

# Foliage in 100% recycled plastic

In collaboration with designer Kristine Five Melvær, this autumn we are launching Foliage in two new colors – and now with 100% recycled plastic (PET) textile. This launch is a part of a continuous process to make our production as environmentally friendly as possible. Foliage will be in sale from 27. October.



## Bringing nature indoors

Kristine is a great believer in bringing a touch of nature into our modern homes, and this provides the basis for the design of Foliage. Foliage has been inspired by mother earth, a personification that compares nature's ability and the ability of women to provide life and sustenance.

*"It was only natural for us to collaborate with Kristine for this launch of Heymat using 100% recycled plastic. Like us, she has a strong desire to create products that will stand the test of time – both visually and in terms of quality. Inspiration from nature is a good fit with our decision to use recycled materials. We are doing this to look after mother earth."* **CEO, Sonja Djønn**

The Foliage collection, which previously comprised Foliage Blue Dusk, now also includes Foliage Green Dawn and Foliage Silver Night.

## New textile – the same top quality

Ever since launching Heymat in 2015 we have focused on reducing our environmental footprint. In 2017 we switched to PET textile consisting of 50% recycled plastic bottles. We are therefore now proud to be able to introduce a textile consisting of 100% recycled PET – not just for our new product Foliage, but for all our mats. Reusing plastic is a good sustainable solution, as it reduces the use of non-renewable raw materials. One Heymat reuses 33-82 plastic bottles (0.5 litre) depending on size. PET is also ideally suited for use in a doormat, as it has excellent absorption properties, dries quickly and is an extremely hard-wearing material.

From autumn 2020 all our mats will be produced using 100% recycled plastic.

## About Heymat

Heymat is a family business from Mo i Rana with origins in the laundry industry. The mat manufacturer's first collection was launched in 2016, and today the mats are sold in Europe, the USA

and Asia. With a focus on function, environment and modern, Norwegian design, Heymat creates rooms that are good to come home to.

### **Product information Foliage**

Design:	Kristine Five Melvær
Color:	Foliage Green Dawn Foliage Blue Dusk Foliage Silver Night
Size:	S: 60x85 cm M: 85x115 cm
Materials:	100% recycled plastic from plastic bottles Nitrile rubber
Price:	S: 130 € M: 230 €

### **For more information, please contact:**

Sales Manager  
Tina Østrem  
Email: [tina@heyamat.no](mailto:tina@heyamat.no)  
Telephone: +47 976 86 485

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Styling by Kirsten Visdal