

Press Release, April 2019

## Introducing Sequel by Alusid

Sustainable ceramics pioneer launches new tile range – handmade from 98% recycled materials



- Forward-thinking surface-material maker **transforms waste manufacturing material** into a range of beautiful coloured tiles for interiors.
- Sequel is Alusid's **first batch-produced product range**, launching exclusively at Parkside for Clerkenwell Design Week.
- A **98% recycled material**, Alusid's handmade tiles are the most waste-efficient and sustainable on the market.

Since its evolution from a university research project in 2015, Alusid has established a reputation as the industry leader in sustainable architectural surfaces, diverting waste from landfill and using it to create beautiful tiles and ceramic products. Following the invention of their ingenious and **low-impact material** – beloved of designers and architects – the team is now moving beyond commission-based production to launch its **first commercial tile range** designed for interiors: Sequel.

Through architectural tile specialist Parkside, the Sequel product family will be available to order by architects and interior specifiers throughout the UK for commercial, hospitality or residential projects. Sequel tiles are made at the brand's manufacturing base in Preston from materials including shards of glass from kerbside collections, broken sanitary ware, and glaze waste from ceramic manufacture.

These industrial leftovers are mixed with crushed soda-lime glass, water and any colour required, packed by hand into hand-made wooden moulds, glazed using **in-house glazes** hand-blended by Alusid's co-founder, Professor David Binns, and then fired in a furnace at a lower temperature than conventional ceramics require.

When the mixture cools, it hardens into a hard composite material that can be cut, ground, polished and glazed just like granite. Alusid maintains a team of **trained craftsmen and ceramicists** ensuring that every tile receives the personal attention of a passionate craftsperson before it leaves the production line – there are no shortcuts. Colours can be added, textures adjusted and finishes applied, offering a huge variety of aesthetic possibilities.

The unique combination of ingredients in each tile, coupled with the human involvement at every stage in the process ensures that each tile maintains a distinct, **hand-crafted quality** and the **characterful imperfection** of natural stone, with no two ever appearing quite the same.



The Sequel range is available in three colours – **Greenwich Green**, **Shoreditch Blue** and **Paddington Pink** – and three tile sizes – square (100x100mm), metro (100x200mm) and large metro (300x75mm) – making them the ideal material for sustainability-conscious architects and designers looking to bring character to their schemes.



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*'We're very excited to be launching the Sequel tile range with Parkside, and very proud of the sustainable process we've pioneered to create it. Our goal is to expand Alusid's production capacity – without sacrificing our crafted quality or compromising our commitment to recycling and recyclability. Our partnership with Parkside is a big step towards achieving that.'*

**– Dr Alasdair Bremner, Co-Founder, Alusid**

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Alusid's production process is circular – not only does the company tap into waste streams from other industries, it also channels its own production waste back into the system. All off-cuts and ceramic dust produced during polishing or cutting is fed back into the manufacturing, and, when an Alusid product reaches the end of its lifespan, it can also be returned to production and recycled, enjoying a second life as a new tile.

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*'The Sequel range is unbeatable in terms of its aesthetic and sustainability credentials, so we're delighted to be sharing Alusid's ground-breaking approach to ceramics with our audience of architects and designers.'*

**– Brian Linnington, Commercial Managing Director, Parkside**

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The Sequel collection will be available from 21 May at [www.parkside.co.uk](http://www.parkside.co.uk) and at Parkside showrooms in Leicester, Chelsea, and Clerkenwell.

**ENDS**

For further information and images about Alusid and Sequel, please contact Emma Collins at Zetteler  
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## Notes to Editors

### About Alusid

Launched in 2015, Alusid is the result of a research project at the University of Central Lancashire. Professor David Binns and Dr Alasdair Bremner set out to explore ways in which low-value waste substances could be repurposed. Through the technique of sintering (binding materials together by applying heat and/or pressure), they developed a process through which low-value materials and by-products could be transformed into beautiful architectural surfaces.

[alusid.co.uk](http://alusid.co.uk)

[@alusiduk](https://www.instagram.com/alusiduk)

### About Parkside

For decades Parkside has been a trusted tile source to the UK contract market. They help specify contemporary porcelain, ceramic and natural stone tiles for every type of project. The Parkside philosophy is that each new brief deserves a thoughtful, bespoke response; every client is unique, and every job is different. As well as the latest tile trends and innovations, Parkside offers additional services such as waterjet cutting, colour matching and digital printing onto tiles. With Design Studios in Clerkenwell, Chelsea and Leicester and a Design Studio coming soon to the Cotswolds, the team has over 200 years combined experience in helping to create original and innovative projects.

[www.parkside.co.uk](http://www.parkside.co.uk)

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