

# Welcome to the Great Indoors

Product Catalogue  
Nordgröna 2023



An aerial photograph of a vast, dense forest of evergreen trees, likely spruce or fir, covering a hillside. The trees are tightly packed, creating a textured, green surface. The lighting is bright, casting soft shadows and highlighting the individual tree tops. The overall color palette is various shades of green, from deep forest green to lighter, sunlit green.

**We make interior design  
products with organic  
materials for spaces  
where people can  
relax, focus and work.**



## Convex

Hexagon in colours Orange, Honey & Copper  
Square in colours Azure & Lavender



# Combine shapes, sizes and colours

**Convex** is made from naturally grown, hand-picked Scandinavian reindeer moss, ideal for absorbing noise from multiple directions.

It offers a wide range of creative and functional possibilities with its distinct geometric shapes and organic, fascinating surface.

Soft to the touch, the reindeer moss regulates its own humidity year-round and requires no maintenance at all - no watering, no trimming, no sunlight.



Convex Square



Convex Circle



Convex Squircle



Convex Hexagon



**Convex**

Sqirle & Round in colour Natural



# Little cubes for big ideas

**Pixel** is made from naturally grown, hand picked Scandinavian reindeer moss which reduces noise very effectively.

Only 5 by 5 cm (roughly 2 inches), **Pixel** is inspiring to the creative, design oriented mind.

The material stays fluffy by regulating its own humidity year-round and does not require any maintenance - no watering, trimming or sunlight.



## **Pixel**

In colour Natural





## Pixel

In colours Moss and Copper



**Canopy**  
In colours Moss & Apple

# Absorbing sound upside down!

**Canopy** is made from the same functional, hand-picked Scandinavian reindeer moss as our other forest friends. Easily fitted in your standard ceiling grid, it provides highly effective sound absorption from above.

Use it to give your space a comforting framing, patterns to emphasize the layout of the room, or combine it with complementing wall coverings.

Completely maintenance free, the panel retains its color and stays soft by absorbing and releasing moisture from the air all on its own.





**Canopy**  
In colours Moss & Natural





# A true art piece

**Pixel Framed** is probably the easiest way to make a unique creation with reindeer moss. Simply select one of our standard designs, or create one of your own. We will assemble your artwork by hand, frame it in oak-wood, and deliver it ready-to-install.

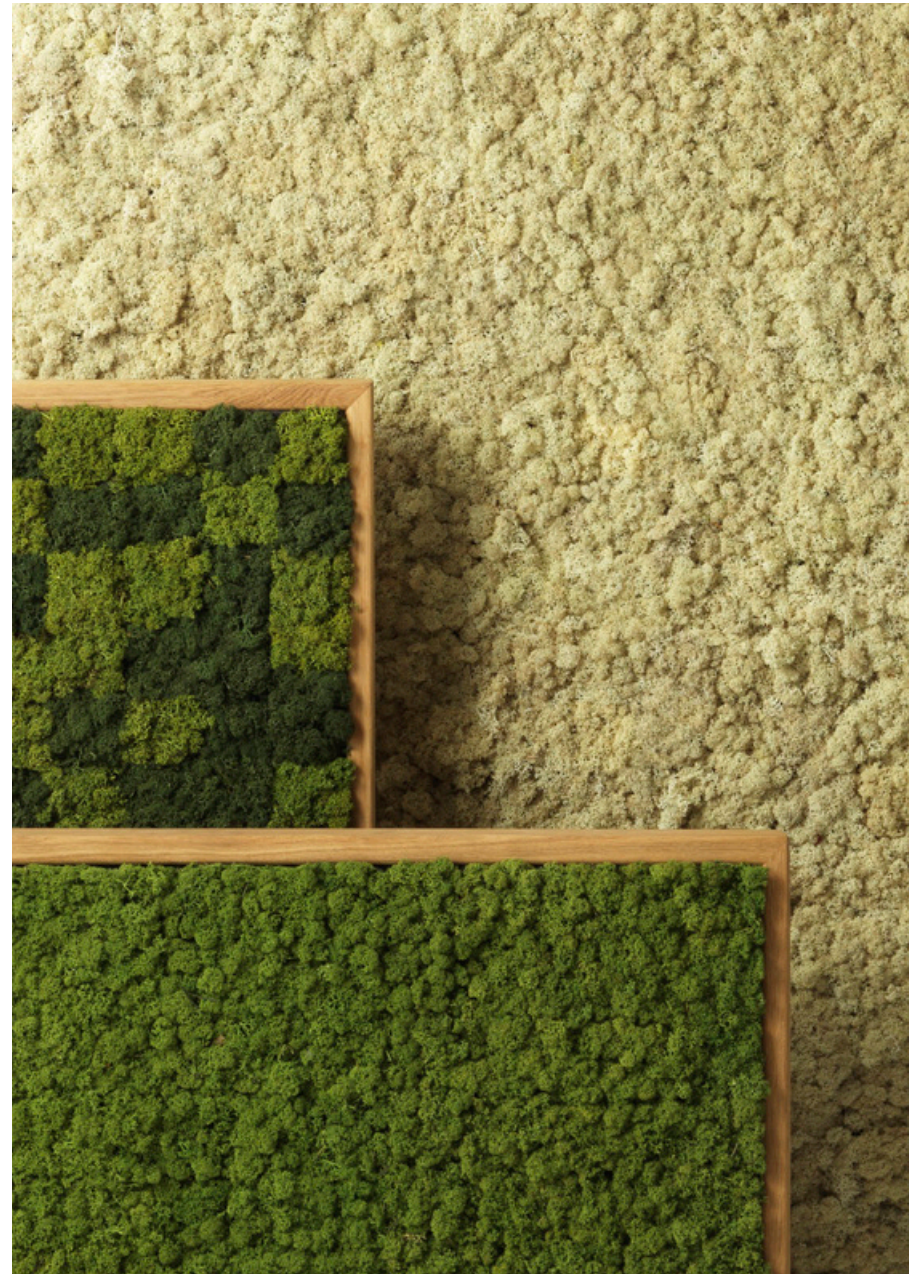
The naturally grown reindeer moss stays soft by regulating its own humidity year-round and requires no maintenance at all – no watering, no trimming, no sunlight.



## Pixel Framed

In colours Moss, Apple & Natural





## Pixel Framed

In colours Moss, Natural, Apple, Azure, Honey & Ruby



# Turning any shape into a moss masterpiece

## Letters & Logos -

Transform any text or shape into abiophilic eye-catcher. From twirly texts to lavish logos! Send us your custom shape and receive a free consultation.



## Letters & Logos

Custom shapes with a reindeer moss filling or backdrop



## Letters & Logos

Custom shape with reindeer moss backdrop



# A sound absorbing conversation starter

**Cloudberry** is a suspended sound-absorbing sphere made from hand-picked Scandinavian reindeer moss, that brings depth and dimension into your interiors. Along with creativity and joy, it will add new sensations to your interiors. With a large amount of reindeer moss used in each Cloudberry, it improves room acoustics remarkably.



**Cloudberry**  
In colour Honey



# A ceiling of serenity

Most workdays have their ups and downs. However it is always a good idea to slow down and look up to find the next move. **Glade Ceiling** offers unique possibilities to create a natural atmosphere and a calmer workspace.

Like all of our moss products, it is available in multiple colors. Now, it is up to you to make your next project blend in or pop out.

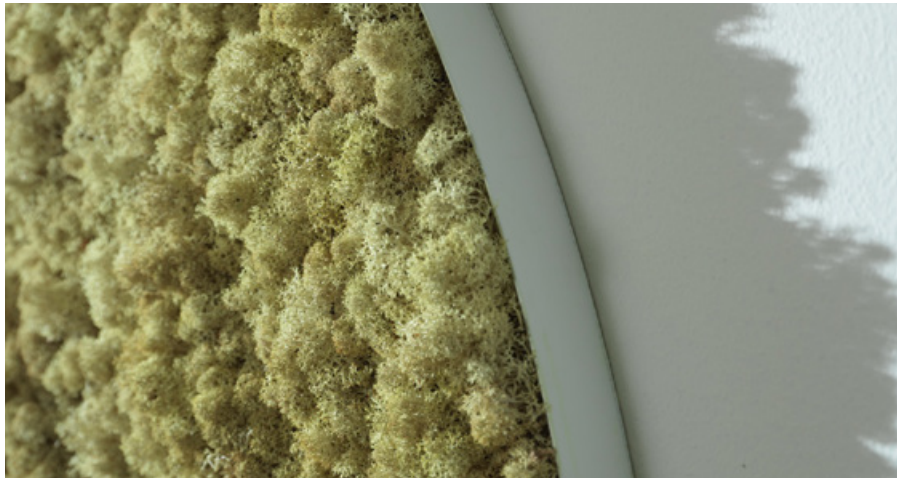


## Glade ceiling

In colours Moss and Natural

# A spot for well-being

**Glade Wall** comes in three - grand! - sizes and will add a touch of nature to any workplace. Each piece of Glade Wall uses sustainably hand-picked reindeer moss from Scandinavian forests to absorb sound and create a calmer space where people can relax and focus.



## **Glade Wall**

In colours Natural and Moss



# Combining tradition with modern function

**Saga** brings that traditional beauty into your modern interior - using one of the most eco-friendly materials around. Cork is ideal for pinning stuff onto, and helps improve room acoustics.

The material is light-weight, fire retardant and requires no maintenance.

Saga comes in seven shapes, allowing for a wide range of fascinating looks.



We combined the magical style of olden day Scandinavian buildings with modern function, and named it "Saga" - Swedish for fairy tale.



**Saga**  
In shape Traditional





**Saga**  
In shapes Feather & Round





**Saga**  
Feather, Straight, Diamond, Hexagon, Round, Drop & Traditional





## Saga...but framed!

**Saga Framed** - A quick & easy way to add the mesmerizing "Saga" into any interior. The 120 x 84 cm panels are filled with one of 7 unique shapes inspired by traditional Scandinavian architecture.

Just hang it like a portrait, and you are ready to start pinning (and enjoying soothing new room acoustics)!



# Reindeer moss collection

## Convex



### Convex Square

30 x 30 x 10 cm  
45 x 45 x 11 cm  
60 x 60 x 12 cm

### Convex Circle

30 Ø x 10 cm  
45 Ø x 11 cm  
60 Ø x 12 cm

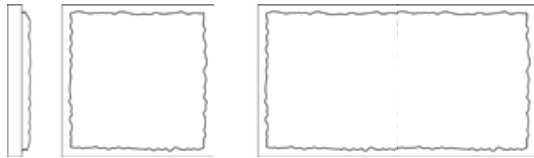
### Convex Squire

30 x 30 x 10 cm  
45 x 45 x 11 cm  
60 x 60 x 12 cm

### Convex Hexagon

30 Ø x 10 cm  
45 Ø x 11 cm  
60 Ø x 12 cm

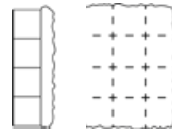
## Canopy



### Canopy

Different sizes available. Fits common suspended ceilings.

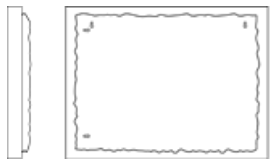
## Pixel



### Pixel

5 x 5 cm  
(12 Pixels per adhesive pad)

## Pixel - Framed



### Pixel Framed

Oak-framed reindeer moss in any Pixel design.  
In sizes 60 x 75 cm, 90 x 75 cm and 120 x 75 cm.

## Letters & Logos



### Letters & Logos

Custom shapes with a reindeer moss filling or backdrop.

## The material

Nordgröna's reindeer moss is picked by hand, across an area of about 15.000 km<sup>2</sup> (5800 mi<sup>2</sup>). No more than 20% of the amount is picked at a time, and the area is not revisited again for at least 4-5 years. After a preservation and colour treatment, the lichen is no longer alive, and will retain its shape, colour and texture.

- NATURAL & AUTHENTIC
- HYPOALLERGENIC
- ENVIRONMENTALLY FRIENDLY
- FIRE-RESISTANT
- HIGH-CLASS SOUND ABSORBER
- MAINTENANCE-FREE



**Moss**  
RAL 6001  
Hex #1E6228



**Apple**  
RAL 6037  
Hex #39973F



**Lime**  
RAL 1016  
Hex #DADE00



**Honey**  
RAL 1003  
Hex #FFAA00



**Orange**  
RAL 2003  
Hex #FF7E00



**Salmon**  
RAL 3015  
Hex #FF9390



**Ruby Red**  
RAL 3028  
Hex #CD1727



**Copper**  
RAL 3033  
Hex #A83227



**Burgundy**  
RAL 4002  
Hex #8A3740



**Purple**  
RAL 5022  
Hex #3F2958



**Azure**  
RAL 5002  
Hex #2144A1



**Lavender**  
RAL 5024  
Hex #4C92BA



**Granite**  
RAL 7047  
Hex #D4D4D4



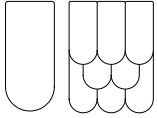
**Charcoal**  
RAL 9017  
Hex #302D2C



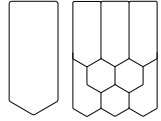
**Natural**  
RAL 1013  
Hex #F7F1CD

# Cork collection

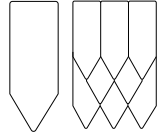
## Saga



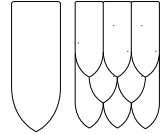
**Saga Round**  
120 x 268 mm



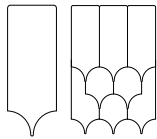
**Saga Hexagon**  
120 x 280 mm



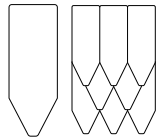
**Saga Diamond**  
120 x 312 mm



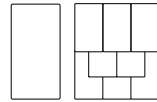
**Saga Feather**  
120 x 318 mm



**Saga Drop**  
120 x 318 mm

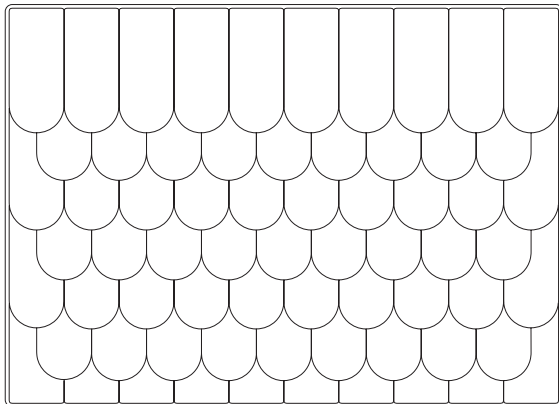


**Saga Traditional**  
120 x 318 mm



**Saga Straight**  
120 x 212 mm

## Saga - Framed



**Saga Framed**  
Saga pre-assembled & framed.  
Available in each of the 7 shapes.  
120 x 84 cm.

## The material

Cork is pretty much as environmentally friendly a material can get. It's natural, sustainable, renewable as well as biodegradable. It's the only tree which can regenerate after each harvest of bark, and in doing so, traps heaps of atmospheric CO<sub>2</sub> each time.

After each harvest, the bark is left in the forest to dry in the sun before it is brought to the factory where it is boiled and flattened. It follows an ancient tradition, using the same methods for hundreds of years.

Cork is not only marvelously eco-friendly. As a raw material it has lots of desirable qualities - its naturally moisture wicking, durable, insulating, fire-resistant, anti-microbial, odor-repelling, buoyant and beautiful. It is used for everything from floors to surfboards to spaceships!

- NATURAL & AUTHENTIC
- LIGHTWEIGHT
- FIRE-RESISTANT
- ENVIRONMENTALLY FRIENDLY
- DURABLE & STRONG
- HYPOALLERGENIC



# Our story

**Nordgröna** was born during a rainy hiking trip in Sweden, out of the discovery that Reindeer Moss has the unique ability to absorb water and keep the inside of tents dry.

As students at the University of Lund, the founders Oscar and twin brothers Joris & Sander found a way to apply the versatile material for modern living and working spaces, and have been interested in

developing innovative new products out of natural, regrowing materials ever since. Nordgröna's first product was installed at a local coffeehouse.

Since then, customers have included BMW, Apple, Porsche, Google, IKEA, and more. In 2019 & 2020, Nordgröna was awarded the "Di Gasell", and named one of the fastest growing companies in Sweden.



Founders Sander Oudendijk, Carl-Oscar Pressfeldt and Joris Oudendijk.







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+46 (0) 406 550 030

[info@nordgrona.com](mailto:info@nordgrona.com)

[www.nordgrona.com](http://www.nordgrona.com)