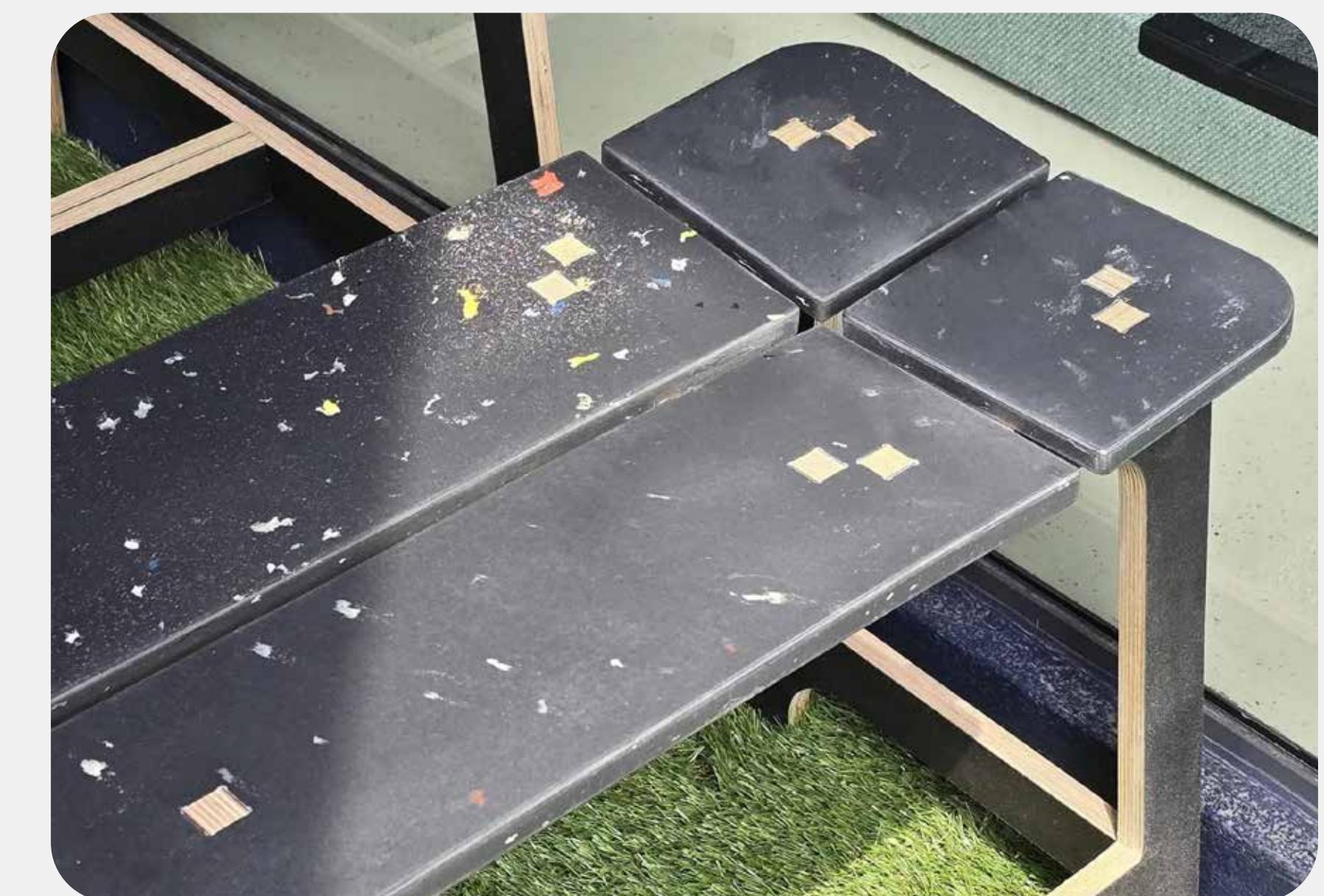
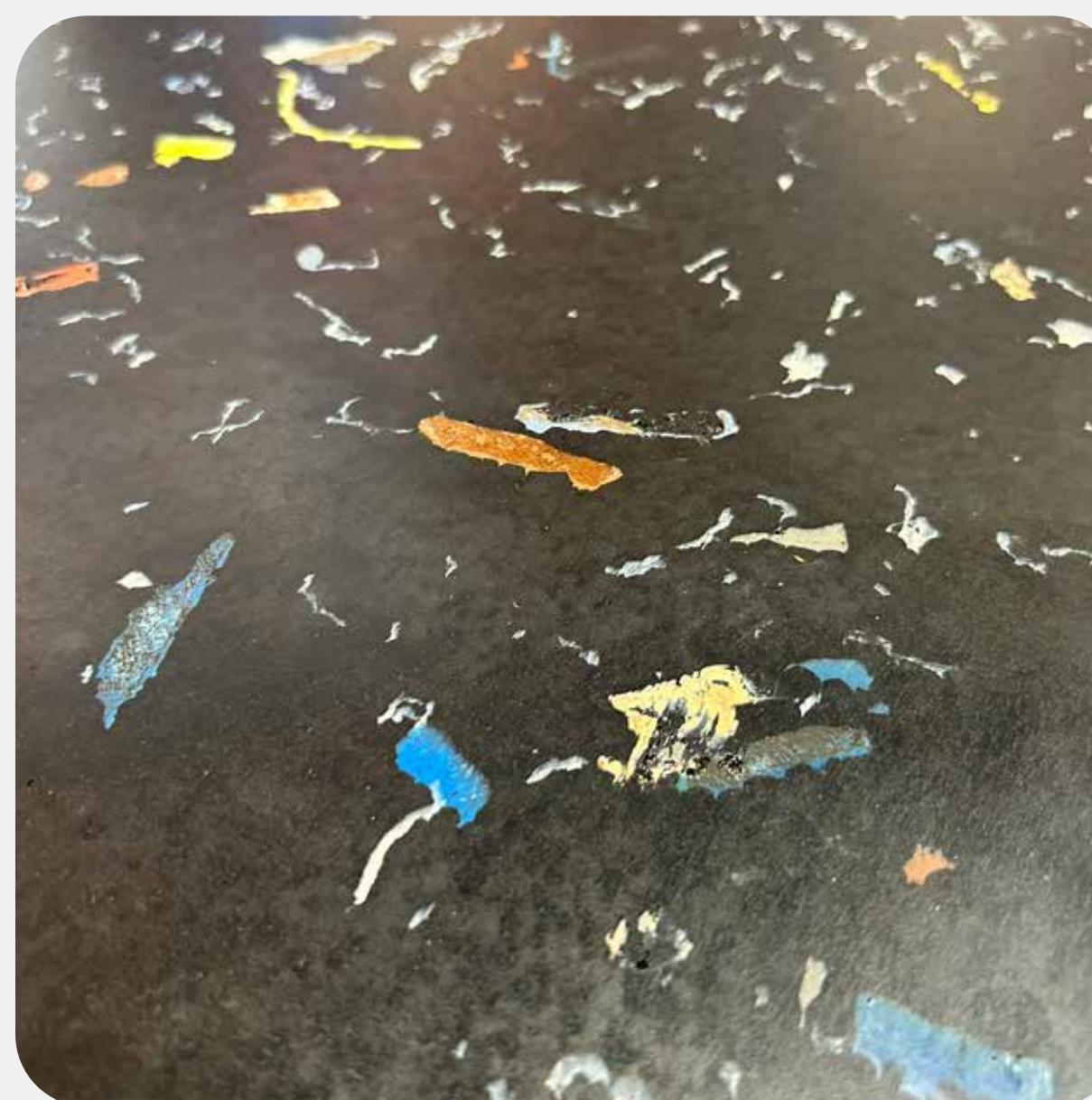
## ***Shelving***

DOMESTIC / OFFICE /  
HOSPITALITY / RETAIL

# *What happens when trash gets class?*

## **WHAT x JDD**

We collaborated with JDD, who visited our factory to design and develop their own unique material. Created using automotive parts, CNC shavings, edge banding, and white goods, the material was then processed by our team to produce a series of bespoke table tops and bench seats for their London showroom in Clerkenwell. This project was a great example of creative partnership — combining JDD's design vision with our technical expertise to transform unexpected materials into distinctive, high-quality pieces that celebrate both craftsmanship and innovation.



## **WHAT x Coventry University**

We were proud to collaborate with Coventry University's Product Design Degree Show to create a series of bespoke awards inspired by traditional loom punch cards. The pieces were crafted from automotive parts and CNC shavings, paying homage to Coventry's rich automotive heritage. Each slab featured etched detailing and a distinctive stone-like finish, merging industrial materials with refined craftsmanship to celebrate innovation, creativity, and local history.



## **WHAT x Boss Design**

We recently partnered with Boss Design to create a series of plaques celebrating their latest acquisition. This collaboration provided a great opportunity to explore our ongoing development work with polypropylene, combining dog food tubs, production regrind, and recycled Ola chairs from Boss Design's own waste stream. The result was a striking marbled material, rich in texture and character, which not only marked the occasion beautifully but also inspired the development of a new collection of products.



*Get in touch with us...*

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