

NORDGRÖNA



2025



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2015 - 2025



As we celebrate our 10th anniversary, we reflect on an incredible journey of growth and innovation.

From our humble beginnings, Nordgröna has evolved into a trusted name in the industry, known for our entrepreneurial spirit and thoughtful designs. This milestone marks not just a decade of progress and learning, but a renewed commitment to our values and vision. We remain curious, honest, and dedicated to bringing you more nature-infused, innovative interior design products.



Thank you for being part of our story. Here's to the next 10 years and beyond!



Our story

The Nordgröna journey began during a rainy hiking trip in northern Sweden, where an idea grew from a bed of reindeer moss. Observing this natural material sparked curiosity and questions: How is moss structured? What makes it unique? Could it help us reconnect with nature?

The three students involved ended up spending the rest of their time at Uni building a unique company from the dorm. They are no longer students, but they still ask too many questions, and their innovations from regrowing material are making everyday environments more personal, more vivid, and a lot more inspiring.

Now, you're an integral part of this. Together we shape our surroundings and the environment that we share. Let's make it vivid.

What makes us unique

Improving life indoors

Our products are made to improve indoor environments and to have a positive impact on people. Besides looking good and fostering social connections, our products improve acoustics, are maintenance-free, fire-resistant and non-toxic.

Preserving life outdoors

We use regrowing materials to innovate materials and products. It's about acknowledging the limited nature of some resources while embracing the abundance of others. Using regrowing materials is also a way for us to reconnect with nature, raise awareness and inspire action.

Design

Our design philosophy is rooted in a deep connection to nature; it's where our creative process always begins.

Customizable products

Nordgröna products each offer an open-ended story waiting to be told. We believe in empowering users to personalize their spaces through our designs. Tailor our products to fit your vision, and let your creativity shine.

Creative support

Whether you need assistance with CAD, configuring products, tailoring designs from scratch, or crafting 3D visualisations for your project, we're here to help.



Proudly introducing product news 2025

Meet Flora and Boulevard. Flora brings diversity and sustainability to your interiors, and Boulevard expands the Nordgröna Reindeer Moss collection, creating functional and vibrant spaces within spaces. Elevate your interiors with these thoughtfully designed additions, offering both refined aesthetics and practical versatility.



Nordgröna collections



Clearcut-Free Timber

This method means harvesting individual trees in a forest, instead of all at once. By removing just enough to allow small seedlings to grow, the forest remains healthy, flourishing with increased biodiversity while storing carbon instead of releasing it.

The result is Clearcut-Free Timber from Nordgröna, available in a diverse mix of lengths and tree species, offering unique character and warmth. As an architect, you can incorporate the story of the forest into your designs with a material that's responsibly sourced and naturally beautiful.

All our Clearcut-Free Timber is grown, harvested, and sawed in Sweden. Choose to include a QR code or have the specific tree species engraved into the wood to learn about the exact origin of each piece.

Indoor Environment

Clearcut-Free Timber can be treated to meet a range of fire safety standards, offering flexibility to suit different needs and sustainability requirements.

Durability

Our products are built to last. To enhance strength and resilience, we coat the wood with wax oil for added protection.

Acoustics

Flora, made from our Clearcut-Free Timber, combines style with acoustics, achieving a Class A acoustic rating with appropriate backing and spacing.

Maintenance

Nordgröna products require no maintenance whatsoever.

Sustainability

Nordgröna Clearcut-Free Timber, certified by Plockhugget offers carbon storage within a building equivalent to 851 kg CO₂ per cubic meter of wood, which can be credited in the Sweden Green Building Council's NollCO₂ framework. Additionally, Clearcut-free forestry practices enable greater carbon sequestration in the soil compared to industrial forestry, significantly increasing the actual impact.

We reduce production waste by using natural wood in various lengths and preserving its natural look and color variations.



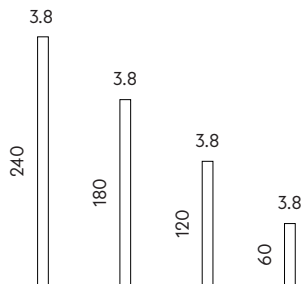


Flora

Design: Johan Birhen & Daniel Gezavati

Flora is a sound-absorbing solid wood slat system made from slats of various tree species. It tells the diverse story of the forest from which it originates, while encouraging the industry to shift toward more sustainable practices.

Flora seamlessly combines sustainability, function, and beauty.





Nordgröna Reindeer Moss

Explore Nordgröna Reindeer Moss products, made from the lush and naturally grown Scandinavian lichen known as *Cladonia stellaris*.

Our handcrafted moss products offer designers and architects many creative and practical options, with beautiful natural textures. Choose from a variety of shapes and bright colors to create something truly unique.

We dye and preserve our Reindeer Moss in our production facility in Arlöf, Sweden, using a water-based blend of pigments, sea salts and additives that we have developed.

Indoor Environment

Due to the high amounts of sea salts used in the preservation process, our Reindeer Moss offers top-class fire resistance.

Furthermore, Nordgröna Reindeer Moss products are made without the use of common irritants or allergens and meet high standards for VOC emissions, ensuring they adhere to strict regulations regarding indoor environment.

Our Reindeer Moss is hygroscopic; it adjusts to the ambient humidity. When the air becomes dry, the moss dries out as well. As humidity increases, the moss regains its softness.

Durability

Our products are designed to last. They exhibit exceptional durability while retaining their vibrant colors.

Maintenance

Our products require no maintenance whatsoever. Nordgröna Reindeer Moss doesn't need watering and repels dust.

Acoustics

Our moss is sourced from northern Sweden and Norway where it's exceptionally fluffy, and serves as an outstanding acoustic solution by effectively absorbing sound from various directions. The reason behind its remarkable effectiveness lies in its porous and soft nature.

Sustainability

To ensure sustainability, the moss in our products is hand-harvested and responsibly sourced from diverse locations in Härjedalen, Sweden, and the Norwegian region of Rendalen. It grows relatively fast, and up to 20% can be harvested every 5 to 6 years without endangering any flora or fauna.



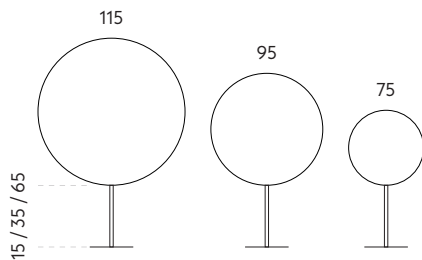


Boulevard

Design: Stefan Borselius

A versatile room divider from the Nordgröna Reindeer Moss collection.

Boulevard combines functionality with creativity, featuring a sturdy metal frame that can be filled with Nordgröna Reindeer Moss in a variety of colors on both the front and back. Its adaptable design encourages innovative layouts, making it an ideal choice for defining spaces in diverse design projects.





Canopy

A premium solution crafted to seamlessly blend into standard suspended ceiling grid systems.

Canopy offers a sophisticated integration option, adding excitement and texture with ease while maintaining the integrity of standard suspended ceiling frameworks.

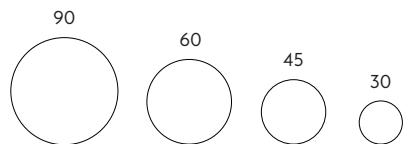




Cloudberry

A truly charming suspended sphere available in four sizes.

Revel in the art of blending these energetic shapes, crafting an environment that is as imaginative as it is inviting.

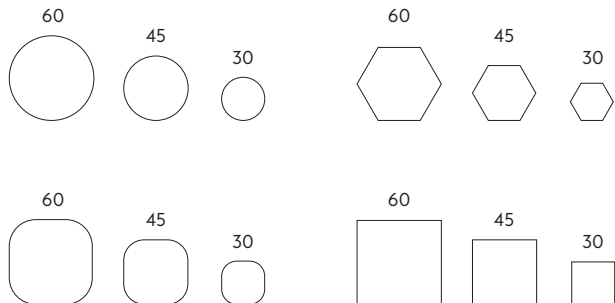




Convex

Infuse spaces with personality, using Convex as your playful toolkit!

Discover our collection of vibrant panels in four distinct shapes and three versatile sizes. Mix and match to explore the joy of designing spaces with dynamic, geometric appeal.

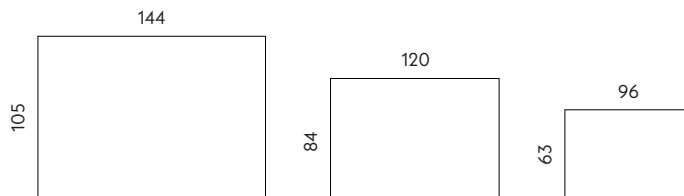




Field

Redefine your space with the sleekness of this large, rectangular panel.

Crafted with a metal frame, available in three sizes, Field delivers an infusion of sophistication and contemporary style to any wall it graces. Personalize it by creating your own moss artwork, with the option to incorporate multicolored moss.

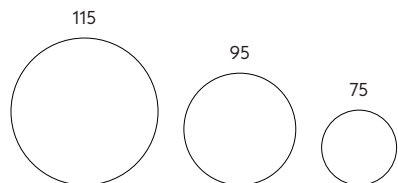




Glade

Elevate your space with this versatile and elegant panel featuring a sleek metal frame, available in three generous sizes. Glade can be mounted as a pendant or installed directly on the wall, allowing you to customize its placement according to your preferences.

Mix sizes and angles to create an atmosphere that reflects your vision. Your creativity sets the tone.

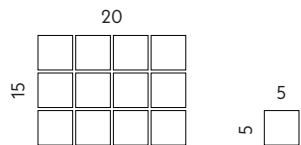




Pixel

Your unique vision brought to life!
Pixel unlocks a world of creative
expression for us daring dreamers.

This seemingly simple shape transforms
into captivating stories when curated.
Effortlessly design your personalized
moss walls, using our user-friendly
online planner tool.



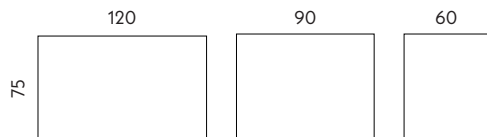
Pixel Moss / Apple / Natural



Canvas

Canvas extends the possibilities of creating your own Nordgröna Reindeer Moss design.

Framed moss panels fuse the charm of your unique moss art with the elegance of solid oak frames, offering a flexible design solution for any space, large or small.





Letters & Logos

Make a statement with our Letters & Logos service! Highlight your brand or message with tailored lettering and logos, crafted to meet your unique specifications.

Simply send us your design and choose between metal or MDF for your creation.





Moss
RAL 6020



Apple
RAL 6010



Lime
RAL 6018



Honey
RAL 1006



Orange
RAL 2000



Salmon
RAL 3012



Ruby Red
RAL 3027



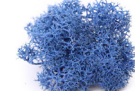
Copper
RAL 8004



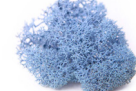
Burgundy
RAL 4002



Purple
RAL 4005



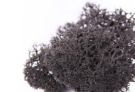
Azure
RAL 5008



Lavender
RAL 5024



Granite
RAL 7032



Charcoal
RAL 9004



Natural
RAL 1014



The Cork Collection

Nordgröna Cork Collection combines classic Scandinavian design with contemporary interior style.

With a variety of shapes to choose from or mix together, the Cork Collection offers flexible options to create unique and attractive spaces. Whether you prefer a smooth wall covering or sleek frames, it brings your ideas to life with ease.

We take pride in the craftsmanship behind our products. The cork we use comes from cork oak trees, which naturally regrow their bark after each harvest. Skilled artisans in Portugal carefully harvest it, ensuring its regrowth continues for years to come.

Indoor Environment

Cork, naturally fire-resistant and non-toxic, emits no harmful gases. Our cork products are hypoallergenic, impervious to dust or pollen, and a breeze to keep clean.

Durability

All our products are designed for longevity and will stand the test of time.

Maintenance

Our cork products require no maintenance but can be wiped with a damp cloth if needed.

Acoustics

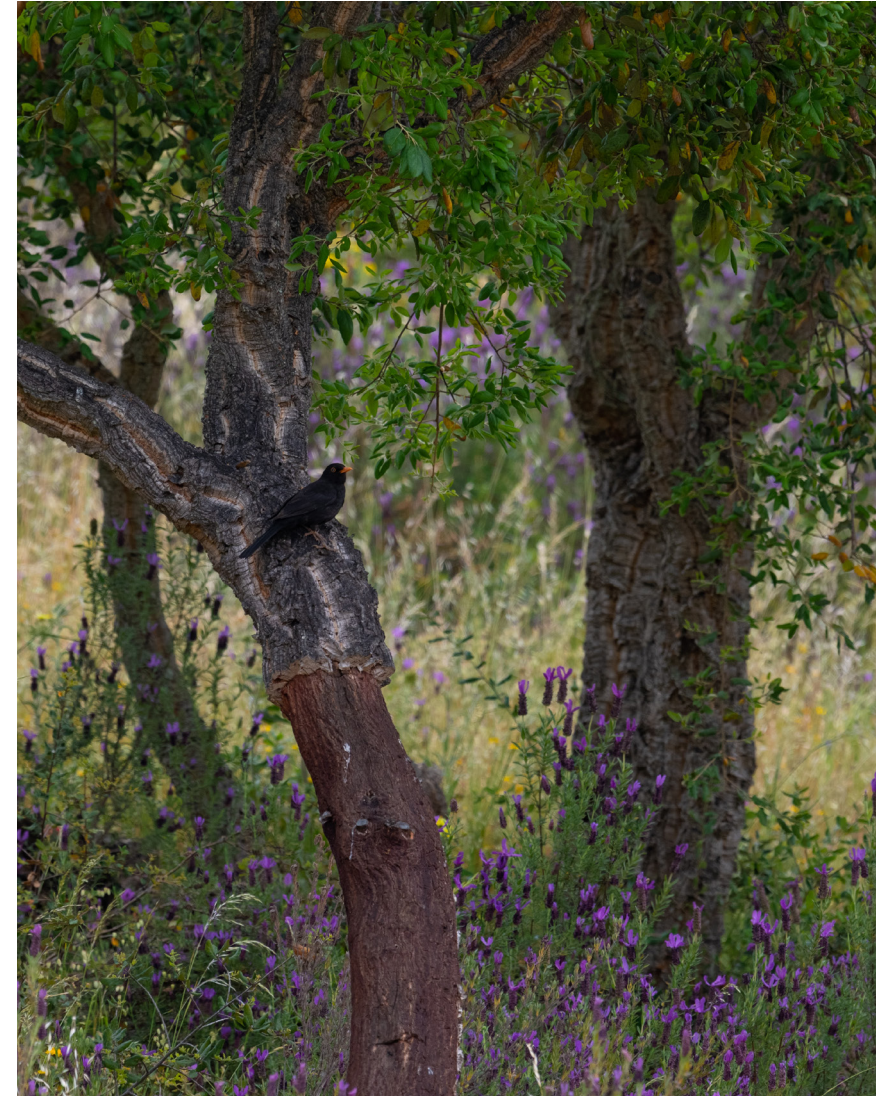
Our cork products improve room acoustics, absorbing sound effectively and creating quieter, more comfortable spaces.

Sustainability

Nordgröna Cork Collection is made from cork granulate, a byproduct of wine cork production, ensuring no resource goes to waste. Moreover, our manufacturing process generates cork dust, a valuable biomass that provides over 60% of the energy used in the factory.

Raw materials used are FSC® or PEFC certified and come from responsibly managed forests.

Cork oak forests play a pivotal role in preserving air quality and the planet's future. Over their lifetime, cork oak trees become massive carbon dioxide reservoirs, significantly mitigating greenhouse gas emissions – a primary driver of climate change. These forests annually absorb up to 14 million tons of carbon dioxide, and this remarkable carbon-sequestering ability is imbued into our cork products. During the regeneration process following harvest, the trees' carbon absorption capacity increases up to five times!

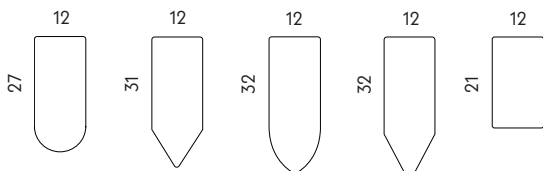




Saga

Inspired by traditional Scandinavian architecture, these cork panels elegantly merge form and function. Saga serves as a versatile notice board while creating a more comfortable and acoustically balanced space.

Choose from a variety of spirited shapes or combine them to craft your unique space!

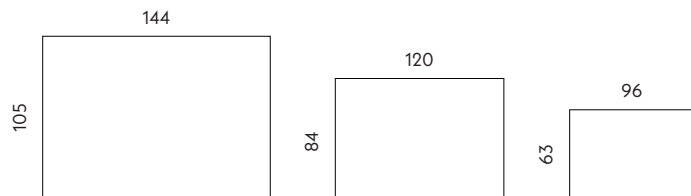




Saga Framed

Increasing the versatility of Saga, Saga Framed comes with a thin, metal frame.

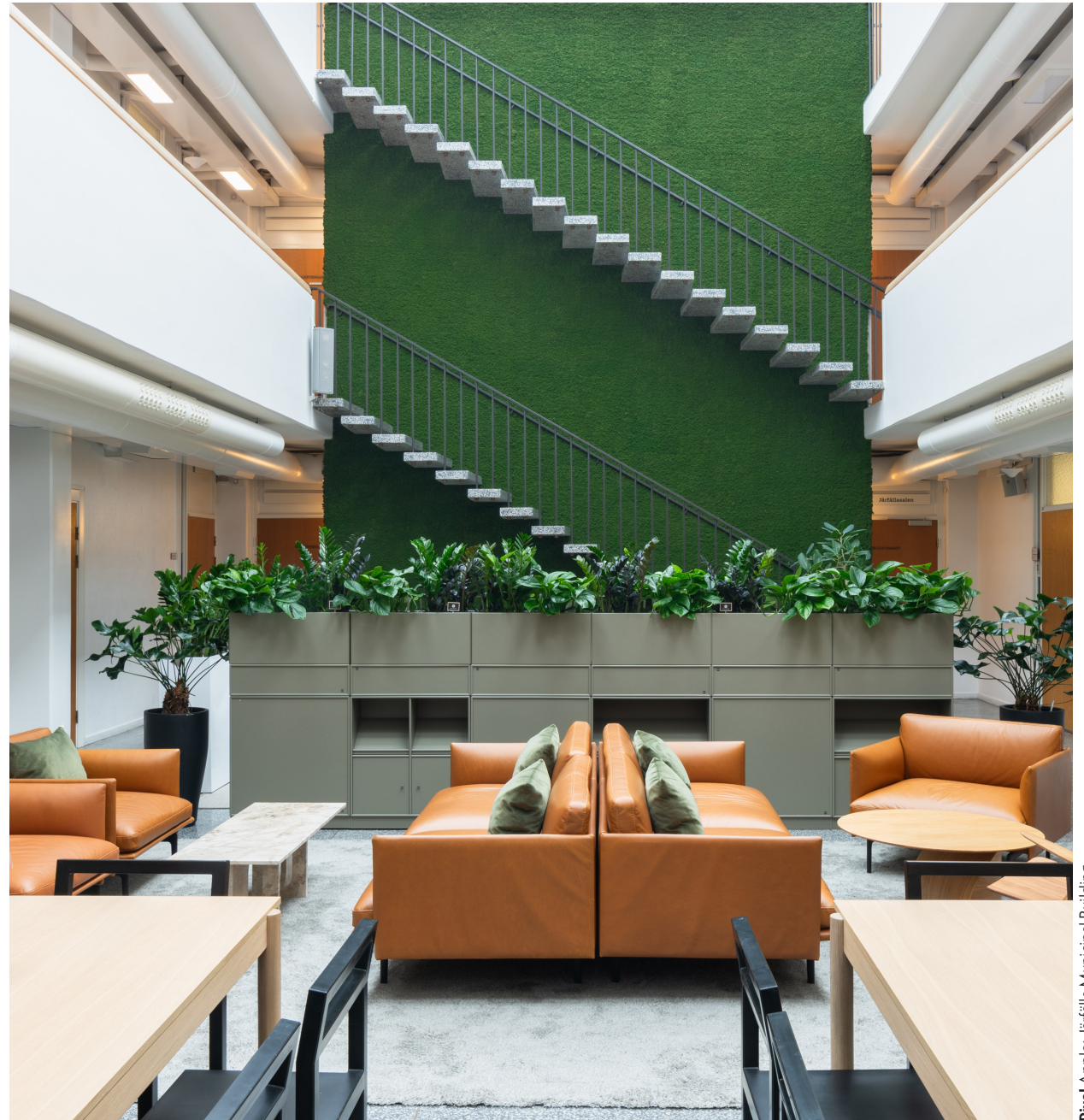
Designed for flexibility in areas where full-wall installations might not fit, Saga Framed retains the charm of Saga while offering a simple and refined design solution.



Reference projects

Delve into the captivating world of Nordgröna through a selection of our client projects.

We're beaming with pride as our products take center stage, becoming the heart of remarkable interior experiences across the globe. In these selected client projects, witness how Nordgröna products breathe life, personality, and a sense of identity into every space they adorn.



Linkfilm + Gibon

Case: Shared office for production and IT companies

Product: Cloudberry

Design: Lovisualisera

Location: Uppsala, Sweden



Joia Bun

Case: Restaurant

Product: Saga

Design: Gardera & Pastre

Location: Paris, France

Photo: BCDF studio



Mathem

Case: Logistics center

Product: Pixel

Design: Millimeter Arkitekter

Location: Stockholm, Sweden

Photo: Lasse Olsson



Malmö Airport

Case: Airport check-in waiting area

Product: Flora

Location: Malmö, Sweden

Photo: Khan Blomstrand



AnVa

Case: Staff canteen at industrial company

Product: Letters & Logos, Saga

Design: AnnKathrin Lundqvist

Location: Kalix, Sweden

Photo: Daniel Holmgren



Letters & Logos Orange / Charcoal

Croisette

Case: Real estate partner office

Product: Pixel

Design: Cirkulär Interiör

Location: Malmö, Sweden

Photo: Dardan Maloku



Bit Addict

Case: Engineering company office

Product: Convex

Design: Studio A3

Location: Gothenburg, Sweden

Photo: Anders Bergstedt



Convex Hexagon Moss / Natural / Azure

Our work towards a better future

At Nordgröna, we believe that transparency is the cornerstone of genuine sustainability. By being open and honest about our practices and their impacts, we hope to inspire not just better consumer decisions but a broader commitment to responsibility and integrity in the industry.

A vital part of Nordgrönas vision revolves around fostering a vibrant environment. Central to our product development philosophy are regrowing and innovative materials, all carefully chosen and designed. Designing from renewable materials is just one of many ways to reconnect with nature, raise awareness and inspire action. It is part of a broader movement, and we invite you to be a part of it!

Materials

We use regrowing and recycled materials where possible and we continuously work to innovate more sustainable options.

Transportation

We prioritize fossil-free transportation for road freight whenever feasible. Other than that, we offset our carbon footprint from transports through climate compensation.

Longevity

All our products are designed to last. However, if you are un-able to keep your product, we suggest giving it to a friend instead of throwing it away.

Production

Our production facility in Arlöv runs on 100% renewable energy. We minimize the consumption of energy and fossil fuels by optimizing packaging design and palletization. Additionally we reuse materials in product packaging throughout the production chain.

VOC emissions & chemicals

Nordgröna products meet high standards for VOC emissions, ensuring they adhere to strict regulations regarding indoor environment. We prioritize sustainability by minimizing potentially harmful chemicals and selecting materials with a low environmental impact.

Let's talk!

Nordgröna is based in Arlöv, Sweden, but we are represented worldwide by skilled local partners. We will be happy to advise on the use of our products for your interior design project.

Please visit nordgrona.com to find your local representative and showroom.



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www.nordgrona.com