

# NORDGRÖNA

Product Catalogue  
2024

At Nordgröna, we are driven by a profound passion. And we believe you are too. Guided by creativity and curiosity. We keep moving, always evolving, forever exploring.

We are perpetual innovators. And nature is our source of inspiration. Never content with the status quo, we thrive on challenging what is. Our presence spans the globe. Yet, we remain firmly grounded in nature where it all began.

We proudly deliver exquisite, nature-infused designs. Fueling your imagination with inventive products. Products with an ambition to elevate the everyday.

Welcome to our product catalogue.  
We hope you find it inspiring.



Canvas Copper / Natural



# Nordgröna 2024

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# Nordgröna Reindeer Moss

Explore our Reindeer Moss products, crafted from the lush and naturally grown Scandinavian lichen known as *Cladonia stellaris*.

For designers and architects, Nordgröna's hand-crafted Reindeer Moss products unlock a world of creative and functional possibilities, with captivating organic textures. Choose from a diverse array of geometric shapes and vibrant colors, empowering you to create something truly unique.

We dye and preserve our Reindeer Moss in our production facility in Arlöv, Sweden, using a water-based blend of pigments, sea salts and additives that we have developed.

#### Indoor Environment

Due to the high amounts of sea salts used in the preservation process, our Reindeer Moss products boast a Class A fire rating. This signifies the slowest fire spread and adheres to the most stringent standards for building materials.

Furthermore, Nordgröna Reindeer Moss products are made without the use of common irritants or allergens and meets high standards for VOC emissions, ensuring they adhere to strict regulations regarding indoor environment.

Our Reindeer Moss is hygroscopic; it adjusts to the ambient humidity. When the air becomes dry, the moss dries out as well. As humidity increases, the moss regains its softness.

#### Durability

Our products are designed for longevity. They exhibit exceptional durability while retaining their vibrant colours.

#### Maintenance

Nordgröna products requires no maintenance whatsoever. Our Reindeer Moss doesn't need watering and repels dust.

#### Acoustics

Our Reindeer Moss is sourced from Northern Sweden and Norway where the moss is exceptionally fluffy, and serves as an outstanding acoustic solution by effectively absorbing sound from various directions. The reason behind its remarkable effectiveness lies in its porous and soft nature.

#### Sustainability

To ensure sustainability, Nordgröna Reindeer Moss is hand-harvested and responsibly sourced from diverse locations in Härjedalen, Sweden, and the Norwegian region of Rendalen. It grows relatively fast, and up to 20% can be harvested every 5 to 6 years without endangering any flora or fauna.







# Canopy

A premium solution crafted to seamlessly blend into standard suspended ceiling grid systems.

Canopy offers a sophisticated integration option, adding excitement and texture with ease while maintaining the integrity of standard suspended ceiling frameworks.





# Cloudberry

A truly charming suspended sphere available in three sizes.

Revel in the art of blending these energetic shapes, crafting an environment that's as imaginative as it is inviting.

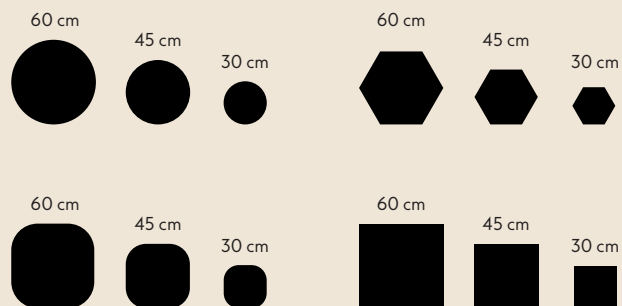




# Convex

Infuse spaces with personality,  
using Convex as your playful toolkit!

Discover our collection of vibrant panels in  
four distinct shapes and three versatile sizes.  
Mix, match, and explore the joy of designing  
spaces with dynamic, geometric allure.



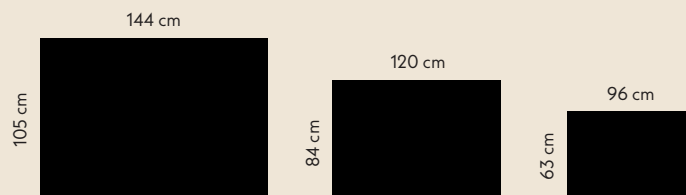




# Field

Redefine your space with the sleekness of this large, rectangular panel.

Crafted with an aluminum frame, available in three sizes, Field delivers an infusion of sophistication and contemporary style to any wall it graces.

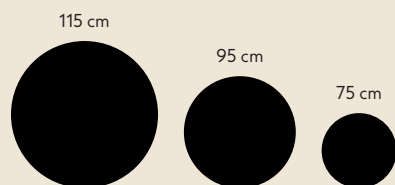




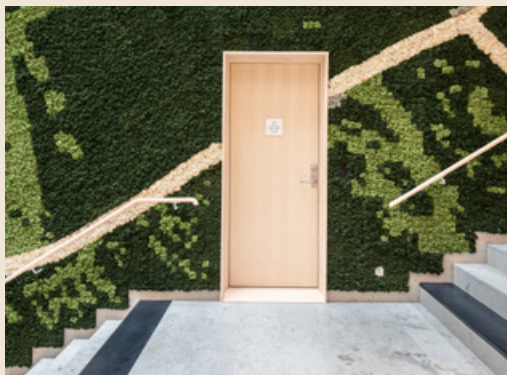
# Glade

Elevate your space with this versatile and elegant panel featuring a sleek aluminum frame, available in three generous sizes. Glade can be mounted as a pendant or installed directly on the wall, allowing you to customize its placement according to your preferences.

Blend sizes and angles to fashion an ambiance that embodies your vision. Your creativity sets the tone.



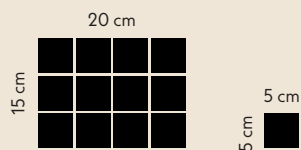




# Pixel

Your unique vision brought to life!  
Pixel unlocks a world of creative expression for us daring dreamers.

This seemingly simple shape transforms into captivating stories when curated. You become the artist, breathing life into your space. Effortlessly design your personalized moss walls, using our user-friendly online planner tool.



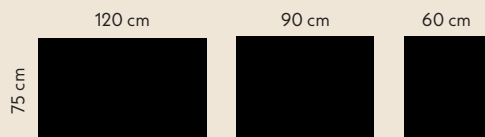




## Canvas

Canvas extends the possibilities of creating your own Nordgröna Reindeer Moss design.

Framed moss panels provide versatility in spaces where larger or full-wall installations aren't suitable. They effortlessly fuse the charm of your unique moss art with the elegance of solid oak frames, offering a flexible design solution.





## Letters & Logos

Make a statement with our Letters & Logos service! Highlight your brand or message with tailored letterings and logos, crafted to meet your unique specifications.

Simply send us your design and choose between aluminum or MDF for your creation. The aluminum option is filled with Nordgröna Reindeer Moss for a vibrant touch, and the MDF is showcased against a moss backdrop creating a stunning visual.







**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





## The Cork Collection

Nordgröna Cork Collection is a harmonious blend of traditional Scandinavian architectural inspiration and contemporary interior design.

With various shapes to choose from or combine, our Cork Collection serve as a versatile canvas for creating captivating and personalized spaces. Whether you're envisioning a seamless wall covering or sleek frames, it effortlessly brings your vision to life.

At Nordgröna, we take pride in the artistry behind our products. Sourced from cork oak trees, renowned for their remarkable ability to regenerate bark after each harvest, our cork is hand-harvested by skilled artisans in Portugal.

#### Indoor Environment

Cork, naturally fire-resistant and non-toxic, emits no harmful gasses. Our Cork products are hypoallergenic, impervious to dust or pollen, and a breeze to keep clean.

#### Durability

All our products are designed for longevity and will stand the test of time.

#### Maintenance

Nordgröna's Cork products require no maintenance but can be wiped with a damp cloth if needed.

#### Acoustics

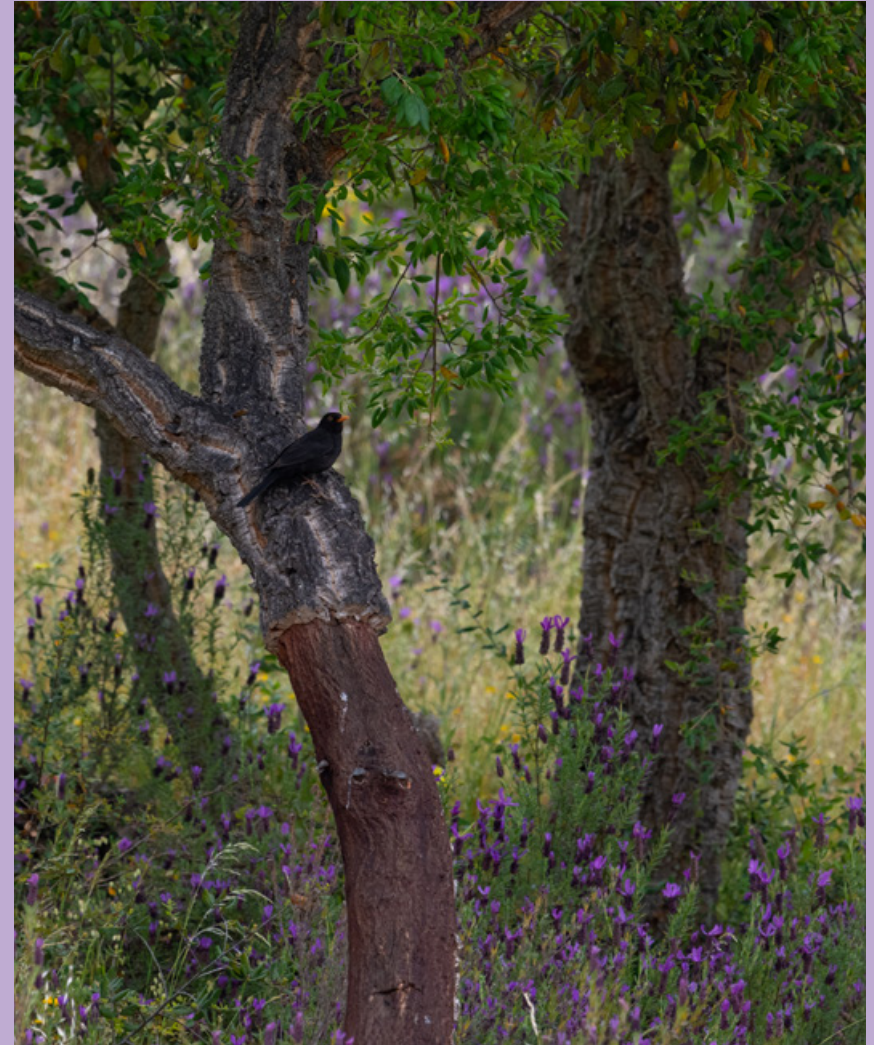
Nordgröna Cork products improve room acoustics, absorbing sound effectively and creating quieter, more comfortable spaces.

#### Sustainability

Our Cork Collection is crafted from Cork granulate, a byproduct of wine Cork production, ensuring no resource goes to waste. Moreover, our manufacturing process generates Cork dust, a valuable biomass that provides over 60% of the energy used in the factory.

Raw materials used are FSC® or PEFC certified and come from responsibly managed forests.

Cork oak forests play a pivotal role in preserving air quality and the planet's future. Over their lifetime, Cork oak trees become massive carbon dioxide reservoirs, significantly mitigating greenhouse gas emissions – a primary driver of climate change. These forests annually absorb up to 14 million tons of carbon dioxide, and this remarkable carbon-sequestering ability is imbued into our Cork products. During the regeneration process following harvest, the trees' carbon absorption capacity increases up to five times!



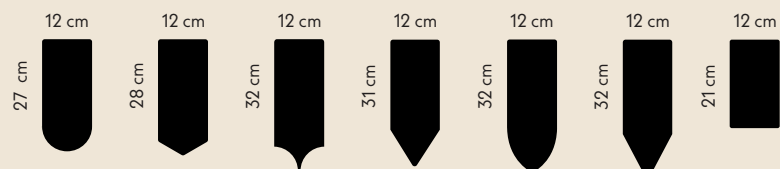




# Saga

Inspired by traditional Scandinavian architecture, these Cork panels elegantly merge form and function. Saga serves as a versatile notice board while creating a more comfortable and acoustically balanced space.

Choose from a variety of spirited shapes or combine them to craft your unique space!



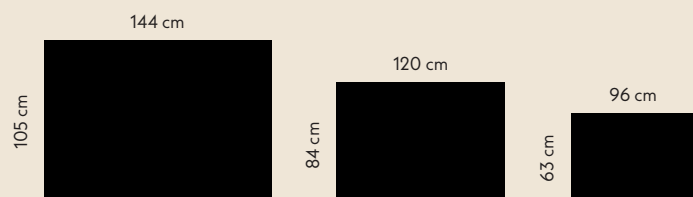




## Saga Framed

Increasing the versatility of Saga with a touch of sophistication, Saga Framed comes with a thin, aluminum frame.

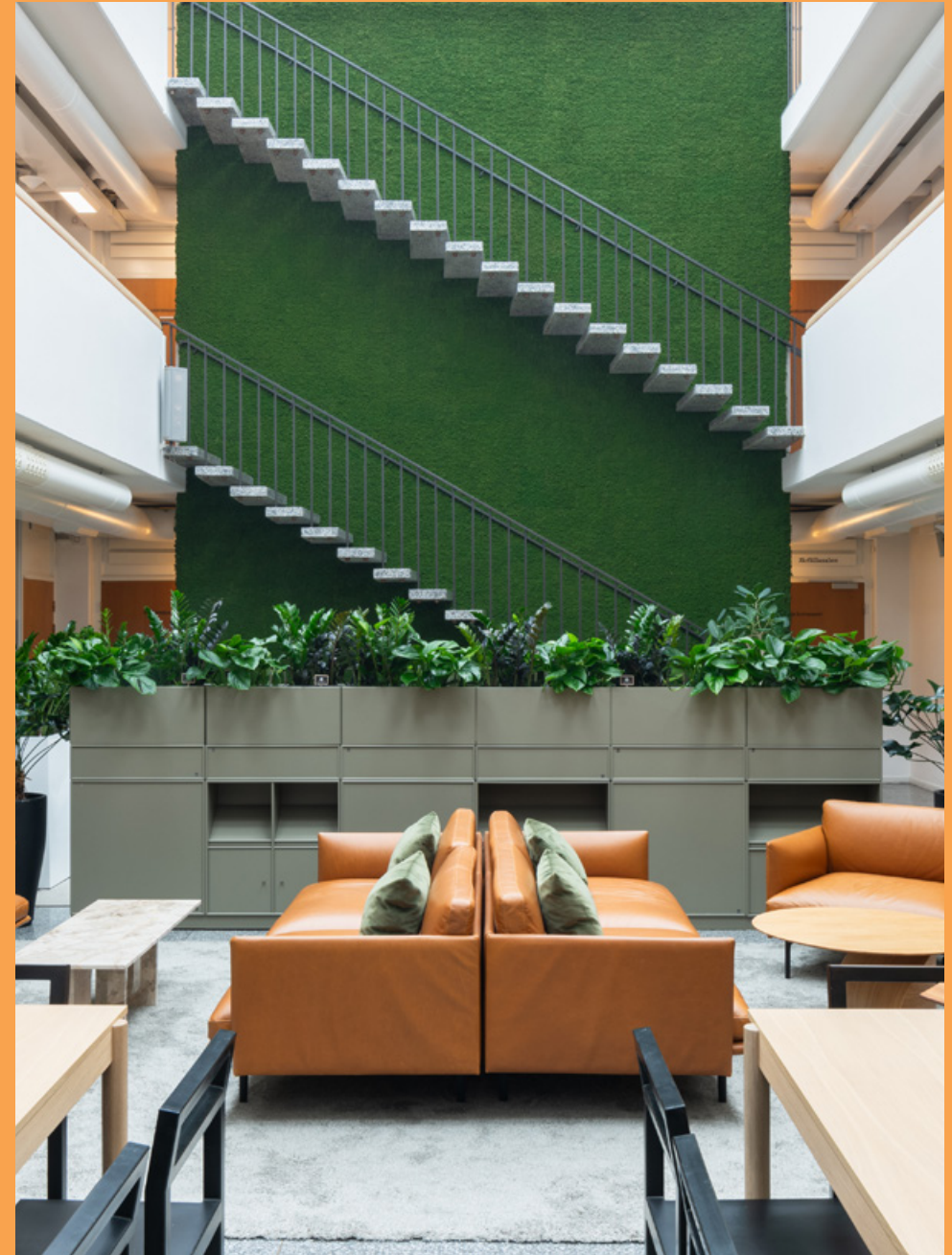
Designed for flexibility in areas where full-wall installations might not fit, Saga Framed retains the charm of Saga while offering a simple and refined design solution.



# Reference Projects

Delve into the captivating world of Nordgröna through a selection of our esteemed client projects.

We're beaming with pride as our products take center stage, becoming the heart of remarkable interior experiences across the globe. In these selected client projects, witness firsthand how Nordgröna products breathe life, injecting personality and a sense of identity into every space they adorn.



Pixel Apple: Järfälla Municipal Building



# Mathem

**Case:** Logistics center for online supermarket

**Product:** Pixel

**Architect:** Millimeter Arkitekter

**Photo:** Lasse Olsson



Pixel Moss



Pixel Moss



# AnVa

**Case:** Staff canteen at industrial company

**Product:** Letters & Logos, Saga

**Interior design:** AnnKathrin Lundqvist

**Photo:** Daniel Holmgren



Saga Feather



Letters & Logos Orange / Charcoal



# Croisette

**Case:** Headquarter for real estate partner

**Product:** Pixel

**Architect:** Tengbom

**Interior design:** Cirkulär Interiör,  
Homestyling Sverige

**Photo:** Dardan Maloku





# Picadeli

**Case:** Restaurant chain

**Product:** Convex

**Interior design:** Studio A3



Convex Circle & Convex Square Apple / Moss / Lime



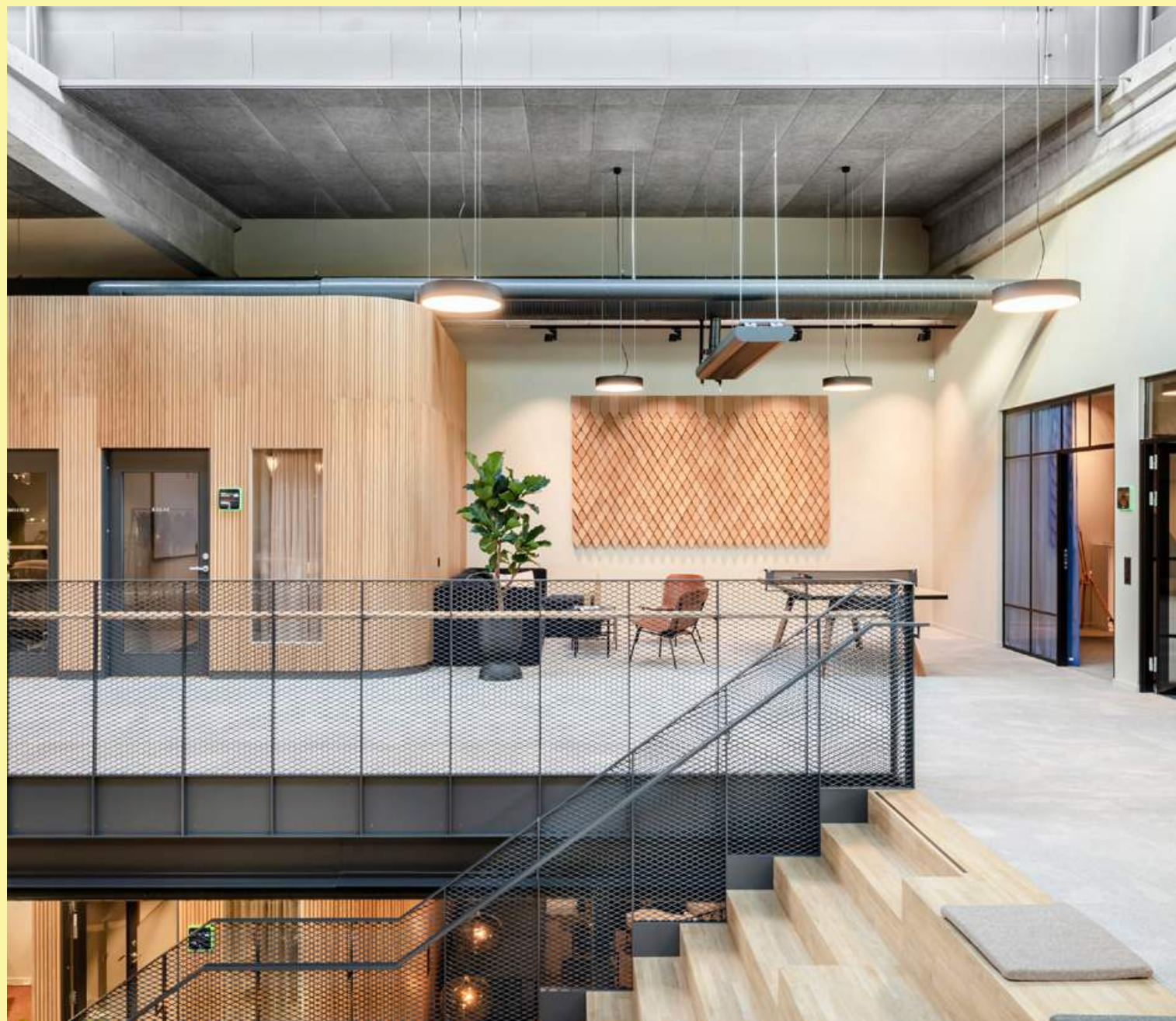
# Klöver

**Case:** Real estate company office

**Product:** Saga

**Interior design:** Modesty Concept

**Photo:** Anders Bergstedt





# Our work towards a better future

A vital part of Nordgrönas vision revolves around fostering a vibrant environment. Central to our product development philosophy are regrowing, sustainable, and innovative materials, all carefully chosen and designed to ensure longevity.

Nature does not stop or give up. It keeps moving. It adapts, evolves and recovers at high speed when given the chance. Instead of seeing the planet's recovery as a single big event in the future, we endeavor to make it an everyday process.

Designing from renewable materials is just one of many ways to reconnect with nature, raise awareness and inspire action. It is part of a broader movement, and we invite you to be a part of it!

## Materials

We use regrowing and recycled materials where possible and avoid plastics. The small amount of fossil based content in our products comes down to adhesives and binders. We continuously work to innovate more sustainable options.

## Production

Our production facility in Arlöv runs on 100% renewable energy. We minimize the consumption of energy and fossil fuels by optimizing packaging design and palletization. Additionally we reuse materials in product packaging throughout the production chain. We measure our CO<sub>2</sub> emissions to optimize energy consumption and minimize our fossil footprint.

## Transportation

We prioritize fossil-free transportation for road freight whenever feasible. Other than that, we offset our carbon footprint through climate compensation.

## Chemicals

Nordgröna products meet high standards for VOC emissions, ensuring they adhere to strict regulations regarding indoor environment. We prioritize sustainability by minimizing potentially harmful chemicals and selecting materials with a low environmental impact.

## Longevity

All our products are designed to last. However, if you are un-able to keep your product, we suggest giving it to a friend instead of throwing it away.

# Founded in Nature

The Nordgröna journey began amidst the tranquil expanse of a northern Swedish forest, where the idea took root on a bed of reindeer moss. Gazing upon this natural material sparked curiosity and a cascade of questions: How is moss structured? What are its unique attributes? Can it serve as a conduit to reconnect with nature?

For three students, this serendipitous encounter evolved into a transformative endeavor that consumed their university years. They embarked on the journey of establishing a unique company from their dormitory. While they may have graduated from their student days, their unyielding curiosity endures, propelling them to innovate and revitalize materials while staying committed to environmental preservation. Their creations breathe life into everyday surroundings, infusing them with a personal, vibrant, and profoundly inspiring touch.

Now, you're an integral part of this. Together, we shape our surroundings and the environment we collectively inhabit. Let's make it vivid.



**Nordgröna Founders** Sander Oudendijk, Carl-Oscar Pressfeldt & Joris Oudendijk



## Let's talk!

Nordgröna is based in Arlöv, Sweden, but we are represented worldwide by skilled local partners. We will be happy to advise on the use of our products for your interior design project.

Please visit [nordgrona.com](https://nordgrona.com) to find your local representative and showroom.



