

Press Release
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Heymat launches new collection Løype

Heymat treads new ground with Løype, the Norwegian company's first collaboration with the award-winning design studio Vera & Kyte.



In their very first collaboration with Heymat, designers Vera & Kyte have been inspired by an activity that many Norwegians hold dear. Løype, Norwegian for “trail”, is decorated with a simple pattern resembling the fresh trails of cross-country skiing – not that this limits the mats to one season, Løype suits any interior all year round.

“The 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,” says Vera Kleppe and Åshild Kyte, founders of the Bergen-based studio Vera & Kyte.

Decorative and durable

The Løype mats are available in dark blue, light blue, yellow and greige. The versatile and timeless colours ensure longevity yet blend nicely with the trend palettes of today's interiors. The melange nuances efficiently hide dirt and grime, while the mats' anti-slip backing in nitrile rubber ensures stability. Løype holds the same industrial quality and high absorption capacity as all Heymat's products, with pile made in PET from 50% recycled plastic.

“We have gained valuable insight and great respect for Heymat's environmental concerns through this project. We also believe that good collaborations, good communication and a strong product ensure longevity,” says Vera & Kyte.

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Løype



By popular demand

The **Løype** collection comes in three rectangular sizes and two circular versions – the latter to satisfy customers' requests for round mats. Sonja Djønnne, CEO of Heymat, is very pleased with the end result.

"We are very proud of this new collection. It is both calm and exciting, and it has a clear personality without grabbing all the attention in a room. It is simply gorgeous!" says Djønnne.

Løype is available from 1st of September.

About Heymat

Heymat is a family-run business from Mo i Rana in Norway, building on years of experience from the cleaning industry. The first collection was launched in 2016, and today the mats are available in Europe, the USA and in Asia. Valuing functionality, sustainability and contemporary design, Heymat's aim is to make your rooms a pleasure to come home to.

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Press images

https://www.dropbox.com/sh/8906iyy4glv20jx/AABbhBTLWd_M7mhD9x62ALzxa?dl=0

Press photos must be credited photographer Jim Hensley and stylist Kirsten Visdal