

**Alusid Ltd
("Alusid")**

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Alusid signs exclusive distribution agreement with 3D Wall Panels Italia

Alusid Limited ("Alusid"), the UK materials company transforming industrial waste into premium, low-carbon ceramic surfaces, is pleased to announce the signing of an exclusive distribution agreement with 3D Wall Panels Italia, a leading Milan-based supplier of innovative architectural materials.

The partnership marks Alusid's continued expansion across Europe and will see 3D Wall Panels Italia take on exclusive commercial distribution rights for Alusid's wall tiles, floor tiles and Silicastone product ranges across Italy. The agreement also allows 3D Wall Panels Italia to distribute Alusid products outside Italy on a non-exclusive basis. Exclusivity will apply for an initial period of two and a half years, subject to agreed sales targets.

Founded in 2012 and part of CM Product Group srl, 3D Wall Panels Italia supplies advanced and design-led materials to architects, designers, hotels and restaurants throughout Italy. The company's clients include Primark, Zara, Lavazza and Club Med, and it has contributed to set designs for major Italian television productions including Top Chef Italia(Discovery Italia) and MasterChef Italia (Sky). The company is also the exclusive Italian distributor for Durat, the Finnish sustainable surface material.

The new partnership underscores the growing international demand for Alusid's sustainable tile ranges, which are made wholly or near-wholly from recycled industrial waste or by-products and delivered with a significantly lower carbon footprint than conventional ceramics. Alusid's products are used by customers including Starbucks EMEA and Topps Tiles plc, whose commercial brand Parkside Architectural Tiles recently launched the Luca range—Alusid's first to use its own recycled glaze and its most recycled product yet at 99% recycled content.

Mateo Crespi, Chief Executive Officer of 3D Wall Panels Italia, said:

"Alusid's commitment to sustainability, innovation and design excellence aligns perfectly with our own values and with what the Italian architecture and interiors community is looking for. We see real potential for Alusid's recycled and low-carbon tiles across commercial, retail and hospitality projects, and we are excited to introduce these materials to our network. This partnership represents an important step in expanding our sustainable offerings in Italy."

Alasdair Bremner, Chief Executive Officer of Alusid, said:

"We are delighted to announce our partnership with 3D Wall Panels Italia as we expand our distribution network into the Italian commercial market. Their commitment to innovation and sustainability is evident across their product portfolio, making them a natural fit for our brand. With strong expertise, market insight, and a prime location at the heart of Milan's design community, we anticipate this collaboration will lead to a number of standout projects in the years ahead."

About Alusid

Alusid creates premium-quality tiles and architectural surfaces by recycling industrial waste ceramics, glass and other materials, much of which would otherwise end up in landfill.

The company's sustainable tile ranges are distributed in the UK by Topps Tiles and Parkside Architectural Tiles. Its products have garnered widespread industry acclaim and have won multiple awards, including a recent shortlisting for Interior Surface of the Year at the Surface Design Awards 2025 for the Mas floor-tile range.

Alusid's customers include Topps Tiles plc, Starbucks EMEA, Amazon, Nando's, Pret A Manger, Selfridges, Harrods and the BBC.

About 3D Wall Panels Italia

3D Wall Panels Italia, part of CM Product Group srl, is a Milan-based distributor of innovative and design-led materials for architects, designers, hotels, retailers and commercial projects across Italy. The company represents leading European sustainable surface brands and has a strong track record delivering high-profile retail, hospitality and media projects.

ENQUIRIES

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