Catalogue 2021







# Is it a doormat? Is it a rug? It is a Heymat

Because it is an original product we always call it a Heymat. A Heymat is a unique product for the floor, that cares for the home with design and durability Introduction 3 Our story 6 Sustainability 8

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With creative joy – and a dash of inspired madness – we have now taken a Norwegian designer product out into the world

Husband and wife Sonja Djønne and Thoralf Lian established Heymat in 2016. They aimed to supply decorative designer mats with the same practical qualities as industrial mats to the home interior market.

The inspiration behind the company was an everyday situation that will be familiar to many of us. In Sonja and Thoralf's home, the entrance hall was always littered with shoes and children's bots covered in sand and mud. But since their family business was in cleaning and hiring out industrial mats, they had a solution to the problem: a mat that absorbed all dirt and made it possible to keep the entrance clean and tidy. The mat was not beautiful in itself, but it sparked the idea to develop mats that can be decorative as well as functional. The couple already had in-depth knowledge of industrial mats. Thoralf's family had run a laundry for three generations, and their activities included cleaning and hiring out mats to business and industry customers. These mats were very hard-wearing and functional, but their appearance was not attractive enough to make people want them in their home.

This is where the company benefitted from Sonja's enthusiasm for interior design, and Heymat began to take shape in this convergence between experience and passion. From the first collection, all Heymat products were developed in cooperation with some of Norway's top designers and with a constant focus on sustainability throughout the process – from the use of recycled materials to the creation of mats that will be used for a very long time. For us, sustainability is about three things: materials, durability and quality. Three factors that are closely interlinked, each of which affects the others

### **Recycled materials**

In 2017, we replaced nylon with recycled PET in our products. PET is a durable material that is perfect for doormats. It has great absorption properties and dries quickly.

PET is made from recycled plastic bottles – an important environmental choice that feels right for us. Reusing materials and components is vital if we are to achieve a more circular and sustainable manufacturing process

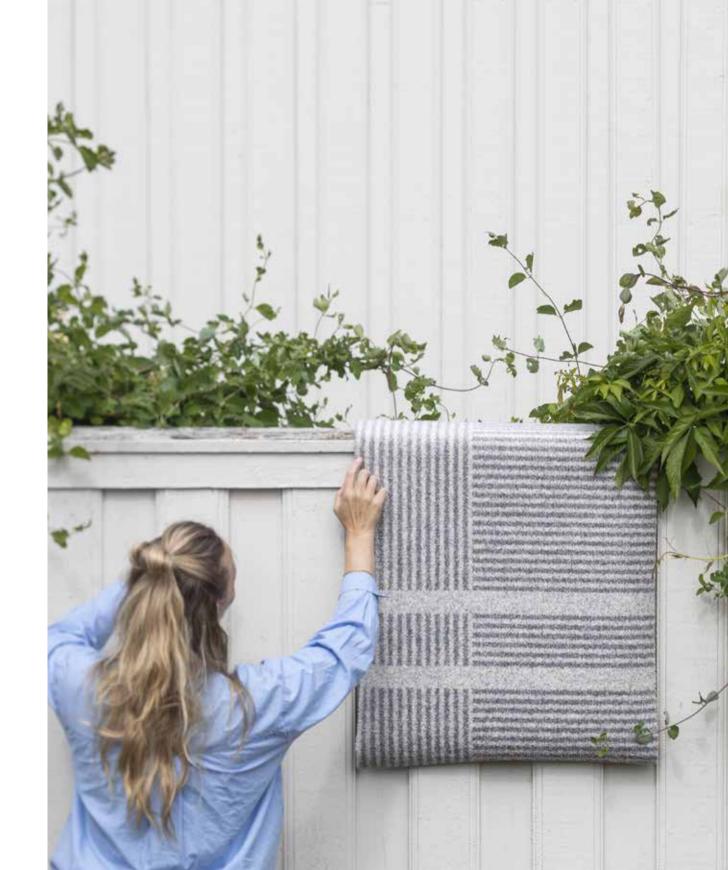
### Premium quality

We want our mats to live, function and inspire for many years. That is why we never

compromise on quality. A Heymat also helps to extend the quality and lifespan of other flooring and surfaces in the home, by quickly absorbing dirt and grit, preventing it from being dragged into the house

### Long lifespan

Sustainability is also about developing motifs that stand the test of time. This is something that is the key to smart, functional and sustainable products. Our design processes take time, because we test and tweak our products to make sure that they will work, not just for one season, but to be something that you can keep for a long time





# Grain

With its unique organic design, Grain adds texture and colour to the room





# Meet Stine – the designer behind Grain

From Kiosken Studio in Bergen, Stine Aas works on furniture and product design. Taking her inspiration from different floors and architectural materials with rough textures, Stine has created a collection that will add texture to modern interior design



MEET THE DESIGNER

"I think that we have come up with a design that adds something new to Heymat's product range"

STINE AAS

### Tell us about Grain

Grain is a mat with an organic pattern inspired by stone textures, and it can evoke associations of things close up or something viewed from a great distance. The mats consist of unique shapes that give a modern look and effectively hide dirt and dust

### What inspired the design?

The design developed from an idea where the focus was on pattern and texture rather than on a typical motif. I was inspired by different floors and architectural materials that had rough textures.

I began a research process in which I photographed materials and stone surfaces whose surfaces I liked, before transferring them by hand and developing them into a pattern that formed the basis for Grain. It was the rhythm and abstract shapes of the photographs that formed the basis for the pattern, which appears repetitive but free, as no two shapes are identical – as in nature.

# What is your favourite thing about working as a designer?

I enjoy the variety of my work, I'm never bored. Each project brings new things to explore, learn and test. I love the process and the thrill of seeing a completed piece of work. The creative process makes me feel that anything is possible.

### What inspires you?

I'm inspired by working on something. I have a lot of projects at the back of my mind and find inspiration for them everywhere. In the street, when I shop, in nature.

# What homes do you imagine Grain would suit?

I envision that Grain would suit a young home where the mat would add texture to a modern interior design style





The Dis collection is growing with the addition of several new formats



"Expanding with a series of bigger dimensions felt like a natural progression for a collection inspired by nature's vast landscapes. The soft blending hues of Dis can now be enjoyed on a larger scale, like a panorama fading towards the horizon"

VERA & KYTE



# Mix Teklan - Earth tone pastels that welcome you home



One of our first and most popular collections Mix, designed by Kristine Five Melvær, was first launched in 2016. Mix has now been presented in a brand-new edition, created by Tekla Evelina Severin, better known as Teklan. With a nod to 70's color palette, gemstones and the Mediterranean, Tekla has created a contemporary color scheme in earthy pastels that welcome you home.

For Tekla Evelina Severin, it was important to show her appreciation for the original design in her new creation, contributing something new in her personal interpretation "I wanted to create a new version of Mix that feels harmonic and inspiring to come home to. I drew great inspiration from the soft and almost meditative color scale of gemstones," says Tekla Evelina Severin.

### NYCXDESIGN AWARD 2021

Mix Teklan was named the winner in the Residential Flooring category at the prestigious NYCxDESIGN Awards 2021, one of the premier design competitions in the United States



LOOKBOOK

# Each Heymat has a unique identity and story embedded by its designers and their creativity

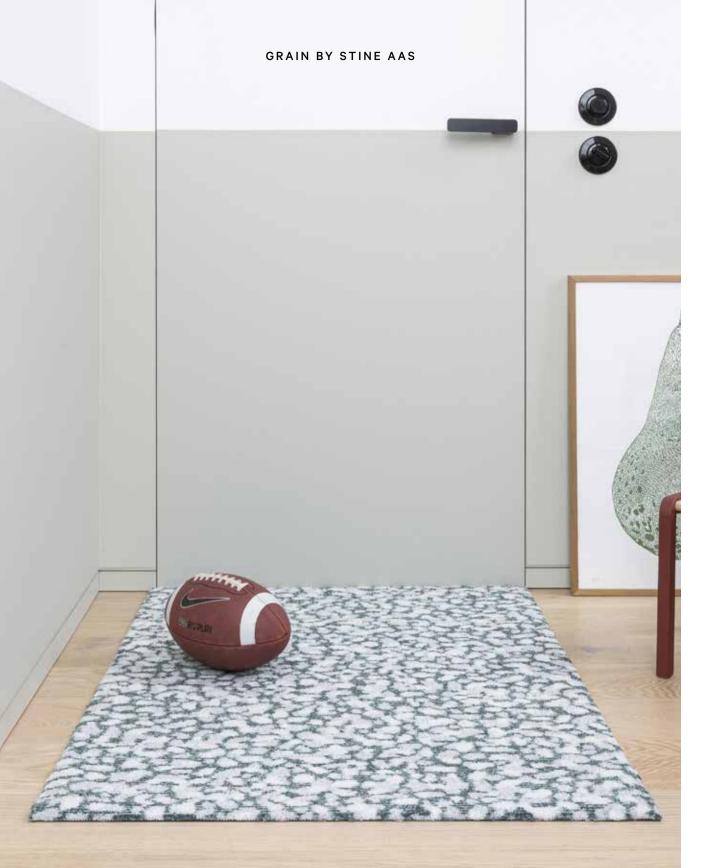
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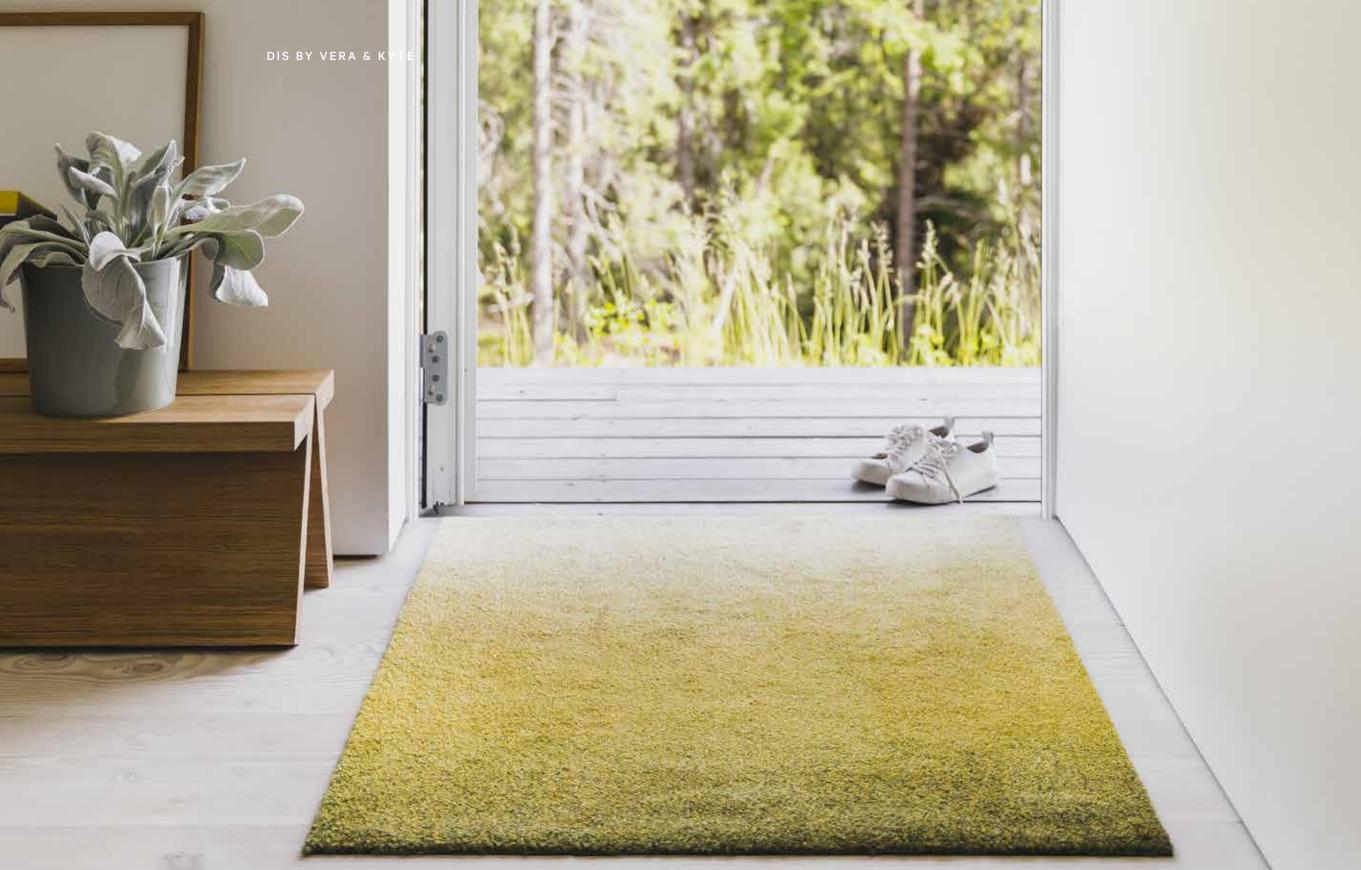


LYN BY CATHRINE CHRISTENSEN

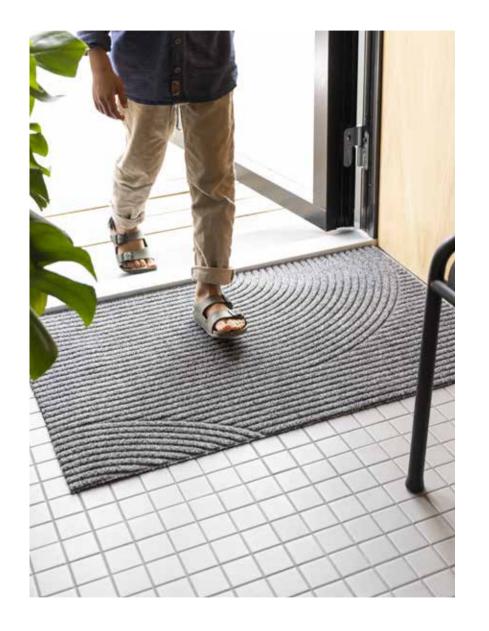








### STEIN BY KRISTINE FIVE MELVÆR

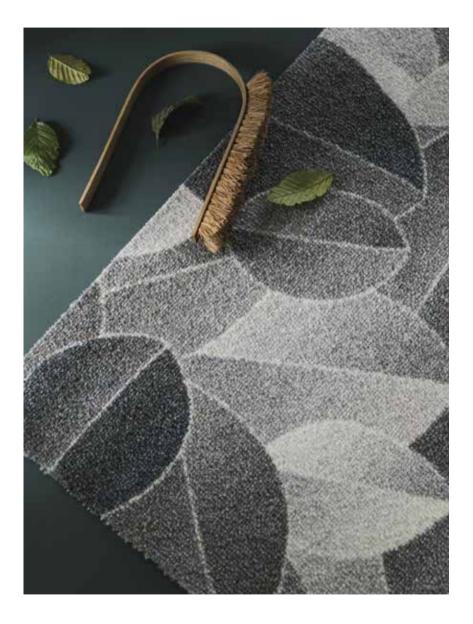








### FOLIAGE BY KRISTINE FIVE MELVÆR



HAGL BY CATHRINE CHRISTENSEN



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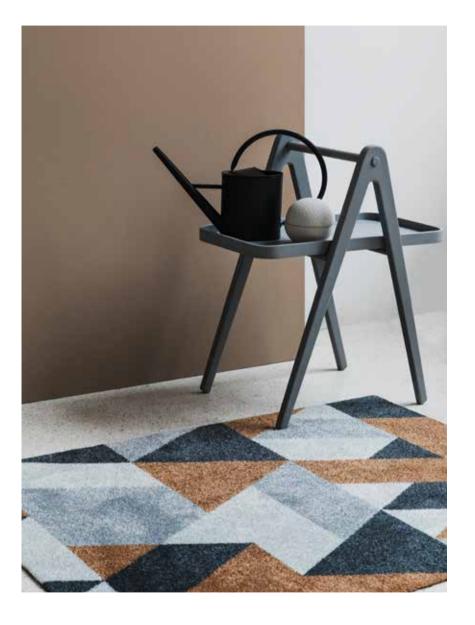
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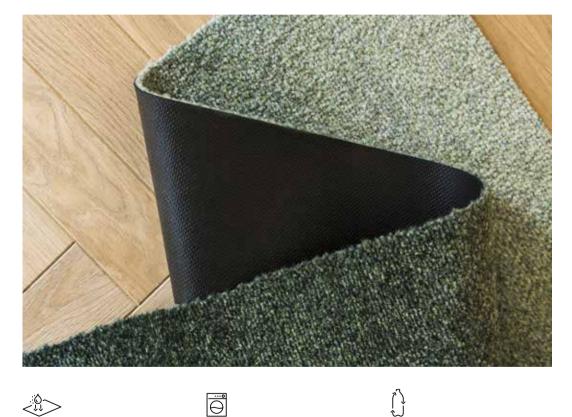




PRODUCTINFORMATION

# **Heymat Original**

High quality doormats designed for indoor use. The mat has a soft upper surface and rubber backing





**GREAT FUNCTIONALITY** The mat collects large amounts of sand, dirt and water. The backing protects the floor from moisture

 $\Theta$ 

EASY MAINTENANCE Vacum the mat regularly and wash it on 60° when needed. Tumble or flat dry

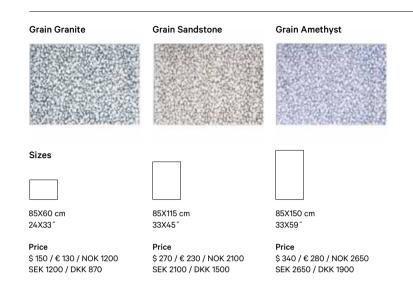
**RECYCLED MATERIAL** Pile made of 100% recycled plastic bottles (PET)

## Grain

Grain is inspired by stone and architectural use of natural materials. The composition of unique shapes gives a modern look and effectively camouflages dirt and dust

Design: Stine Aas Material: 100% recycled PET. Nitrile rubber backing Made in: Belgium

Maintenance: Vacuum the mat regularly. The mat can be washed at 60°C in a domestic washing machine.

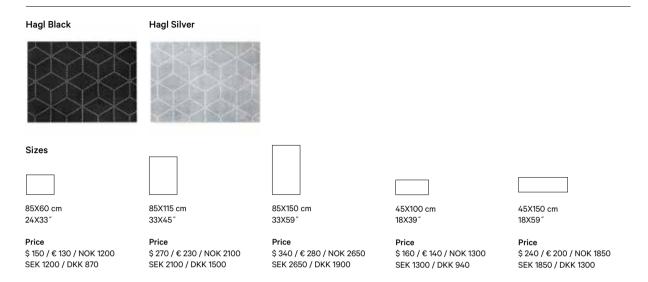


# Hagl

Small pellets of hail create an eye-catching, geometric pattern against the dark evening sky. adding a discreet and playful touch to your home

Design: Cathrine Christensen Material: 100% recycled PET. Nitrile rubber backing Made in: Belgium

Maintenance: Vacuum the mat regularly. The mat can be washed at 60°C in a domestic washing machine.



# Blåne

In Norwegian, Blåne is an old expression that means "over or behind seven mountain ranges". The design of the collection brings inspiration from just this, and gives an illusion of forests and mountains seen from a distance

Design: Caroline Olsson Material: 100% recycled PET. Nitrile rubber backing Made in: Belgium

Maintenance: Vacuum the mat regularly. The mat can be washed at 60°C in a domestic washing machine.

# Blåne Spring Blåne Fall Sizes



85X115 cm 33X45″

Price \$ 150 / € 130 / NOK 1200 \$ 270 / € 230 / NOK 2100 SEK 1200 / DKK 870 SEK 2100 / DKK 1500

Price \$ 340 / € 280 / NOK 2650 SEK 2650 / DKK 1900

85X150 cm

33X59″

### Blåne Winter

85X60 cm

\$ 150 / € 130 / NOK 1200

SEK 1200 / DKK 870

24X33″

Price

85X60 cm

24X33″

Price







Price \$ 270 / € 230 / NOK 2100 SEK 2100 / DKK 1500

85X115 cm

33X45″

Price \$ 340 / € 280 / NOK 2650 SEK 2650 / DKK 1900

85X150 cm

33X59″

Price \$160 / €140 / NOK 1300 SEK 1300 / DKK 940

45X100 cm

18X39″

Price \$ 240 / € 200 / NOK 1850 SEK 1850 / DKK 1300

45X150 cm

18X59″

## Eine

Sizes

85X60 cm

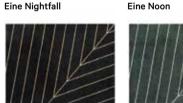
24X33″

The Eine collection's geometric pattern is inspired by the juniper shrubs' sharp needles, a familiar sight in Norwegian forests

Design: Caroline Olsson Material: 100% recycled PET. Nitrile rubber backing Made in: Belgium

Maintenance: Vacuum the mat regularly. The mat can be washed at 60°C in a domestic washing machine.

Eine Dawn



85X115 cm

33X45″



Price Price \$ 150 / € 130 / NOK 1200 \$ 270 / € 230 / NOK 2100 SEK 1200 / DKK 870 SEK 2100 / DKK 1500

Price

\$ 340 / € 280 / NOK 2650 SEK 2650 / DKK 1900

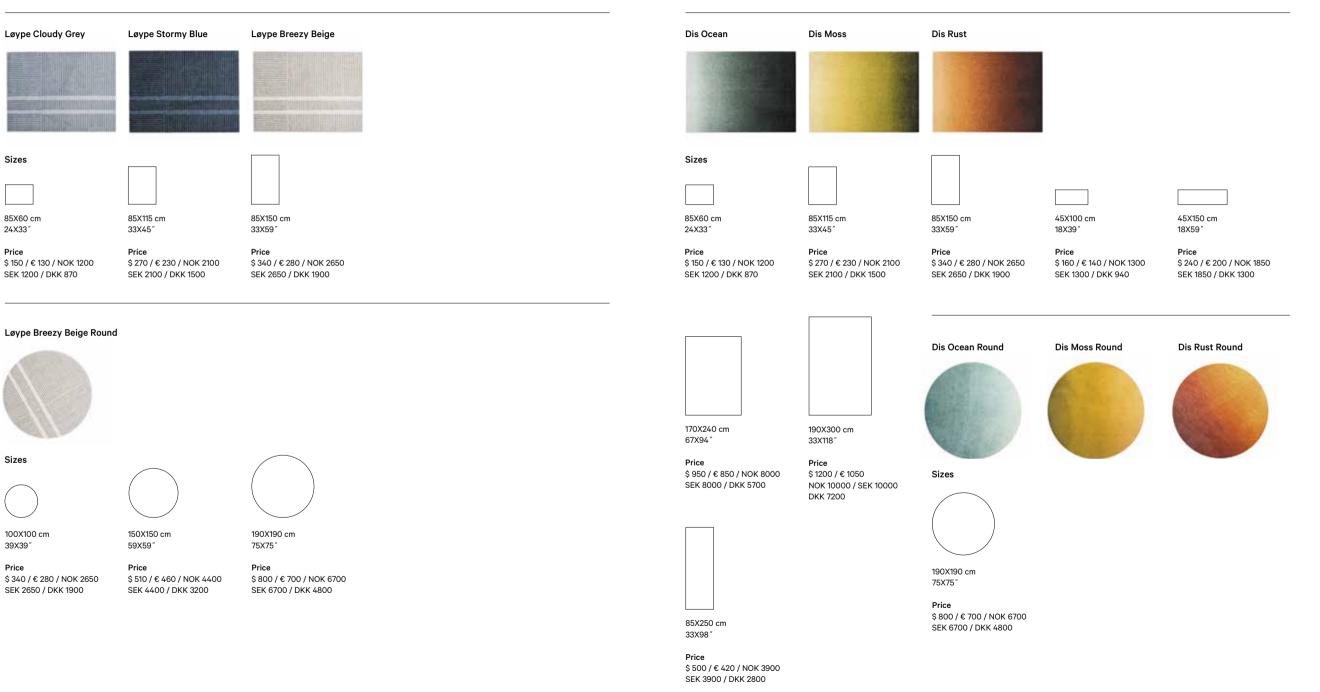
### Løype

Løype, Norwegian for "trail", is decorated with a simple pattern resembling the fresh trails of cross-country skiing. Every format has its own unique motif, each representing a graphic play between light and shadow Design: Vera & Kyte Material: 100% recycled PET, Nitrile rubber backing Made in: Belgium Maintenance: Vacuum the mat regularly. The mat can be washed at 60°C in a domestic washing machine.



The Dis collection has been inspired by the soft colors of the landscape in the morning haze ('dis' in Norwegian). In reflecting the natural hues of the landscape, Dis showcases a rich color palette at your feet, fading to lighter shades in the distance

Design: Vera & Kyte Material: 100% recycled PET, Nitrile rubber backing Made in: Belgium Maintenance: Vacuum the mat regularly. The mat can be washed at 60°C in a domestic washing machine.



Å, Norwegian for "river", is an abstract interpretation of the river that brings life and nutrition to cities and people. And what gives life to the surrounding nature – that over time changes the landscape.

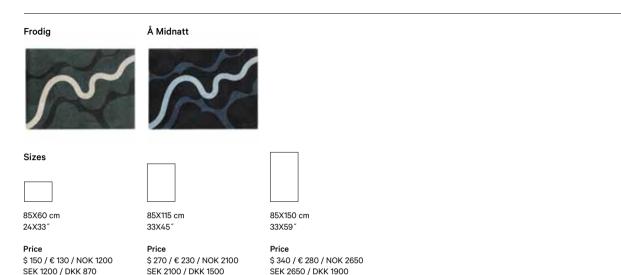
Design: Magnus Voll Mathiassen Material: 100% recycled PET. Nitrile rubber backing Made in: Belgium

Maintenance: Vacuum the mat regularly. The mat can be washed at 60°C in a domestic washing machine.

Maintenance: Vacuum the mat regularly.

The mat can be washed at 60°C in a

domestic washing machine.



# Spot

Three circles in a row leave a beautiful string of pearls by your doorstep in the Spot Collection. The mats bring a delicate and playful atmosphere to the room, where the overlapping of nuances spark a new and playful palette

Spot Black

Design: Kristine Five Melvær Material: 100% recycled PET. Nitrile rubber backing Made in: Belgium

Spot Blue





Price \$ 150 / € 130 / NOK 1200 SEK 1200 / DKK 870

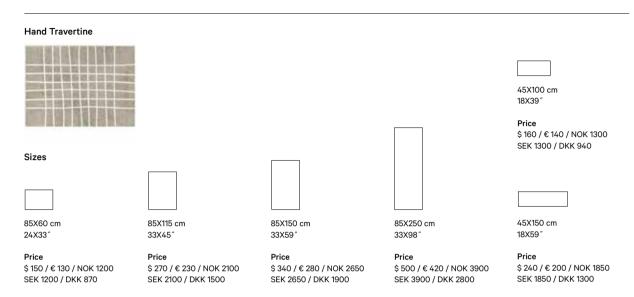
Price \$ 270 / € 230 / NOK 2100 SEK 2100 / DKK 1500

Hand

Meticulously hand-drawn lines soften the rigid, rectangular grid of Hand. The mat is named after a limestone. something the soft grey background with details in white reflect - a delicate and beautiful addition to any interior

Design: Kristine Five Melvær Material: 100% recycled PET. Nitrile rubber backing Made in: Belgium

Maintenance: Vacuum the mat regularly. The mat can be washed at 60°C in a domestic washing machine.



## Foliage

The Foliage collection brings a little piece of nature into your home. The mats are inspired by mother earth, a personification that compares nature and woman's ability to provide life and sustenance

Design: Kristine Five Melvær Material: 100% recycled PET. Nitrile rubber backing Made in: Belgium

Maintenance: Vacuum the mat regularly. The mat can be washed at 60°C in a domestic washing machine.

Foliage Silver Night

Foliage Green Dawn

Foliage Blue Dusk





Price



Price \$ 150 / € 130 / NOK 1200 \$ 270 / € 230 / NOK 2100 SEK 1200 / DKK 870 SEK 2100 / DKK 1500

85X115 cm

33X45″

\$340 / €280 / NOK 2650 SEK 2650 / DKK 1900



Price

## Mix

The design of the Mix collection is a play with colors, where the various rectangles meet in different color mixes. creating a contemporary pattern reminiscent of traditional, woven textiles

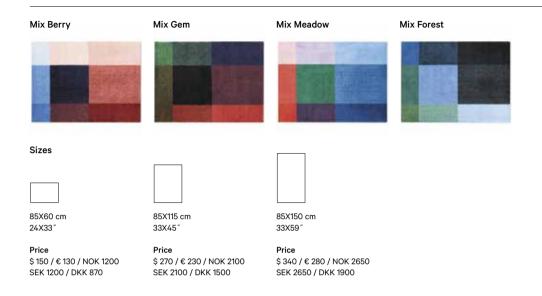
Design: Kristine Five Melvær Material: 100% recycled PET. Nitrile rubber backing Made in: Belgium

Maintenance: Vacuum the mat regularly. The mat can be washed at 60°C in a domestic washing machine.

Maintenance: Vacuum the mat regularly.

The mat can be washed at 60°C in a

domestic washing machine.



## **Mix Teklan**

Mix Teklan is colored by Tekla Evelina Severin, also known as Teklan. With a nod to 70's color palette, gemstones and the Mediterranean, Tekla has created a contemporary color scheme in earthy pastels that welcome you home.

Design: Kristine Five Melvær Material: 100% recycled PET. Nitrile rubber backing Made in: Belgium

Mix Teklan



Sizes

85X60 cm 24X33″



85X115 cm 33X45″

Price



Price \$340 / €280 / NOK 2650 \$ 270 / € 230 / NOK 2100 SEK 2100 / DKK 1500 SEK 2650 / DKK 1900

85X150 cm

33X59″

Heim

Heim is a simple, down-to-earth portrait of two homes in the blue hour. A clean-cut design and beautiful hues of blue come together in a calm, soft whole, wishing you a warm welcome home

Design: Kristine Five Melvær Material: 100% recycled PET. Nitrile rubber backing Made in: Belgium

Maintenance: Vacuum the mat regularly. The mat can be washed at 60°C in a domestic washing machine.



### Sizes

Heim



### Føn

Føn Sne is inspired by foehn wind, the warm, dry wind that blows down from the mountains. In an organic, abstract pattern, different shades of grey tell the story of this natural phenomenon

Design: Magnus Voll Mathiassen Material: 100% recycled PET. Nitrile rubber backing Made in: Belgium

Maintenance: Vacuum the mat regularly. The mat can be washed at 60°C in a domestic washing machine.

### Føn Sne



85X60 cm 85X115 cm 24X33″ 33X45″



Price \$ 150 / € 130 / NOK 1200 \$ 270 / € 230 / NOK 2100 SEK 1200 / DKK 870 SEK 2100 / DKK 1500

Price \$ 340 / € 280 / NOK 2650 SEK 2650 / DKK 1900

Sizes

Price

## Lyn

Lyn Grey's bold zigzag pattern lights up the grey background, in a tribute to the spectacular natural forces that surround us

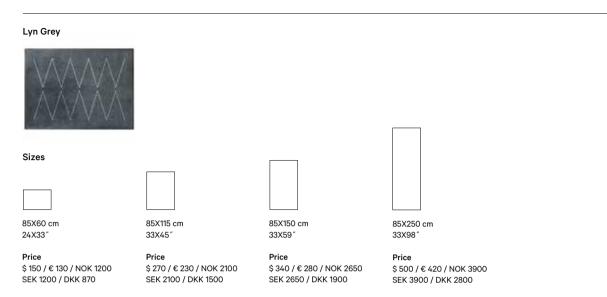
Design: Cathrine Christensen Material: 100% recycled PET. Nitrile rubber backing Made in: Belgium

Maintenance: Vacuum the mat regularly. The mat can be washed at 60°C in a domestic washing machine.

Maintenance: Vacuum the mat regularly.

The mat can be washed at 60°C in a

domestic washing machine.



## Løv

The circular shape of the aspen leaf is the inspiration behind Løv Frost. Different shades of grey come together in a geometric whole, giving the mat a three-dimensional effect

Design: Caroline Olsson Material: 100% recycled PET. Nitrile rubber backing Made in: Belgium

Løv Frost





150X150 cm

100X100 cm 39X39″

Price \$340 / €280 / NOK 2650 SEK 2650 / DKK 1900

Price \$ 510 / € 460 / NOK 4400 SEK 4400 / DKK 3200

59X59″

# Heymat +

High quality doormat especially suitable for outdoor use. The mat has a rough surface and a rubberized backing





**GREAT FUNCTIONALITY** The mat collects large amounts of sand, dirt and water. Pattern makes a good scratch effect and rain drains well

EASY MAINTENANCE Shake or vacuum regularly. Rinse the mat when needed

J.C.

**RECYCLED MATERIAL** Pile made of 100% recycled plastic bottles (PET)

57

# Strå

Strå is inspired by grass swaying in a warm summer breeze, beautifully illustrated by a soft, geometric design in a deep and delightful green. The three-dimensional pattern is both tactile and meditative, creating a calm atmosphere by your doorstep

Design: Kristine Five Melvær Material: 100% recycled PET. SBR rubber backing Made in: Belgium

Maintenance: Vacuum the mat regularly If needed rinse with water

## Sand

Sand

Sizes

60X90 cm

\$ 185 / € 170 / NOK 1600

SEK 1600 / DKK 1200

24X35″

Price

Sand is inspired by Japanese Zen gardens. The mat comes in a calm beige colour that matches the name of the mat beautifully. The three-dimensional pattern is both tactile and meditative, creating a calm atmosphere by your doorstep

Design: Kristine Five Melvær Material: 100% recycled PET. SBR rubber backing Made in: Belgium

Maintenance: Vacuum the mat regularly

If needed rinse with water

Sizes

Strå



SEK 1600 / DKK 1200

# Sjø

Sjø is inspired by calm waves rolling across the ocean, enforced by the mat's deep and delicate blue hue. The three-dimensional pattern is both tactile and meditative, creating a calm atmosphere by your doorstep

SEK 3400 / DKK 2500

Maintenance: Design: Kristine Five Melvær Vacuum the mat regularly Material: 100% recycled PET. If needed rinse with water SBR rubber backing Made in: Belgium

Siø



Sizes



60X90 cm 24X35″

- Price \$ 185 / € 170 / NOK 1600 SEK 1600 / DKK 1200
- Price \$ 410 / € 370 / NOK 3400 SEK 3400 / DKK 2500

85X130 cm

33X51″

## Stein

Stein's simple design with soft, comfortable movements in a beautiful and versatile grey, is inspired by nature and Japanese Zen gardens. The three-dimensional pattern is tactile and meditative, efficiently tackling grit and grime while creating a calm atmosphere by your doorstep

\$ 410 / € 370 / NOK 3400

SEK 3400 / DKK 2500

85X130 cm

33X51″

Price

Design: Kristine Five Melvær Material: 100% recycled PET. SBR rubber backing Made in: Belgium

Maintenance: Vacuum the mat regularly If needed rinse with water

### Stein



Sizes

Price



33X51″

Price \$185 / €170 / NOK 1600 SEK 1600 / DKK 1200

\$ 410 / € 370 / NOK 3400 SEK 3400 / DKK 2500

heymat.com