

Welcome to the Great Indoors

Product Catalogue
Nordgröna 2022



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. In the bottom right corner, there is a block of white text.

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



Combine shapes, sizes and colours

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

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.

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



Convex Square



Convex Circle



Convex Squircle



Convex Hexagon

Convex

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



Convex

Sqircle & 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



Absorbing sound from above

Canopy is made from the same functional, hand-picked Scandinavian reindeer moss as our other forest friends. Easily fitted in your standard ceilinging 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.

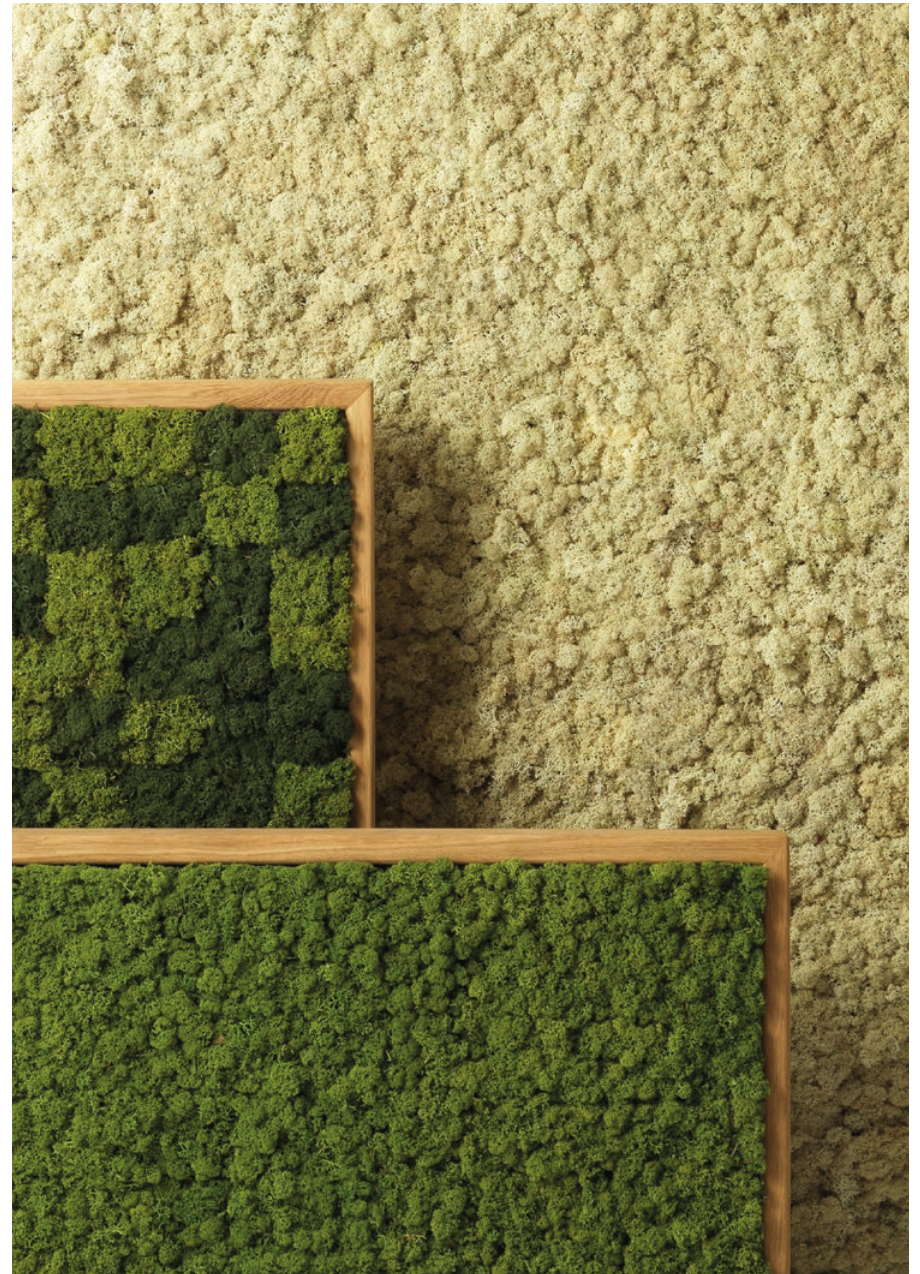
The naturally grown reindeer moss stays soft by regulating its own humidity year-round and requires no maintenance at all - no watering, no trimming, no sunlight.



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 a biophilic 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



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





For a quick Saga installation

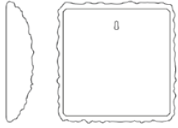
SAGA Framed - A quick & easy way to add the mesmerizing "Saga" into any interior. The 120 x 84 cm panels are filled with one of 7 unique shapes inspired by traditional Scandinavian architecture.

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

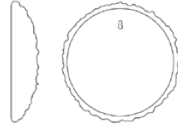


Reindeer moss collection

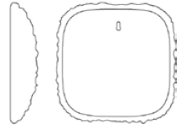
CONVEX



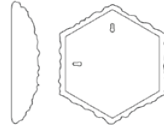
Convex Square
30 x 30 x 10 cm
45 x 45 x 11 cm
60 x 60 x 12 cm



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

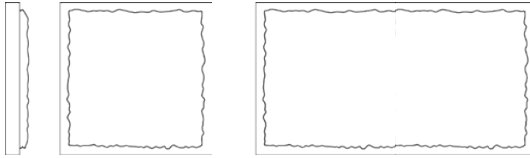


Convex Squirecle
30 x 30 x 10 cm
45 x 45 x 11 cm
60 x 60 x 12 cm



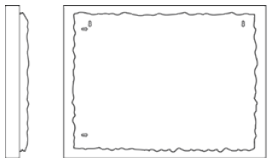
Convex Hexagon
30 Ø x 10 cm
45 Ø x 11 cm
60 Ø x 12 cm

CANOPY



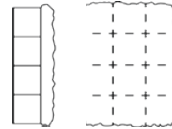
Canopy
Different sizes available. Fits common suspended ceilings.

PIXEL Framed



Pixel Framed
Oak-framed reindeer moss in a design of your choice.
In sizes 60 x 75 cm, 90 x 75 cm and 120 x 75 cm.

PIXEL



Pixel
5 x 5 cm
(12 Pixels per adhesive pad)

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 km² (5800 mi²). 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



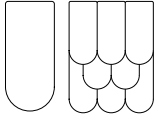
Charcoal
RAL 9017
Hex #302D2C



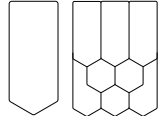
Natural
RAL 1013
Hex #F7F1CD

Cork collection

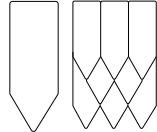
SAGA



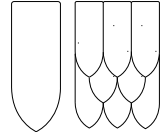
Saga Round
120 x 268 mm



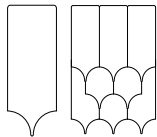
Saga Hexagon
120 x 280 mm



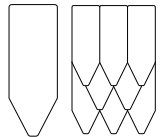
Saga Diamond
120 x 312 mm



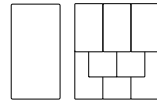
Saga Feather
12 x 318 mm



Saga Drop
120 x 318 mm

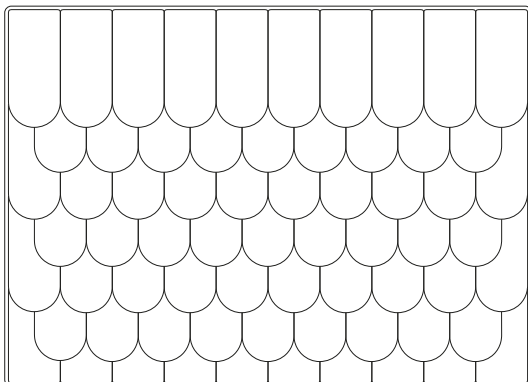


Saga Traditional
120 x 318 mm



Saga Straight
120 x 212 mm

SAGA Framed



Saga Framed
120 x 84 cm. Available in
each of the 7 shapes.

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 CO₂ 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.

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

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 in-

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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