

Inspire creativity while respecting nature: the Unilin Panels' Sustainable Vision

An Interview with Gaëtane Van de Keere,
Brand Engagement Manager



Portrait of Gaëtane Van de Keere, Brand Engagement Manager of Unilin Panels

Words: Éva Molnár

Discover Unilin Panels' journey from traditional panel producer to innovative design leader. Gaëtane Van de Keere, Brand Engagement Manager, who also organized the company's Pop-Up Event at Brussels Design September, guides us through the new Master Oak and Supermat collections—timeless, tactile, sustainable surfaces that inspire creativity and bring interiors to life.

In today's world of constant change, design has the power to evoke optimism, creativity, and lasting beauty. Unilin Panels' new Master Oak and Supermat collections offer a sensory journey through material and form—soft, flowing textures, layered surfaces, and tactile finishes that invite you to see, touch, and feel.

Drawing inspiration from nature and timeless craftsmanship, these collections explore themes that shape contemporary interiors: Remembering the Past through authentic, patinated textures; Inner Child, celebrating creativity and play; Adaptive Reuse, with sustainable, long-lasting materials; Post Human, connecting spaces with sensory experiences; Utilitarian, combining purpose-driven aesthetics with enduring materials; and Dreamscape, bringing surreal, expressive beauty into interiors.

We spoke with Gaëtane Van de Keere, Brand Engagement Manager, about Unilin Panels' mission, their innovative approach to sustainable surface solutions, and how the new collections help designers and architects bring timeless, tactile, and inspiring interiors to life.



PLEASE INTRODUCE US TO UNILIN PANELS. COULD YOU GIVE AN OVERVIEW OF THE COMPANY, ITS PRODUCTS, AND ITS MISSION ?

Unilin Panels is part of the Unilin Group and creates decorative surface solutions in wood-based panels for the interior design and furniture industry. Our mission is to design timeless, sustainable materials that inspire creativity while respecting nature. We offer a wide range of products—from high-pressure laminates (HPL) to melamine-faced panels—that combine aesthetics with technical performance.

UNILIN PANELS HAS EVOLVED SIGNIFICANTLY IN RECENT YEARS. HOW HAS THE BRAND'S IDENTITY TRANSFORMED, AND WHAT ROLE HAVE YOU PLAYED IN SHAPING THIS DIRECTION ?

With the launch of the new Master Oak collection, we've taken a big step in our evolution. Since the original introduction of Master Oak in 2021, we've delivered a sustainable alternative to veneer like no one else. The new collection embodies our transformation from a traditional panel producer to an innovative leader in the decorative landscape. Our identity today is anchored in design, innovation, and sustainability. Master Oak doesn't just follow trends—it creates materials that are authentic, timeless, and relevant for decades. Collaborating with studios like Ncbham confirms our role as a creative partner for designers, building a sustainable future together.



HOW DOES UNILIN PANELS APPROACH DESIGN WHEN DEVELOPING NEW PRODUCTS ?

Design is more than looks—it's about tactility, timelessness, and usability. We explore materials deeply, from oak-inspired textures to craftsmanship in production. Our guiding principle is to create surfaces that feel authentic, integrate seamlessly into any interior, and offer both durability and refined aesthetics.



HOW DO YOUR PRODUCTS HELP INTERIOR DESIGNERS AND ARCHITECTS BRING THEIR VISIONS TO LIFE ?

Our panels are versatile and easy to combine, serving as a canvas for creativity. Whether for bespoke furniture, retail interiors, or large architectural projects, we work closely with designers to ensure our products enhance rather than limit their concepts.

HOW IMPORTANT IS CUSTOMIZATION IN YOUR PANELS ?

Customization is central. With multiple formats, finishes, and technical options, professionals can adapt our panels to specific project needs, translating their vision without compromise.

HOW DO YOU INCORPORATE CURRENT DESIGN TRENDS INTO PRODUCT DEVELOPMENT ?

We constantly scan the design landscape, from colors and textures to lifestyle shifts. Today, there's high demand for natural authenticity, tactile surfaces, and muted, warm tones. Master Oak meets this desire, offering ultra-realistic wood grain and feel. We focus on surfaces that transcend trends, combining timeless aesthetics with technical performance.

DOES UNILIN PANELS OFFER RESOURCES FOR DESIGNERS TO EXPERIMENT OR GET INSPIRED ?

Yes, through platforms like Materiatek, workshops, and events. At Brussels Design September, our pop-up creates an immersive journey into texture, light, and form—a space for experimentation and connection.

HOW DOES UNILIN PANELS BALANCE SUSTAINABILITY WITH DESIGN ?

Sustainability is part of our DNA. We use recycled and recovered wood, reducing waste, and extending natural resources' lifecycle. Our mission is to offer products that are both beautiful and responsible—sustainability and design go hand in hand.



HOW DO YOU STAY AHEAD OF MARKET DEMANDS, AND WHAT UPCOMING TRENDS EXCITE YOU MOST ?

The new Master Oak collection anticipates and shapes market needs. We push boundaries in innovation, offering timeless aesthetics, technical performance, and creative freedom. Master Oak Green with Supermat Conifer embodies natural tactility, timelessness, and sustainability. Looking forward, we see great opportunities in surfaces that combine authenticity, durability, and eco-conscious design.

