

Catalogue
Spring 2021





Is it a doormat? Is it a rug? It is a Heymat

Because it is an original product we always call it a Heymat. A Heymat is a unique product for the floor, that cares for the home with design and durability. It helps the quality- and taste-oriented customer to create their home as the place that is clean, cared-for and well-designed. It's durable, has a long life, it's easy to maintain



**Mix
Teklan
s. 6**

Content

News	6
Our Story	10
A Heymat	12
Our collections	14
Product overview	42
Contact	46

**Heymat+
collection
s. 16**





**Mix in new
colors by
Teklan**



Mix Teklan

In collaboration with colorist Tekla Evelina Severin we are launching Mix in new colors. With a nod to 70s color palette, gemstones and the Mediterranean, Tekla has created a contemporary color scheme in earthy pastels that welcome you home.

First launched in 2016, Mix was originally designed by Norwegian designer Kristine Five Melvær, whose design plays with different rectangles in contrasting colors combined with each other. For Teklan, it was important to show her appreciation for the original design in her new creation, contributing something new in her personal interpretation.

A colorist, interior designer, and one of the brightest stars in the design world, Tekla Evelina Severin is known for her strong color compositions and graphically playful artistic expression – often monochrome. Her use of unexpected color combinations keeps her relevant and in demand for new projects all over the world.



Our story

Heymat was created in North Norway. Married couple Sonja Djønné and Thoralf Lian, combined their passion for Scandinavian design with the knowledge of high quality industrial mats. With a unique understanding of maintenance handed down through three generations, Heymat is an expression of sustainability. Heymat is a creative expression of what makes a home cared for

The name Heymat comes from the North Norwegian word "heimatt", meaning "to return home"



A Heymat is a unique combination of design, functionality, sustainability and maintenance

- A Heymat can be used both indoors and outdoors
- Heymat collects large amounts of sand and water
- The rubberized backing enables the mat to lie solid and flat on the floor
- The rubber protects the floor from water and moisture
- The pile of a Heymat is produced by 100% recycled plastic bottles
- The thickness of the pile, and the way it is woven, provides a very durable surface that can withstand active use
- The colors of the mat will stay well over time, both through daily use and through sunlight exposure



**Each Heymat has a
unique identity and story
embedded by its designers
and their creativity**



HEYMAT+ COLLECTION

**Designed to induce
calmness as you cross
the doorstep**







Dis

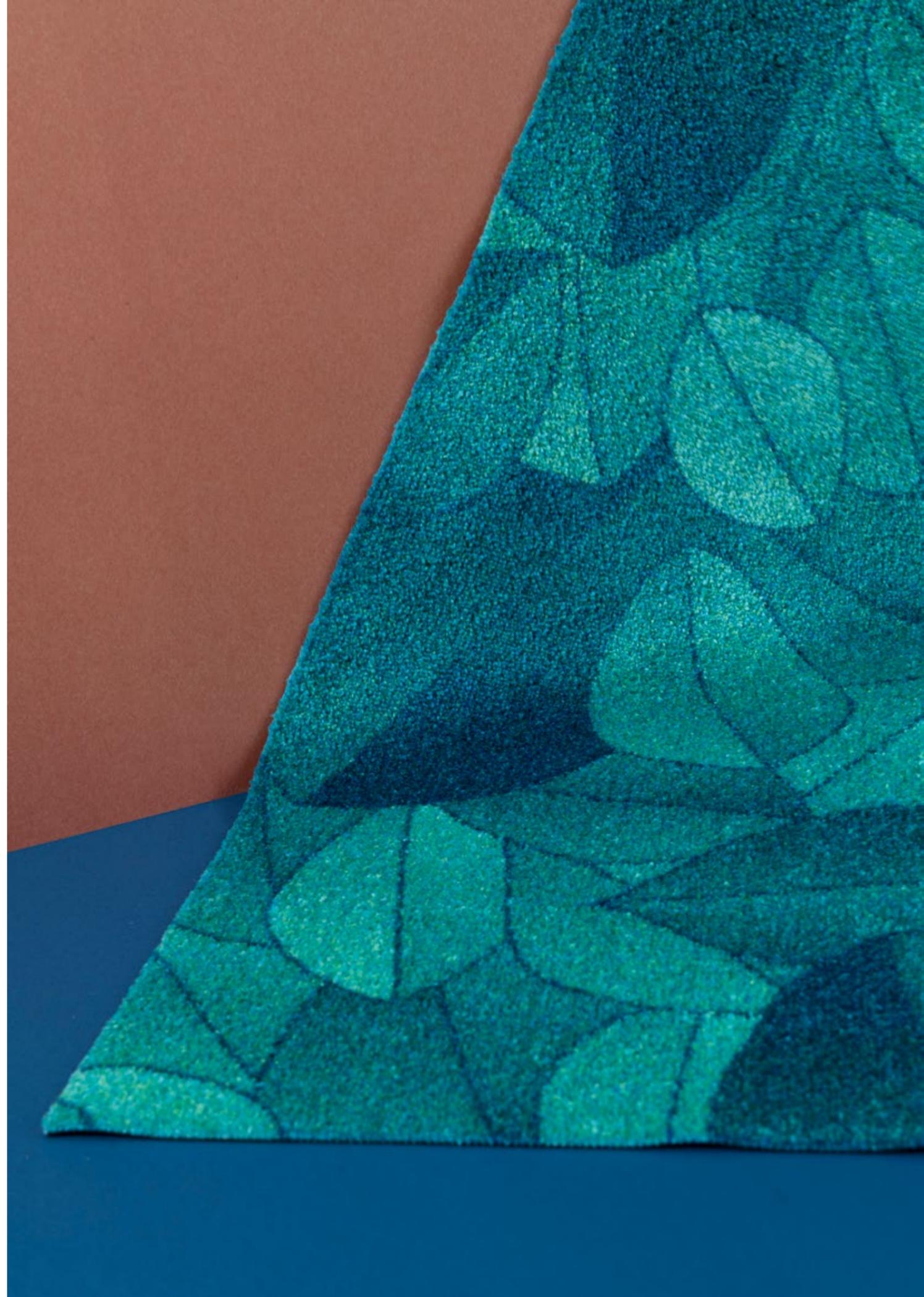
Inspired by the soft colours of
the landscape in the morning haze





Foliage

Inspired by mother earth, a personification that compares nature's ability and the ability of women to provide life and sustenance

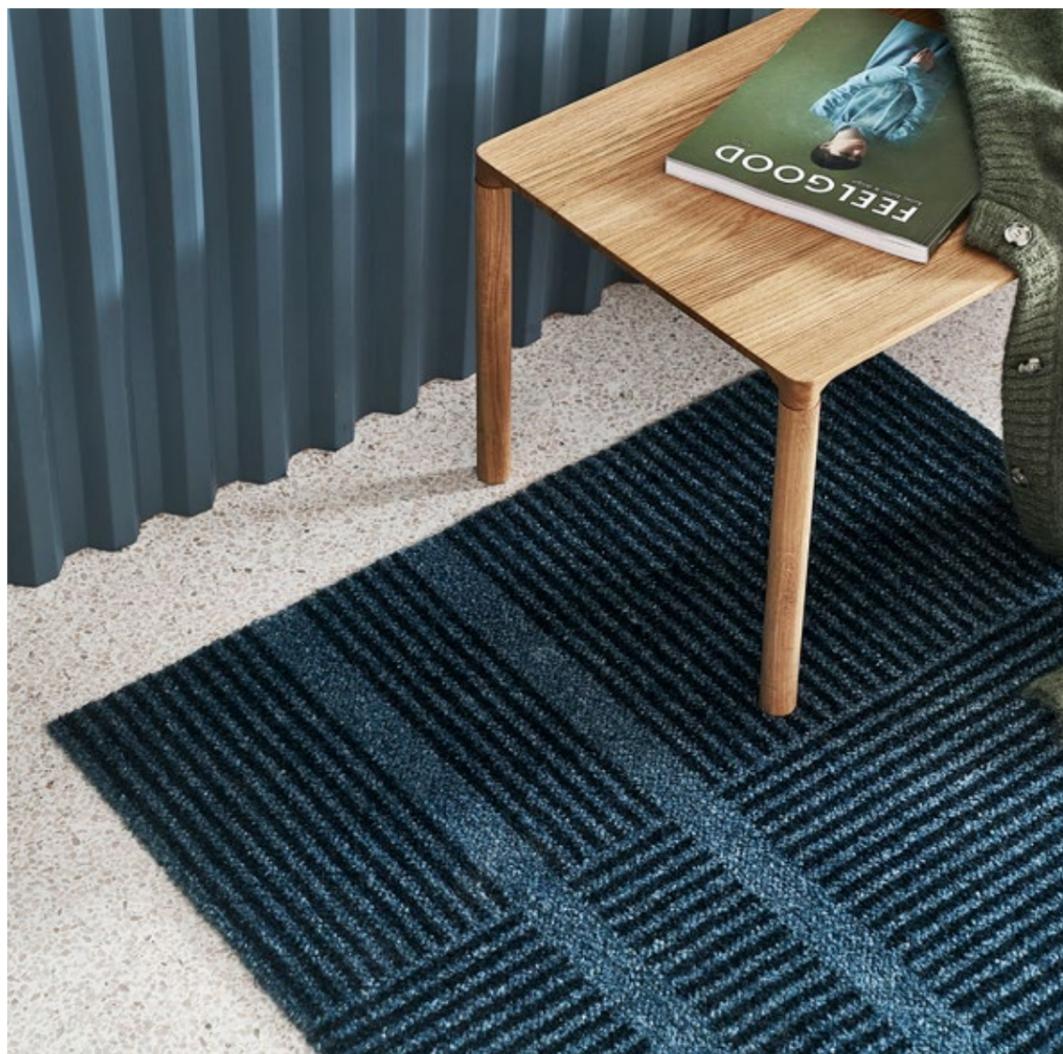




Blåne

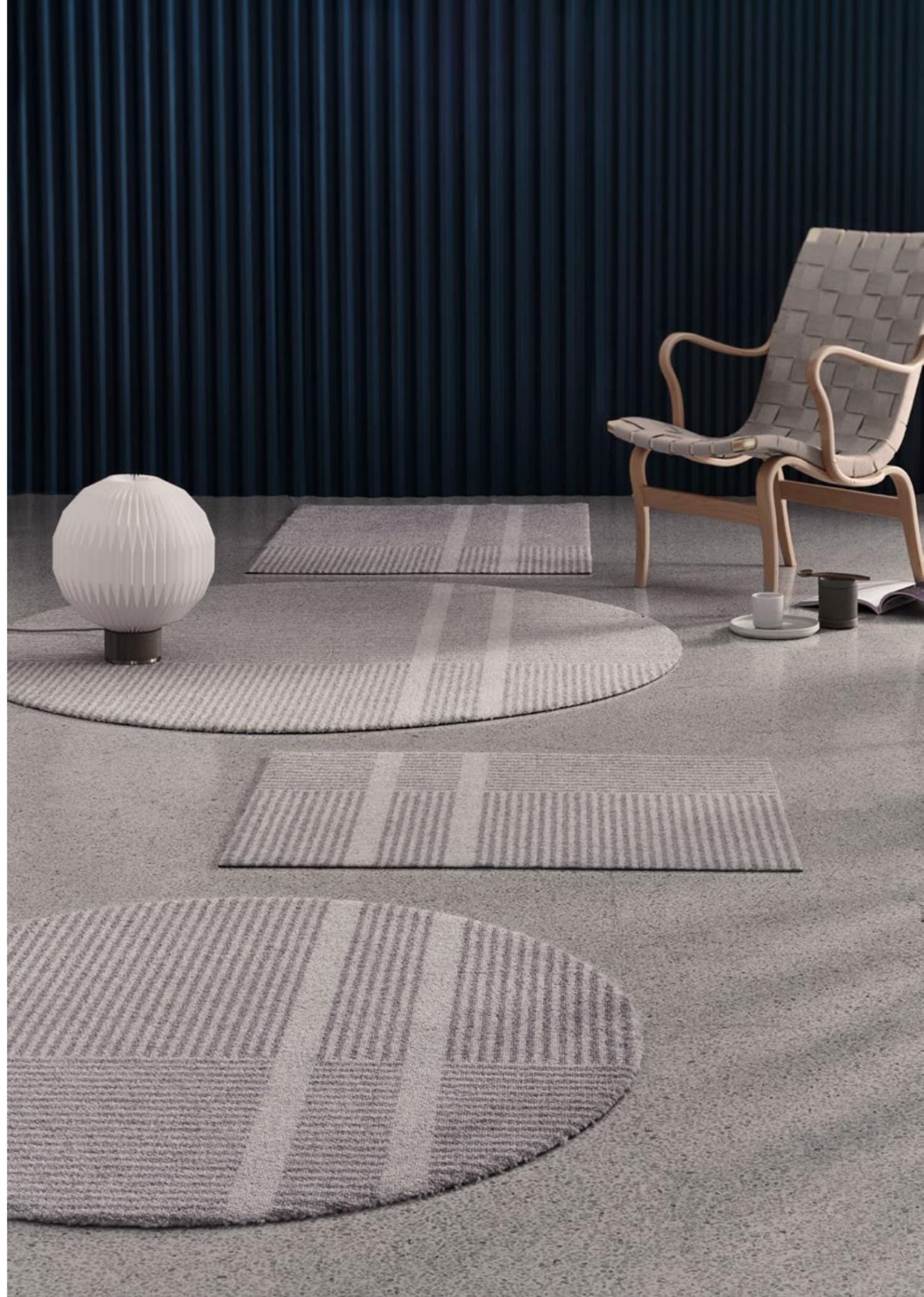
evokes the crisp freshness of snow-clad mountains. White and silvery peaks reflecting the clear daylight come to life through clean, geometric shapes, ensuring a delicate welcome home





Løype

Inspired by the fresh trails of cross-country skiing. A ski track crosses the mat in a simple, graphic pattern, creating a beautiful dialogue between light and shadow





Eine

Inspired by the juniper shrubs' sharp needles, a familiar sight in Norwegian forests





Å

an abstract interpretation of the river that brings life and nutrition to cities, people and nature











Mix

Kristine Five Melvær



Mix Berry

S | M | L



Mix Gem

S | M | L



Mix Meadow

S | M | L



Mix Forest

S | M | L



Mix Teklan

S | M | L

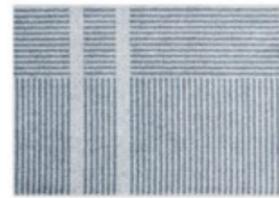
Løype

Vera & Kyte



Løype Breezy Beige

S | M | L



Løype Cloudy Grey

S | M | L



Løype Stormy Blue

S | M | L



Løype Breezy Beige Round

RS | RM | RL

Heymat+

Kristine Five Melvær



Sand

+S | +L



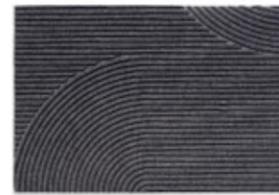
Strå

+S | +L



Sjø

+S | +L



Stein

+S | +L

Foliage

Kristine Five Melvær



Foliage Silver Night

S | M



Foliage Blue Dusk

S | M



Foliage Green Dawn

S | M

Dis

Vera & Kyte



Dis Moss

S | M | L



Dis Ocean

S | M | L



Dis Rust

S | M | L

Each size in the Dis collection has its own unique gradient



S



M



L

Eine

Caroline Olsson



Eine Nightfall

S | M | L



Eine Dawn

S | M | L



Eine Noon

S | M | L

Blåne

Caroline Olsson



Blåne Spring

S | M | L



Blåne Fall

S | M | L

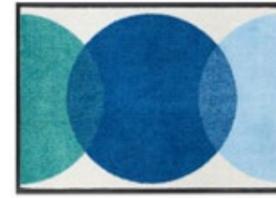


Blåne Winter

S | M | L | TS | TM

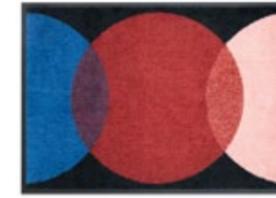
Spot

Kristine Five Melvær



Spot Blue

S | M

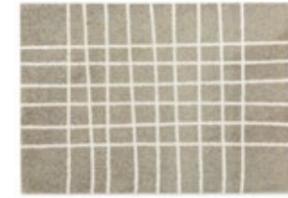


Spot Black

S | M

Hand

Kristine Five Melvær



Hand Travertine

S | M | L | XL | TS | TM

Å

Magnus Voll Mathiassen



Å Frodig

S | M | L



Å Midnatt

S | M | L

Lyn

Cathrine Christensen



Lyn grey

S | M | L | XL

Løv

Caroline Olsson



Løv Frost

RS | RM

Føn

Magnus Voll Mathiassen



Føn Sne

S | M | L

Hagl

Cathrine Christensen



Hagl Black

S | M | L | TS | TM | C



Hagl Silver

S | M | L | TS | TM | C

Heim

Kristine Five Melvær



Heim

D | S | M | L



Prices and information

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prices and detailed
product information

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HEYMAT