

SM 'art[®]
Surface Materials

Company Profile

Designed and made in Italy

Company

We are a dynamic and constantly evolving company that has made innovation its mission, adopting a new creative and productive approach.

We design and produce decorative panels and laminates.

We aim to create astounding design materials with a strong **Made in Italy** connotation, not only as a concept, but indeed as the majority of the raw materials we use comes from Italy.

By investing in **equipment and valuable raw materials**, we are able to conceive and craft unique decors and finishes in order to create products that convey emotions, materials with a soul.

Through collaboration with **architects and designers**, the artists of today, we want to create a hotbed of ideas that allows us to pursue the dream of a high-end bottega.



Company

Sites

Piobesi Plant

Plastic laminate production,
warehouse and offices

Orbassano Plant

TFT Thermo Fused Texture panel
and laminate production



Why orange?

Orange was SM'art's distinctive trait from the start, its signature, its colour.

We chose it because it reflects our feelings: **it is the emblem of creativity and optimism.**

It is the sum of two primary colours and brings with it the explosive power of red, mitigated by the energetic cheerfulness of yellow: it's a colour for all seasons and it comes in countless shades.

Orange has always been associated with well-being, with conviviality and, in general, with a feeling of contentment, and at SM'art we want to make sure that the intention with which we create and manufacture all our products translates into the pleasure of using them, in order to stimulate and satisfy both the sight and the touch. That's why we sign everything with the color, that better than any other, reflects this philosophy: the fiery orange of the dawn of a new day, bearer of stimuli and novelties.

Green mission

At SM'art we have undertaken a path to improve the impact of our production: respect for the environment, attention to sustainability and use of clean and renewable energies, our green mission follows all these paths.

We're proud to do our part and we're committed in the energy transition, to contribute to the increase in the percentage of final consumption of energy coming from renewable sources, in particular through photovoltaics.

We have equipped our factory with a 'green roof', built in 2018: this is a photovoltaic panel system with a production capacity of around 400 kWh; **the system was further expanded in 2025, bringing total production to 1000 kWh.**

In the name of renewable energy and sensitivity to the environment, we have invested in eco-sustainable means for the internal handling of materials. Thanks to our **electric forklifts** that work with lithium-ion batteries, we reduce energy consumption.

The factory lightening has been converted, investing in a **full LED installation** which allows a drastic reduction of the energy consumption.

Thanks to our well, **the water used in the company comes directly from subsoil**, enabling us not to waste precious resources of potable water.



We also pay a great attention to the use of raw materials in the products we use and transform; all products from forest origin belong to a **certified Chain of Custody** that guarantees responsible collection in the name of safeguarding biodiversity, carbon isolation and improving water supply. Furthermore, the raw materials we use contain, on average, a minimum of **39% of recycled materials.**

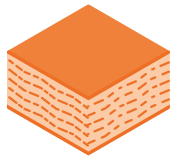
Our sense of responsibility for a lower environmental impact is witnessed by the **separate collection** in which we are committed over the 50%.

Furthermore, in 2025 we published our first **sustainability report**, demonstrating the care and transparency with which we monitor and communicate our environmental and social commitments.

At SM'art we therefore invest in environmental sustainability and are committed to building a greener and human-sized world: our products are destined to enter the homes and daily lives of the final user and it is important for us that they convey our message and **our commitment to a better future.**

Solutions

We design and produce a wide range of decorative panels.



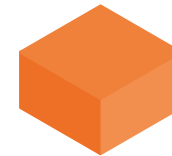
TFT Thermo Fused Texture

We produce TFT Thermo Fused Texture boards with high technical and aesthetic features in many thicknesses and various substrates. We create realizations with synchronized finishes, deeply embossed structures and unique decors.



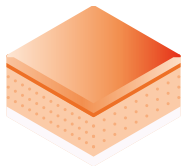
HPL High Pressure Laminates

All the items of the TFT Thermo Fused Texture panels range have a perfect coordinated 3050×2050 mm HPL laminates, with identical decors and finishes, even with Synchronopore. We produce also a range of 4200×1400 mm HPL laminates for tops, often coordinated with the TFT Thermo Fused Texture panels.



Compact HPL

We produce a range of Compact HPL often coordinated with TFT Thermo Fused Texture panels and HPL laminates. Compact HPL can have the core of various colors.



Special Panels

SM'art Special Panels are designed to offer decorative surfaces with high aesthetic value and an innovative character.



ABS Edges

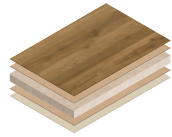
A product which completes and aesthetically trims the finished piece. We develop our edges to perfectly match our decors and finishes, guaranteeing a sense of continuity. We stock numerous edges coordinate to the surfaces of TFT Thermo Fused Texture, HPL Laminates and Special Panels.

TFT solutions



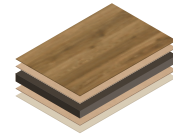
Particleboard

We offer chipboard supports in Standard, Hydro versions with high moisture resistance and Euroclass B with fire-retardant properties, with reduced formaldehyde content (E0.5), in compliance with EU regulations and EPA (US) standards.



MDF

We offer MDF boards in Standard, Hydro versions with high moisture resistance and Euroclass B with fire-retardant properties, with reduced formaldehyde content (E0.5), in compliance with EU regulations and EPA (US) standards.



Compact Board

Compact Board is an MDF panel with black core, that can be installed without the use of an edge leaving the black thickness at sight, or can be machined revealing the black core.



MDF one side

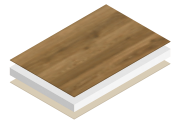
We manufacture thin MDF boards surfaced on one side, particularly indicated for interior doors.

HPL Solutions



Honey

Honey is a honeycomb panel covered on both sides with MDF for a total panel thickness of 38 mm. This extra-lightweight support is suitable for making doors, shelves and tables. The panel offers good screw resistance and can be edged without any special precautions.



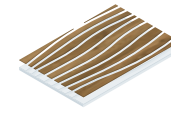
Nuvola

Nuvola is a polyurethane foam panel with two layers of compact polyurethane. It is lightweight, water-resistant, perfect for combining with HPL laminates. It guarantees a smooth, resistant surface with uniform, strong adhesive bonding across the entire panel area.



Ply

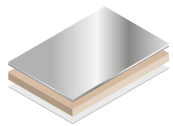
Ply is a poplar plywood panel covered on both sides with thin MDF. This noble, lightweight support is water-resistant and can be covered with HPL laminates..



Matrix

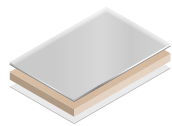
We produce a range of panels with high visual effects, particularly indicated for the interior decoration. Matrix is made of a methacrylate core surfaced with HPL and then machined to be backlit.

Special Panels Solutions



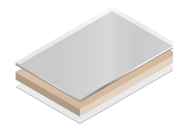
Mirror

Mirror is a mirror-finish PMMA. In addition to having a mirror-like surface, is available in a wide range of colors UV protected. The code AM01 is available in HC (Hard Coat) where the surface undergoes a process that greatly increases its scratch resistance.



Ice

Ice is a back-painted glass effect PMMA enriched by a satinized finish UV protected.

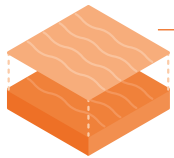


Glass

Glass is a back-painted glass effect PMMA enriched by a glossy finish UV protected. The coating undergoes a process that greatly increases its scratch resistance.

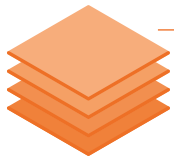
Strenghts

We are special for many reasons, here the most important ones.



Synchronized surfaces

The Synchronized surfaces have the **exact same layout in finish and decoration**, making the surface much more realistic and natural. We produce register surfaces on TFT panels, HPL laminates and compact HPL, making coordinates even more exclusive.



Availability and flexibility

We stock a great number of items in order to offer a **rapid and widespread** service even for small quantities. **Minimum orders** are accepted, even from production of a few units.



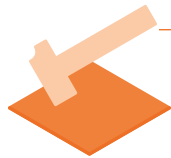
Easy to clean

Thanks to a very high resin content, our surfaces are **low-porous** and therefore very easy to clean.



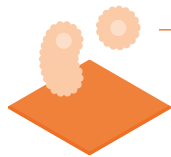
Textured finishes

Our aim is to create **emotional finishes** which give tactile and visual experiences.



Impact resistance

We specialize in very deep finishes which are produced in most cases with a **heavy barrier between the base board and the decor**. The barrier greatly increases the impact resistance of the surface.



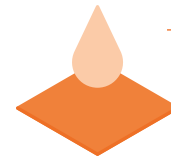
Resistance to bacteria

The surface of our panels, laminates and compacts has strong **antibacterial features**.



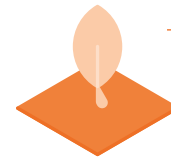
Coordinated range

We offer a **range of coordinated products**: the TFT panel for the vertical surfaces, the HPL laminate for curved and horizontal surfaces, the self-supporting compact HPL for tops and tables, the ABS edge to finish the elements.



Water resistance

The surfaces of our panels are **completely waterproof**.



Attention to the environment

All the raw materials from forest origin that we use belong to a **certified chain of custody** that guarantees responsible collection in the name of safeguarding biodiversity.



We introduce you a range: Reverso

Reverso, the collection resulting from the **collaboration with Rossi&Co**, is a finish with a clear identity, designed to be reversible thanks to a zero waste solution.

A dense network of thin lines, inspired by the universe, that give shape to a rigorously pitched knit, capable at the same time of transmitting **lightness and movement**.

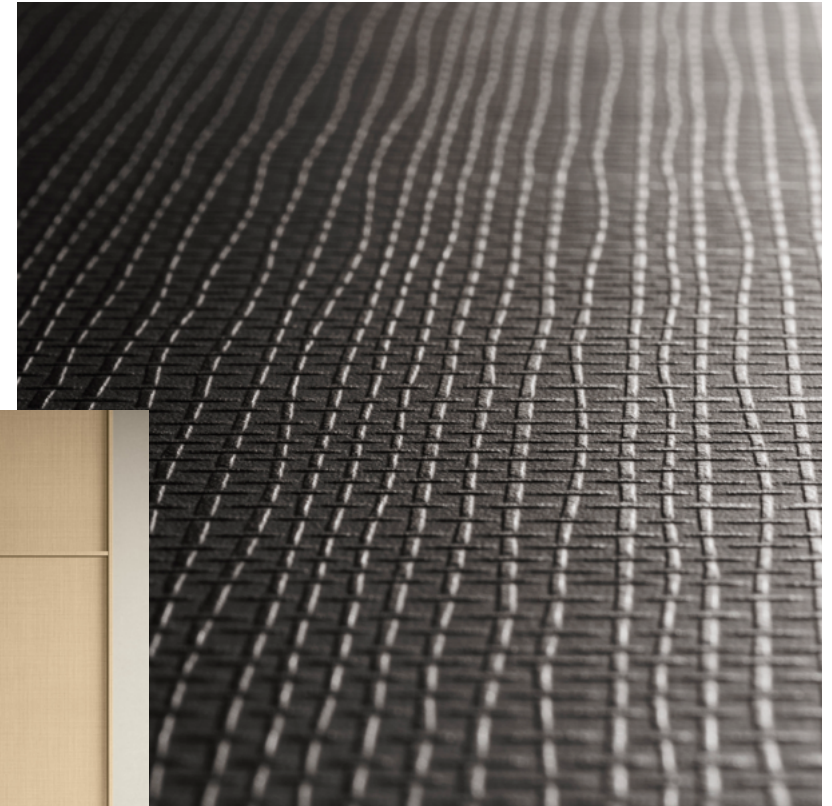
Reverso is available in a wide palette of colors and is divided into two thematic lines: the **Linea Tempo**, in the colors of the wood, and the **Linea Luce**, with its range of metallic colors.



reddot winner 2024



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