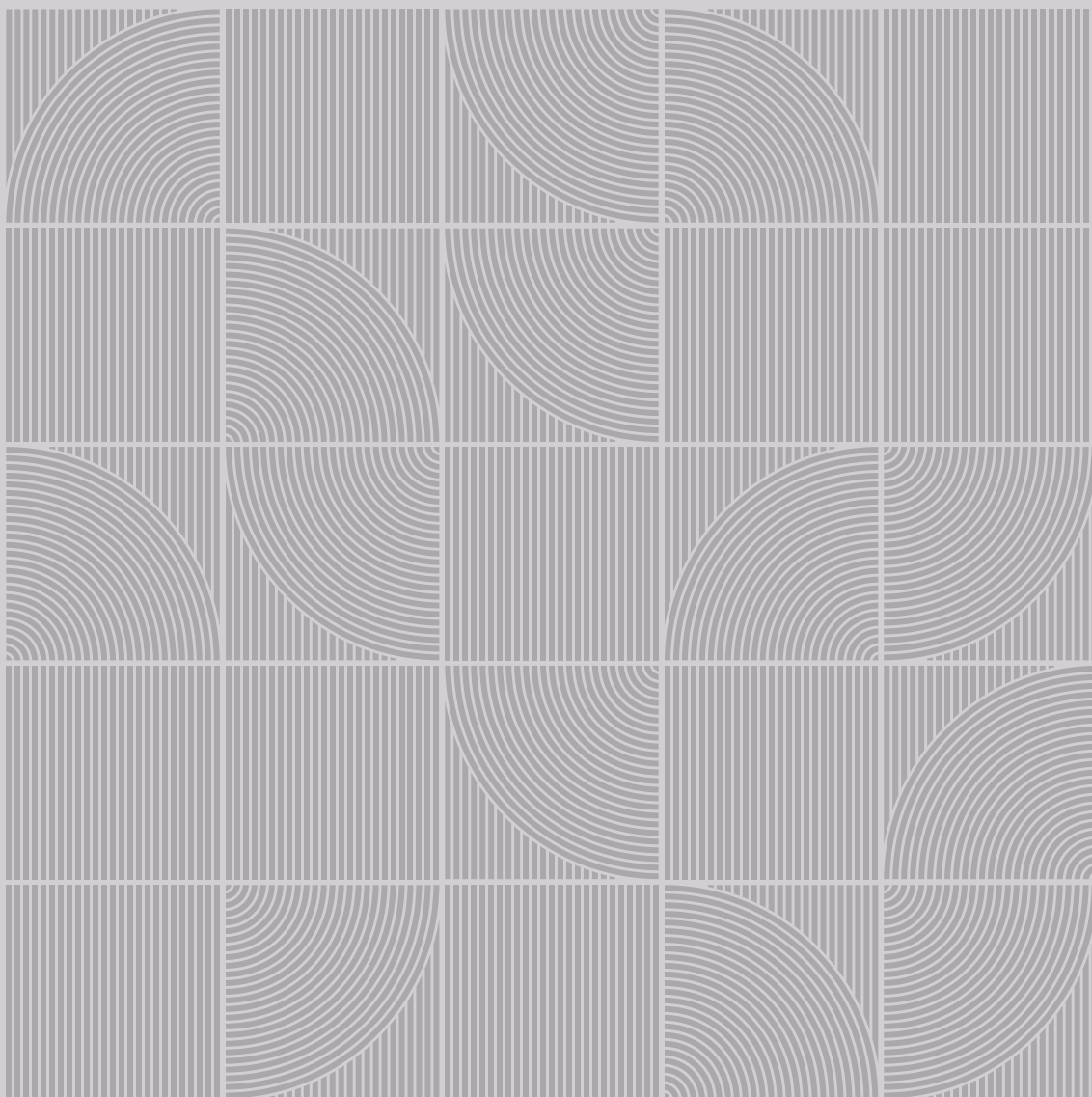


CARPET TILES FOR  
HALLWAYS AND ENTRANCES

**HEYMAT** PRO





HEYMAT PRO

**Every building  
tells a story.  
Set the tone at the  
entrance**

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## INTRODUCTION

**Our surroundings affect us more than we think. That's why we at Heymat Pro are passionate about creating smart and functionally designed products - that deliver and inspire**

**Our new mat system for hallways and entrances - Zen carpet tile - combines high quality requirements with smart, environmentally friendly and delicate design**

**We hope you are inspired**



## With our know-how, entrepreneurship and a bit of healthy madness, we have taken a Norwegian designer product out into the world

Our story starts in the exposed and beautiful Northern Norway, surrounded by fjords and mountains ... and lots of wet and windy weather. Here, husband and wife Sonja Dønne and Thoralf Lian ran a family business, with special expertise in cleaning and renting industrial mats.

Thoralf had three generations of experience behind him, and extensive know-how of what is required of an effective doormat. Sonja had a great passion for interior design. It was in this convergence between experience and passion that the idea for Heymat was born – a doormat that should be good to come home to.

We launched our first collection in 2016 and have since developed many collections in close cooperation with some of Norway's best designers, including Kristine Five Melvær and Vera & Kyte.

It is a great pleasure that Heymat has now found its way to shops, buildings and homes all over Norway, as well as in Europe, Asia and the US, and that our products are attracting more and more user groups. It's clearly not only in Northern Norway we prefer to leave our weather on the doormat.

When our success became a fact, it wasn't hard to start investing more. We are constantly on the lookout for new, innovative and sustainable solutions – something Zen carpet tiles are a good example of. Based on our award-winning doormat Sand, we have now developed a new and flexible solution for hallways and entrances.

We decided on our fundamental values at an early stage: High demands of quality, good designs and a firm belief in environmentally-friendly and sustainable products. All buildings deserve a good designer product.



# Zen is beautiful to the eye, but it is first and foremost what you can't see that makes it unique

## DESIGN + FUNCTIONALITY

The pattern and design of the carpet tiles ensure a unique scraping and absorption effect. This makes Zen very effective against mud, dirt and water. The mud runs into the grooves, moisture evaporates, and dust and dirt are trapped in the pile. You will therefore experience Zen as a clean and dry surface.

## SUSTAINABILITY

The surface (pile) of Zen is PET, which is made entirely from recycled plastic bottles. The rubber backing comprises 20% recycled materials. Zen's hard-wearing quality

ensures a long lifetime for both the product itself and other flooring in the building. Since the carpet tiles trap dust and dirt, they also ensure a minimum of airborne particles, thereby improving indoor air quality.

## MAINTENANCE

It's easy to clean and maintain Zen. Day-to-day cleaning is done with a vacuum cleaner and periodically with a carpet cleaner. If certain patches become worn, you only need to replace those specific tiles rather than a whole carpet. This makes Zen a flexible and lucrative product.



SIMPLE + PLAYFUL



**Zen carpet tiles come in three different varieties.  
In that way, you can tailor the patterns to each  
project – and each building. Play with the motives  
and find the one that works best for you**

SIMPLE + PLAYFUL



## PRODUCT INFORMATION

**Zen comprises three different carpet tiles that you can easily put together to make your own pattern. The carpet tiles can be combined in numerous ways**

### Product specification

Size:	45X45 cm
Thickness:	7,7 mm
Weight:	1035 g
Textile:	Needle punched 100% recycled PET
Backing:	SBR rubber (20% recycled material)

- Colorfast textile
- Not affected by salt or melting ice
- Meets high requirements for flame retardancy, and has a low degree of ignition EN ISO 9239-1
  
- The tiles can be laid in all directions
- The tiles can be cut and adapted to different rooms.  
They can also be laid freely using a suitable molding around the desired area

## PRODUCT INFORMATION

### Zen Beige



S Straight

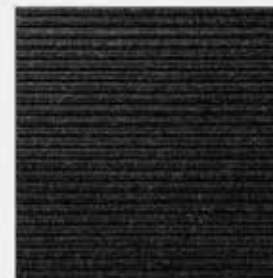


HC Horizontal & Circular



VC Vertical & Circular

### Zen Black



S Straight



HC Horizontal & Circular



VC Vertical & Circular

### Zen Grey



S Straight



HC Horizontal & Circular



VC Vertical & Circular







## Zen was designed by the renowned designer Kristine Five Melvær

**– ‘I really appreciate working with a manufacturer over time. When you build up and achieve mutual trust, you can become more daring together. This often results in more exciting products,’ explains Melvær**

We have worked with Kristine Five Melvær for many years. She is interested in how objects communicate and are known for making products that appeal to the senses with Scandinavian simplicity. Her work encompasses everything from tableware, furniture and lighting to textiles and graphic design.

Melvær has a master’s degree in industrial design from the Oslo School of Architecture and Design, and a master’s degree in visual communication from the Oslo National Academy of the Arts. She has used both disciplines in her work on Zen.

### **MELVÆR ON ZEN**

‘Zen’s three-dimensional pattern is both tactile and meditative, creating a calm atmosphere as soon as you enter the door. The pattern is inspired by Japanese Zen gardens, and is designed to reduce stress

and create a harmonic indoor landscape,’ says the designer.

Zen is a further development of the ‘Sand’ doormat that was launched in the private market in 2018. Sand has won several design awards, both in Norway and internationally.

‘I really appreciate working with a manufacturer over time. When you build up and achieve mutual trust, you can become more daring together. This often results in more exciting products,’ explains Melvær.

‘It’s very motivating to work with a manufacturer that provides quality products, and that follows up this quality with superior and durable designs. I very much want to play a part in us keeping products for longer, rather than buying and throwing them away at tremendous speed,’ says Melvær.

## New life to old materials

### RECYCLED MATERIALS

The UN Sustainable Development Goals are clear – we need more sustainable consumption and production patterns. Heymat Pro strives to put this into practice, which is why we use 100% recycled plastic bottles for the pile on our carpet tiles. The rubber backing comprises 20% recycled materials.

### LESS WASTE

Zen is designed as a carpet tile to help reduce waste. When flooring in high use areas, such as corridors, becomes worn,

you can replace the tiles individually rather than re-carpeting the whole floor. Profitable for business and the environment.

### LONG LIFETIME

The quality of the carpet tiles ensures a long product lifetime. Zen also extends the lifetime of other flooring in the building, since it absorbs sand and mud that would otherwise be carried into the building. Zen also ensures less airborne particles, thereby improving indoor air quality.





## CONTACT

**Get in touch, or visit  
our website for more  
information**

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