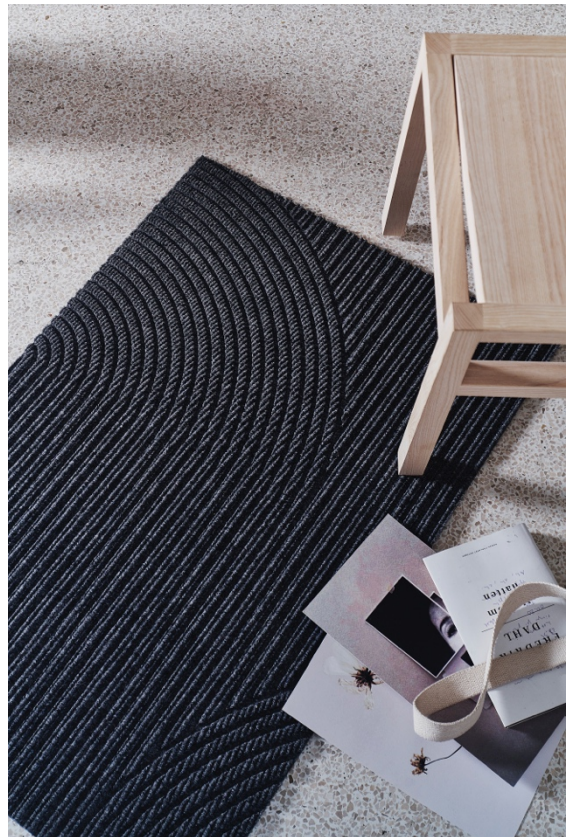


Press release
August 2019

Heymat launches new, recycled mat Stein

Heymat's popular Heymat+ collection in recycled plastic gets a new member with the Zen-inspired mat Stein.



Heymat+, Heymat's very first collection with pile in 100% recycled plastic, has been well received since the initial launch in 2018. It was recently nominated in the prestigious NYCxDDesign Awards in New York – the design industry's equivalent of the Oscars – and the collection won the Beautiful Everyday Items Award at Norwegian magazine Bonytt's Your Home festival 2019.

Now Heymat+ welcomes a new family member with the launch of the Stein mat – Stein being Norwegian for “stone”.

“We have received several requests for a grey addition to our sustainable collection Heymat+. We are happy to satisfy popular demand by launching Stein in a dark grey colour,” says Sonja Djønne, CEO of Heymat.

Decor that does the job

The Stein mat's simple and versatile appearance is a beautiful supplement to the Heymat+ collection's calm, monochrome patterns that are both decorative and functional – the three-dimensional, coarse surface efficiently tackles dirt and grime. All four mats in the Heymat+ collection is designed by Kristine Five Melvær.

“The Stein mat is, like the other Heymat+ mats, designed to induce calmness as you cross the doorstep. Like the Sand mat, it is inspired by Japanese Zen gardens, but Stein has a calmer motif with fewer and bigger movements in a stone-grey colour,” says Five Melvær.

Press release
Heymat+ Stein

Sustainable commitment

The Stein mat is available in two sizes, 60 x 90 cm and 87 x 130 cm. Timeless design, industrial quality and high absorption capacity ensure longevity and thus reduce the mat's environmental footprint.

"We work continuously to make our production and our products as environmentally friendly and sustainable as possible. The reception of Heymat+ shows that both the industry and our customers support this approach, which is very encouraging to us," says Sonja Djønnne, CEO of Heymat.

Heymat+ Stein is available from 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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