



CATALOGUE
2024



4

PLANET, PEOPLE AND PRODUCTS

8

NEWS 2023

17

HEYMAT ORIGINAL

33

HEYMAT+

41

HEYMAT COMPACT

44

PRODUCT OVERVIEW

Beautiful to look at
Designed to work hard
Made to last

By combining innovative Scandinavian design with exceptional high-quality materials, Heymat products take daily life in their stride.

Collaborating with leading contemporary designers, we make sure our growing collection of functional indoor and outdoor mats not only look good but do good too.

Sustainably made and shipped throughout the world, Heymat makes every day easier.

At Heymat we want to make products that not only look good but do good too. We are committed to having a positive social and environmental impact, without you having to compromise on materiality, functionality, or long-lasting quality





Our Planet

At Heymat, we know that the decisions we make today will have far reaching consequences tomorrow.

We work closely with all our suppliers and business partners to help us minimise our environmental impact and to further develop sustainable solutions across our entire product range.

From sourcing supplies and materials, design methods and developing products, through to marketing and sales; we will continue to make informed choices that ensure a brighter and more responsible future is possible.

Our People

When choosing Heymat, we want our customers to feel confident in the choice they have made:

They should know we respect the long-lasting relationships we have with the talented and diverse community of designers we collaborate with.

They should be confident that we carefully select responsible manufacturers and service providers who also share in our sustainability goals, and that we trust and support every colleague whose hands help to create our finished products.

We employ strict responsibility criteria
so every mat we produce meets the
highest standards of quality, durability
and functionality.

Our Products

At the heart of our sustainability promises are honest products that are made to last. We employ strict responsibility criteria so every mat we produce meets the highest standards of quality, durability or functionality.

We also work hard to ensure as many of our products as possible are manufactured close to their end destinations, so they always arrive in good condition and their environmental impact is limited.





We present Twine by
Kristine Five Melvær



Life is what happens on the way
to something else. There are always
twist and turns, that's what makes
it exciting.





Designed with a deference to nature, in collaboration with the award-winning Kristine Five Melvær, this collection takes its inspiration from the shapes and fibres found in the natural world.

Available in three subtle shades, Twine is part of the Heymat+ range and is a natural transition from nature outside, to the life inside. These sustainably produced, high-quality and highly absorbent mats are all created with weather resistance and everyday resilience in mind.

Perfect for use both inside and outdoors, their three-dimensional PET surface provides a good scraping effect; trapping in dirt, moisture and grime. The anti-slip SBR rubber backing ensures the mat always stays firmly in place, and that the floor surface beneath remains dry.

We invite you to
Kristine Five Melvær's home to
learn more about the Oslo-based
designer's thoughts on design
and everyday products

TWINE BY KRISTINE FIVE MELVÆR



What was the idea behind Twine and what qualities do you want it to bring to people's everyday lives?

Twine is freer and more organic than a regular doormat, and after living through years of restrictions, I wanted to produce something that celebrated our reconnection with the world around us.

With its uniquely shaped border the design twists and dances; it feels almost alive. Whenever I design a doormat, I always think of it as a greeting when you pass the doorstep, and Twine is a subtle reminder that there's always something tangible and tactile to discover on the other side.

How did this concept grow into the final product? Have there been any challenges along the way, and what are you most happy with?

We started this process a year ago after developing the Heymat+ range and the Red Dot award-winning Heymat Pro tiles together. Sustainably produced, to the highest standards, the challenge was to combine their optimised functionality with a form that felt right for now.

With Twine there was a fine line between the overall shape being too symmetrical or too free, but I'm happy with the degree of innovation we have managed to achieve while still creating something that showcases many timeless Scandinavian design qualities.

When it comes to designing an everyday piece for the home, how do you create something new?

Like all designers I want my designs to enrich people's experiences. Of course I draw inspiration from pioneers of the past, as well as think about what challenges my pieces will face in the future, but when it comes to aesthetics I always think of the present.

By combining my two disciplines, the problem-solving aspect of industrial design, with the story telling qualities of graphic design, I aim to make objects people can fall in love with, and hope that the emotional bond they form with them means that they will keep it for a long time.

You collaborate with many global design brands, but what makes Heymat special?

With their design-led doormats, Heymat have established a distinct home accessories category and treated it with the respect it deserves. With a focus on quality, durability and sustainability I love how a Heymat product benefits the whole home, both in terms of preserving the lifespan of the floor itself, as well as improving the air quality for those who live there.

I've worked with Heymat from their very first collection. During this long collaboration we have built a common knowledge, as well as a deep trust, that has led us to make great changes and innovative new products such as Twine.

“Good design
should naturally
intertwine with
our everyday
life.”





HEYMAT ORIGINAL

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



Grid

Created by Hallgeir Homstvedt, Grid reinvents a much-loved everyday object by using new materials and patterns as its starting point. Complementing your décor rather than taking centre stage, Grid is designed with real homes in mind, and is available in two convenient sizes and three colour combinations: Matcha Lemon, Lime Candycane and Chocolate Strawberry.







GRAIN BY STINE AAS



Grain

Grain is inspired by stone and architectural use of natural materials. An organic pattern that is both repetitive and brings texture and colors to the hallway. The composition of unique shapes gives a modern look and effectively camouflages dirt and dust





Dis

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.





DIS BY VERA & KYTE





HAND BY KRISTINE FIVE MELVÆR



LØYPE BY VERA & KYTE



Løype

Løype, Norwegian for “trail”, is decorated with a simple pattern resembling the fresh trails of cross-country skiing. The collection’s pattern is a subtle play with stripes, and the result is both classic and modern at the same time. Every format has its own unique motif, each representing a graphic play between light and shadow.





HEYMAT +

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



Strå, Stein, Sand and Sjø

Taking references from nature and the essence and artistry of Japanese gardens, our Zen inspired series of outdoor mats will bring a harmonious expression and soothing sensibility to your hallway or entrance space.





SAND AND SJØ BY KRISTINE FIVE MELVÆR









HEYMAT COMPACT

Doormats particularly suitable for smaller entrances. The mat has a slightly rough surface and a soft rubber backing.



Hex

Hex hints at a larger pattern that we only see a selection of. The pattern is based on the hexagon and the circle – two shapes that within the geometry are strongly connected. Repetition and order give a calm expression that evokes associations with architecture and industry.



Entrance mats



Twine Beige

DESIGN
Kristine Five Melvær

SIZES IN CM
60X85
SIZES IN INCHES
24X34



Twine Green

DESIGN
Kristine Five Melvær

SIZES IN CM
60X85
SIZES IN INCHES
24X34



Twine Grey

DESIGN
Kristine Five Melvær

SIZES IN CM
60X85
SIZES IN INCHES
24X34



Grid Lime Candycane

DESIGN
Hallgeir Homstvedt

SIZES IN CM
60X85 / 85X115
SIZES IN INCHES
24X34 / 32X44



Grid Chocolate Strawberry

DESIGN
Hallgeir Homstvedt

SIZES IN CM
60X85 / 85X115
SIZES IN INCHES
24X34 / 32X44



Grid Matcha Lemon

DESIGN
Hallgeir Homstvedt

SIZES IN CM
60X85 / 85X115
SIZES IN INCHES
24X34 / 32X44



Mix Teklan

DESIGN
Kristine Five Melvær / Teklan

SIZES IN CM
60X85 / 85X115 / 85X150
SIZES IN INCHES
24X34 / 32X44 / 32X57



Dis Moss

DESIGN
Vera & Kyte

SIZES IN CM
60X85 / 85X115 / 85X150
85X250* / 45X100* / 45X150*
SIZES IN INCHES
24X34 / 32X44 / 32X57
33X98* / 18X39* / 18X59*



Dis Rust

DESIGN
Vera & Kyte

SIZES IN CM
60X85 / 85X115 / 85X150
85X250* / 45X100* / 45X150*
SIZES IN INCHES
24X34 / 32X44 / 32X57
33X98* / 18X39* / 18X59*



Dis Ocean

DESIGN
Vera & Kyte

SIZES IN CM
60X85 / 85X115 / 85X150
85X250* / 45X100* / 45X150*
SIZES IN INCHES
24X34 / 32X44 / 32X57
33X98* / 18X39* / 18X59*



Hand Travertine

DESIGN
Kristine Five Melvær

SIZES IN CM
60X85 / 85X115 / 85X150
85X250* / 45X100* / 45X150*
SIZES IN INCHES
24X34 / 32X44 / 32X57
33X98* / 18X39* / 18X59*



Sand

DESIGN
Kristine Five Melvær

SIZES IN CM
60X90 / 85X130
SIZES IN INCHES
24X35 / 33X51



Sjø

DESIGN
Kristine Five Melvær

SIZES IN CM
60X90 / 85X130
SIZES IN INCHES
24X35 / 33X51



Stein

DESIGN
Kristine Five Melvær

SIZES IN CM
60X90 / 85X130
SIZES IN INCHES
24X35 / 33X51



Strå

DESIGN
Kristine Five Melvær

SIZES IN CM
60X90 / 85X130
SIZES IN INCHES
24X35 / 33X51

PRODUCTOVERVIEW



Hex Desert

DESIGN
Lars Tornøe

SIZES IN CM
45X75 / 55X90
SIZES IN INCHES
18X30 / 22X35



Hex Soil

DESIGN
Lars Tornøe

SIZES IN CM
45X75 / 55X90
SIZES IN INCHES
18X30 / 22X35



Loom Bauhaus Brick

DESIGN
Vera & Kyte

SIZES IN CM
60X85 / 85X115
SIZES IN INCHES
24X34* / 32X44*



Loom Bauhaus Blue

DESIGN
Vera & Kyte

SIZES IN CM
60X85 / 85X115
SIZES IN INCHES
24X34* / 32X44*



Mix Berry

DESIGN
Kristine Five Melvær

SIZES IN CM
60X85 / 85X115 / 85X150
SIZES IN INCHES
24X34 / 32X44 / 32X57



Mix Meadow

DESIGN
Kristine Five Melvær

SIZES IN CM
60X85 / 85X115 / 85X150
SIZES IN INCHES
24X34 / 32X44 / 32X57



Mix Gem

DESIGN
Kristine Five Melvær

SIZES IN CM
60X85 / 85X115 / 85X150
SIZES IN INCHES
24X34 / 32X44 / 32X57



Mix Forest

DESIGN
Kristine Five Melvær

SIZES IN CM
60X85 / 85X115 / 85X150
SIZES IN INCHES
24X34 / 32X44 / 32X57



Grain Granite

DESIGN
Stine Aas

SIZES IN CM
60X85 / 85X115 / 85X150
SIZES IN INCHES
24X34 / 32X44 / 32X57



Grain Amethyst

DESIGN
Stine Aas

SIZES IN CM
60X85 / 85X115 / 85X150
SIZES IN INCHES
24X34 / 32X44 / 32X57



Grain Sandstone

DESIGN
Stine Aas

SIZES IN CM
60X85 / 85X115 / 85X150
SIZES IN INCHES
24X34 / 32X44 / 32X57



Hagl Silver

DESIGN
Cathrine Christensen

SIZES IN CM
60X85 / 85X115 / 85X150
45X100* / 45X150*
SIZES IN INCHES
24X34 / 32X44 / 32X57
18X39* / 18X59*



Løype Cloudy Grey

DESIGN
Vera & Kyte

SIZES IN CM
60X85 / 85X115 / 85X150
SIZES IN INCHES
24X34 / 32X44 / 32X57



Løype Stormy Blue

DESIGN
Vera & kyte

SIZES IN CM
60X85 / 85X115 / 85X150
SIZES IN INCHES
24X34 / 32X44 / 32X57



Løype Breezy Beige

DESIGN
Vera & Kyte

SIZES IN CM
60X85 / 85X115 / 85X150
SIZES IN INCHES
24X34 / 32X44 / 32X57



Hagl Black

DESIGN
Cathrine Christensen

SIZES IN CM
60X85 / 85X115 / 85X150
45X100* / 45X150*
SIZES IN INCHES
24X34 / 32X44 / 32X57
18X39* / 18X59*

PRODUCT OVERVIEW



Eine Noon

DESIGN
Caroline Olsson

SIZES IN CM
60X85 / 85X115 / 85X150
SIZES IN INCHES
24X34 / 32X44 / 32X57



Eine Nightfall

DESIGN
Caroline Olsson

SIZES IN CM
60X85 / 85X115 / 85X150
SIZES IN INCHES
24X34 / 32X44 / 32X57



Eine Dawn

DESIGN
Caroline Olsson

SIZES IN CM
60X85 / 85X115 / 85X150
SIZES IN INCHES
24X34 / 32X44 / 32X57

Round mats



Wildlife Bird

DESIGN
Vera & Kyte

SIZES IN CM
135*
SIZES IN INCHES
53X53 *



Wildlife Lynx

DESIGN
Vera & Kyte

SIZES IN CM
135*
SIZES IN INCHES
53X53 *



Wildlife Frog

DESIGN
Vera & Kyte

SIZES IN CM
135*
SIZES IN INCHES
53X53 *



Dis Rust

DESIGN
Vera & Kyte

SIZES IN CM
190*
SIZES IN INCHES
59*



Dis Ocean

DESIGN
Vera & Kyte

SIZES IN CM
190*
SIZES IN INCHES
59*



Dis Moss

DESIGN
Vera & Kyte

SIZES IN CM
190*
SIZES IN INCHES
59*



Løype Breezy Beige

DESIGN
Vera & Kyte

SIZES IN CM
150* / 190*
SIZES IN INCHES
39* / 59*

*Not available for sale in the USA

Contact info@heymat.com for pricelists
and more detailed product overviews



heyomat.com
info@heyomat.com
+47 75 15 11 00

Instagram: heyomat.no
Facebook: heyomat.no
Pinterest: heyomat1