

# pappelina®

Volume 01 2023

SPRING / SUMMER



The original plastic rug, made with love and pride in Sweden

# Welcome to the world of Pappelina



## Once upon a time...

It all started as a coincidence in 1999 when Lina Rickardsson, the founder and creative director of Pappelina, searched for a weaving mill that could help her weave her linen rugs. A small mill in the heart of Sweden, said yes, a weaving mill that actually did not weave in linen but in plastic. Lina's creative mind soon began to envision designs for plastic rugs instead of linen ones. Starting with easy, classic stripes, the design ideas soon started to wander towards patterns and the jacquard looms. By challenging the traditional Scandinavian rug traditions, both in material and in techniques, a versatile and new product was born. The original plastic rug, made with love and pride in Sweden by Pappelina. The rest is history as they say. Today you can find the brand Pappelina in more than 45 countries.

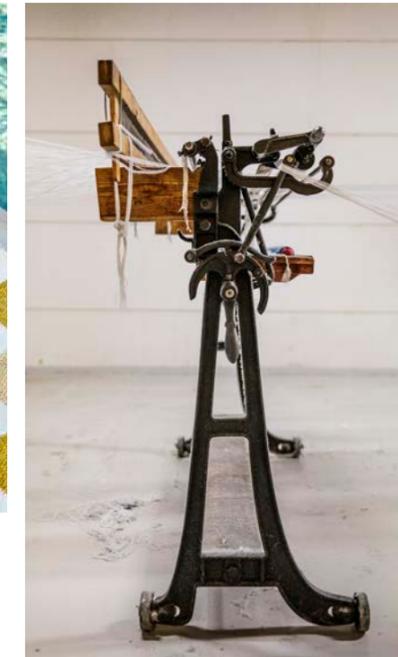
## HIGHLIGHTS SS23

### THE NEW COLLECTION SS23



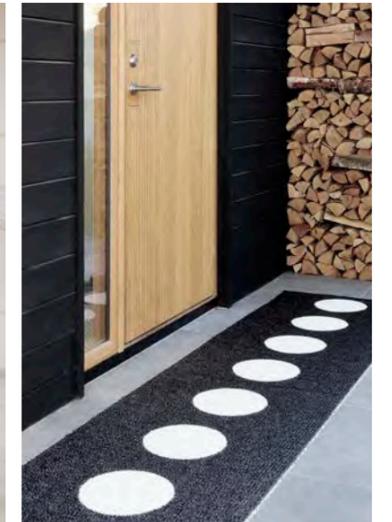
**4** The archipelago collection spring/summer 2023 includes two new patterns, color updates to a bestselling design and a brand new color. Created with a vision to bring more color and joy in day-to-day life.

### THE STORY



**22** The Pappelina story goes back over 20 years, starting in a basement with handwoven linen rugs. Read about our history and learn more about the weaving mill in the small town of Leksand, in the very heart of Sweden.

### THE COLLECTION



**28** With a variety of styles and patterns, from classic and traditional to modern and contemporary the very finetuned craftsmanship is literally handwoven into our designs and with the high quality that is only available in a Pappelina rug.

# SS23

THE ARCHIPELAGO COLLECTION – 2023



PIX | Army



NOA | Beige



TEO | Warm Grey

# The Archipelago Collection

SPRING / SUMMER 2023

After years of grey, beige and “greige” we felt it was time to present additional nuances and present more color options. Photographed at a stunning architectural house in Flaxenvik, located in the Swedish archipelago, the designs were visualized in their true potential. The Spring Summer collection 2023 came to life by the combination of colors, nature, and the beauty of the setting. Truly showing that a Pappelina rug can be used everywhere!



TEO | Sage



PIX | Dark linen

NEWS SS23

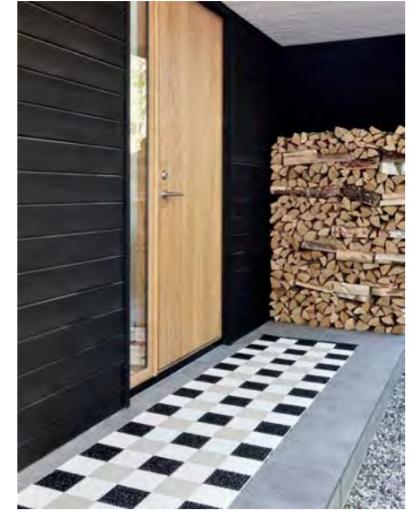
# PIX

A phone call from the very first client of Lina Rickardsson, thanking her for the beautiful hand-woven linen rug bought over 25 years ago, still used today, started the creative journey towards PIX. Inspired by the 20th anniversary of the iconic pattern VERA in 2022 and the old design in the linen rug, PIX came to life. With its classic checkered pattern, PIX can be placed in any setting, from modern to traditional. The design is based on traditional Swedish craftsmanship – design that belongs to everyone and no one.

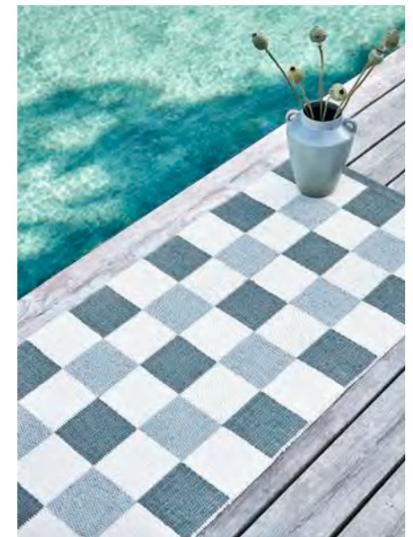
---

*“Talking with a client from back in the days when I was weaving my linen rugs by hand, I envisioned the design of PIX immediately. Simple, uncomplicated, and timeless, just the way I want my designs to be. The fact that one of my products is still being used 25 years later, that was exactly my intention with Pappelina”.*

Lina Rickardsson  
Creative Director & founder of Pappelina



PIX | Black



PIX | Army

#### SIZES

70 x 160 cm	2 ¼' x 5 ¼'
70 x 240 cm	2 ¼' x 8'
70 x 300 cm	2 ¼' x 9 ¾'

#### COLORS



# TEO

Stripes have always been a well-liked core pattern in our design library and somewhat the heart of Pappelina. Inspiration to the design came from the wish to encourage the use of more colors. To challenge today's natural colors and trends, to bring more joy and playfulness. The combination of 3 colors in each design and a 4th matching color in the exclusive handsewn hemmed edge, gives TEO a polished look to a simple design.



TEO | Denim



TEO | Brick



TEO | Brown

## SIZES

70 x 120 cm	2 ¼' x 4'	85 x 200 cm	2 ¼' x 6 ½'	230 x 320 cm	7 ½' x 10 ½'
70 x 240 cm	2 ¼' x 8'	140 x 200 cm	4 ½' x 6 ½'		
70 x 300 cm	2 ¼' x 9 ¾'	180 x 260 cm	6' x 8 ½'		

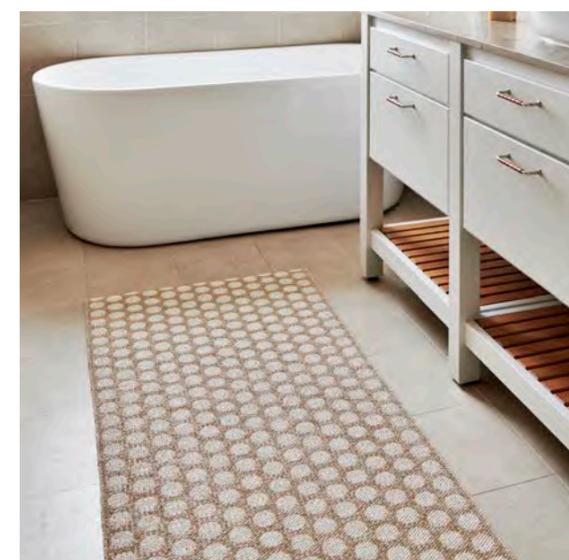
## COLORS



SAGE WARM GREY BRICK DARK GREEN DENIM BROWN

# NOA

With the vision of designing patterns that will last decades, Lina Rickardsson decided to elevate a 10 year old pattern, bringing it new life with new shades. By adding 3 new colors, NOA and its small dots, matches new patterns PIX and TEO perfectly, bringing the collection together.

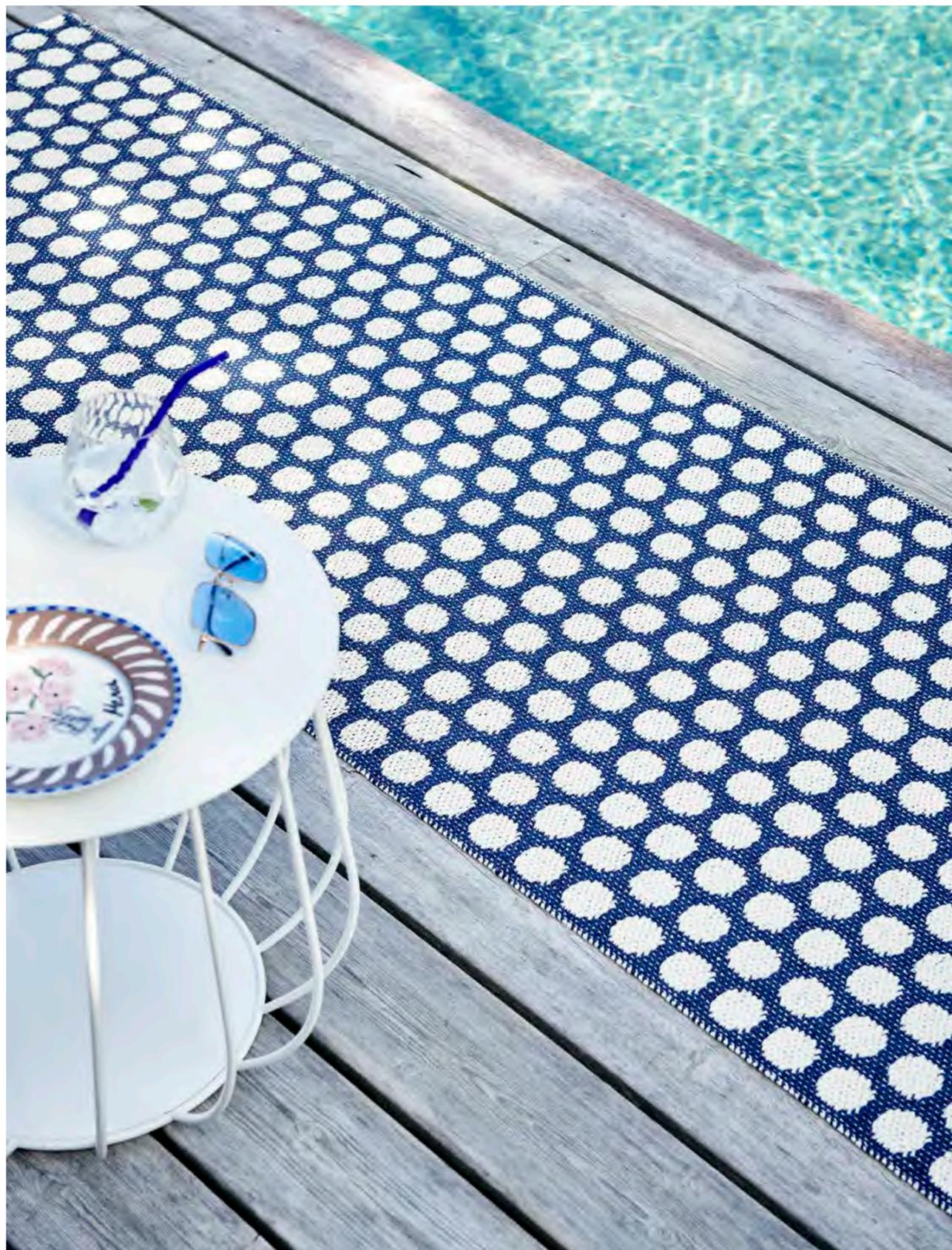


NOA | Beige

#### SIZES

70 x 50 cm	2 ¼' x ¾'	70 x 250 cm	2 ¼' x 8 ¼'
70 x 90 cm	2 ¼' x 3'	70 x 350 cm	2 ¼' x 11 ½'
70 x 150 cm	2 ¼' x 5'	70 x 450 cm	2 ¼' x 14 ¾'

#### COLORS



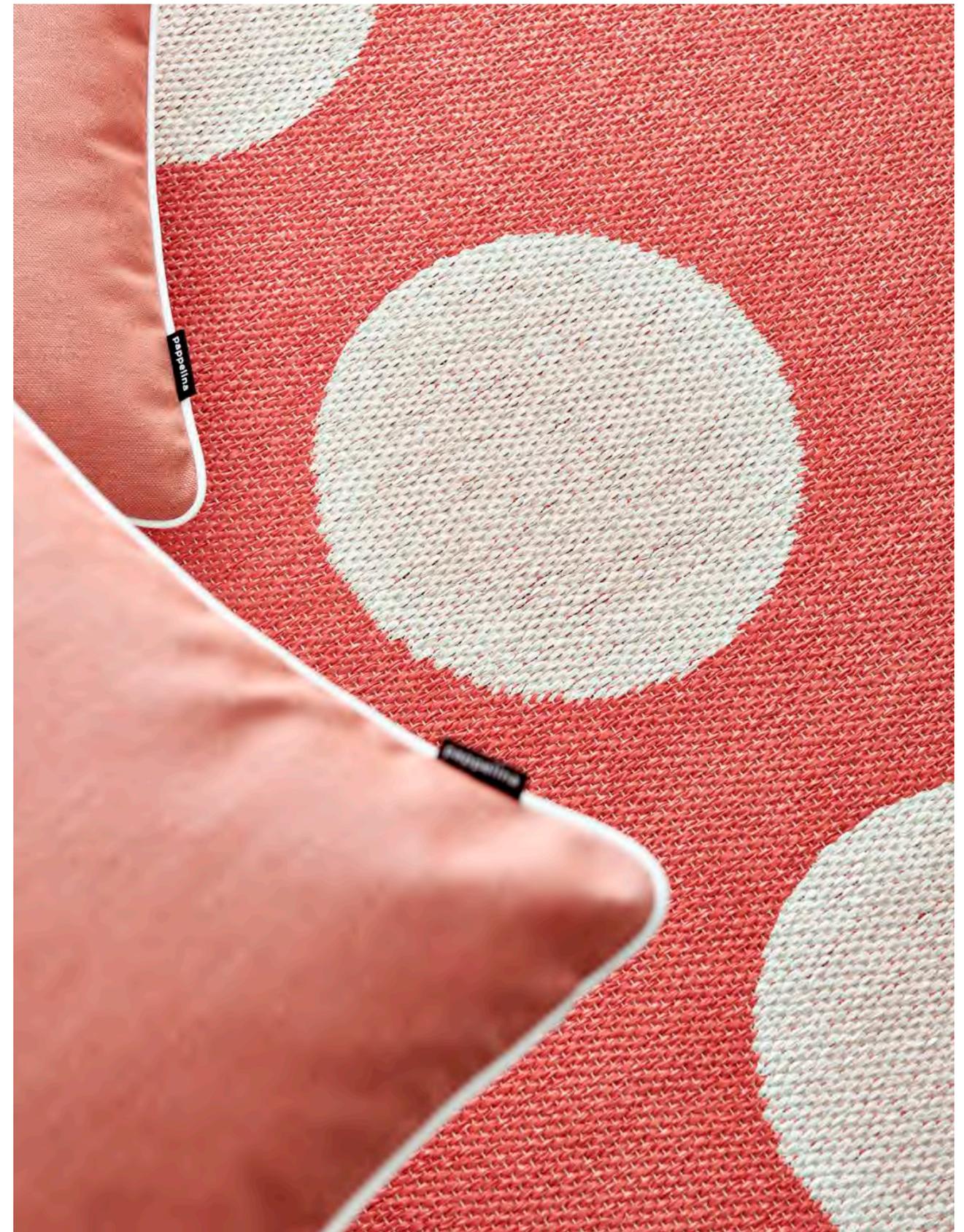
NOA | Dark blue

## New color FLAMINGO – The twist to the collection

Trends in all honor, we have always had our own way of interpreting trends, translating them into the language of Pappelina. This is done by only adding new colors that matches existing colors and designs, to bring new life to one of our classical designs or to complement the color portfolio. Being a trend color 2023, FLAMINGO fulfills all criteria for a new Pappelina color. What better way to present a new shade than in our bestselling rug VERA, in our outdoor cushion SUNNY and the new design PIX – bringing new and old together beautifully.



PIX | Flamingo



VERA | Flamingo



# VERA 2.0 Bio Edition

Sustainability has always been our focus. We are proudly introducing the world's first plastic rug with carbon neutral PVC made from wood based tall oil.

Since the very beginning of Pappelina, we have aimed towards being a part of a more conscious long-lasting production and design. Always searching for the next step in our sustainability journey and being in the forefront.

Being the original is to be the first in something. As an original, we decided to be first once again.

Introducing VERA 2.0 Bio Edition – the world's first plastic rug made of BIOVYN™, a bio-attributed carbon neutral PVC made from wood-based tall oil\*. VERA 2.0 Bio edition is limited in availability, but our focus is set to develop this concept further!

*\*Tall oil is a residue oil extracted mainly from pine trees in softwood pulping process used for paper production, and a part of responsible wood sourcing.*

VERA 2.0 | Black

The goal of a circular economy is to reduce waste, reuse, and recycle the world's resources. We are proud to present our contribution to circularity and being a part of the new, sustainable material innovation with our new concept BIO EDITION - a big step forward towards carbon neutrality.

So, does this mean that all the other Pappelina rugs made of conventional PVC are less sustainable? No, conventional PVC already has a very low carbon footprint and is a long-lasting material, made to be used for many years to come. Our Bio edition is our contribution to a more conscious design industry. A Pappelina rug is always a good responsible choice.



VERA 2.0 | Linen



VERA 2.0 | Dark linen

**SIZES**

70 x 120 cm	2 ¼' x 4'	70 x 280 cm	2 ¼' x 9'
70 x 200 cm	2 ¼' x 6 ½'	70 x 360 cm	2 ¼' x 11 ¾'

**COLORS**



BEIGE LINEN DARK LINEN GREY BLACK



VERA 2.0 | Grey



EDIT | Ochre

# EDIT

A harmonious collection in 12 soft natural looking colors.

The EDIT collection is based on the idea to add a more simple and effortless design in natural colors to our rug library. However, Lina Rickardsson wanted to elaborate and develop the "solid color" - the pattern needed something extra to make the rug livelier and dynamic. With inspiration from the bestseller designs of EFFI, SVEA and BELLE, 3 patterns were merged, and a brand-new expression was created. By mixing solid colours with the metallic ones, the result was a vivid rug, tone-in-tone but with a completely unique pattern.



EDIT | Dove blue



EDIT | Army

## SIZES

60 x 85 cm	2' x 2 ¾'	70 x 300 cm	2 ¼' x 9 ¾'	140 x 200 cm	4 ½' x 6 ½'
70 x 120 cm	2 ¼' x 4'	85 x 160 cm	2 ¼' x 5 ¼'	180 x 260 cm	6' x 8 ½'
70 x 200 cm	2 ¼' x 6 ½'	85 x 260 cm	2 ¾' x 8 ¼'	230 x 320 cm	7 ½' x 10 ½'

## COLORS



# The story of Pappelina

After four years in the USA, Lina Rickardsson returned to her hometown of Falun in central Sweden. There, she came upon an old schoolhouse, home to a weavers' association. With her life-long interest in weaving, it came as no surprise that Lina ended up behind a loom. This was how it all began in the late 90s, when Lina was just 24.

Shortly after, she moved to Gothenburg on the west coast of Sweden, where she took courses in painting and weaving. Her passion was the weaving, and soon, after noticing the interest in her work, Lina decided this would be her focus. With her products – linen rugs and paper placemats – in the crook of her arm, she visited possible retailers in Gothenburg. The reputable boutique Norrgavel, with stores in Stockholm, Malmö and Gothenburg, were instantly impressed with Lina's handwoven rugs and ordered 24 pieces. With that, the journey started. From a wordplay with "paper", "linen" and "Lina", the brand name Pappelina was born.

Quickly, Lina realized that she would be unable to do all the weaving herself and began seeking out a weaving mill. At this time in Sweden, most such mills were struggling, many having already closed.

Finally, she discovered a small family-owned weaving mill in Dalarna, in the heart of Sweden, who wove with linen in the 50s. She was welcomed to set up a traditional loom alongside its three employees.



While there, Lina discovered a wealth of colorful plastic ribbons that had been used to make rugs in the 70s. Immediately, she was inspired to create experimental "new" rugs of plastic in which the bold-colored plastic itself would be the focus. Using a new tying technique and twice as much material as normal, she created a rug that would be the first of its kind on the market. Initially, the weavers at the mill were skeptical.

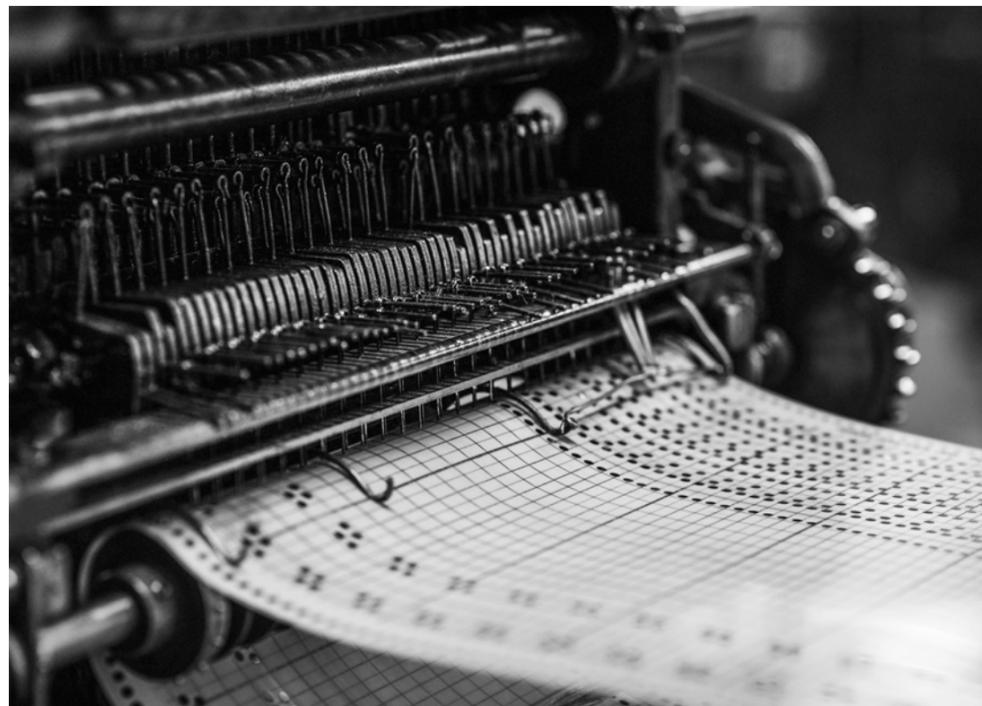
The rug would most likely not sell since the price would be too high due to the exceptionally large amount of material involved. But Lina believed in her idea: the new, thick, colorful plastic rug made its first appearance in January 2000 at the Formex trade fair in Stockholm. The interest in the new plastic rug changed Lina's focus: she sold 124 rugs in plastic and 12 in linen.

At Formex in August 2001, Lina exhibited her plastic rug BOB – a classic blockstriped design, woven using a technique to give a soft, generous feel. It was awarded the distinction Formex Formidabel 2001 for best textile. The following year, the VERA rug made its debut at Formex. VERA was the first rug produced using the jacquard technique, which allows for free-form patterns. Success was immediate!

Today, we weave some 100 000 rugs each year and we are approximately 30 employees. You can find Pappelina products in over 45 countries.

We still weave our rugs in the same weaving mill. Production costs are higher compared to many other countries, yet the goal has always been to create a brand name that stands for quality and pride. This is best achieved by weaving the rugs in Sweden, where the traditions of weaving are rooted and with craftsmen that have been brought up by generations of weavers.

The rugs BOB and VERA remain bestsellers and are often termed classics within Scandinavian design. Lina continues to develop new patterns and new techniques. The product range may be increasing, but the essence of Pappelina remains the same: simple, stylish, functional.



Pattern card punching machine.



# The weaving mill

CRAFTED WITH LOVE AND PRIDE IN SWEDEN

All Pappelina rugs are made at our local weaving mill in the small village of Leksand, Sweden. To the sound of wooden shuttles rushing back and forth – a well-coordinated interplay between loom, warp and weft – the patterns and design is created. Each rug we make represents a piece of Swedish craftsmanship and thanks to great composition, high quality materials and devoted craftsmen and -women, we bring you the durable, contemporary and colorful design that is Pappelina.

A Pappelina rug is truly a piece of artistry. At a first glance, a plastic rug does not seem to be too advanced, but the fact is that plastic is one of the most complicated material to weave with in the traditional shuttle looms we use. Unlike other customary materials used for woven rugs, whose traits are stiff, plastic is unpredictable and elastic. This makes the weaving procedure complicated.

Technology and materials are constantly being challenged by our weaving masters to achieve new results. This is the reason why a Pappelina rug is exceptional and world-leading in its standard and quality.

We are proud to be picky about our material, only using the highest quality plastic. A rug from Pappelina is exclusively woven from the purest plastic ribbons made in Sweden. By purchasing Swedish-made raw material we can meet our high-quality standards and ensure that our rugs do not contain any harmful substances whatsoever. The plastic we use is approved for use in the food industry and to produce toys in both the EU and the US.

All\* Pappelina rugs are made of 92% Swedish phthalate free, non-toxic PVC and 8% polyester warp.

*\*BIO EDITION made of 92% phthalate free, non-toxic carbon neutral PVC.*

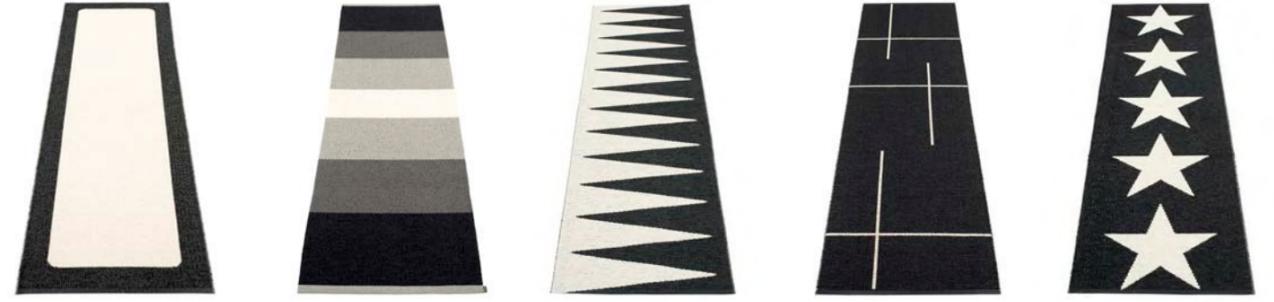
”Hands, eyes, and skills are essential, everything has to be perfect. It is all in the details.”

CRAFTSMAN AT PAPPELINA





The world of  
**pappelina**<sup>®</sup>





VERA | Black

# VERA

VERA was launched in august 2002. With confidence that this was a timeless, simple, playful, and contemporary pattern, 8 colors were released; Black, White, Red, Green, Blue, Nougat, Orange and Grey. 3 of which colors still today are the same as back then, Black, Red, and Orange.

Since 2002 we have sold over 150.000 VERA rugs world-wide and still today, she brings a lot of joy to many homes around the world and still is our icon and bestseller.



VERA | Ochre



VERA | Army

# MONO SVEA EFFI

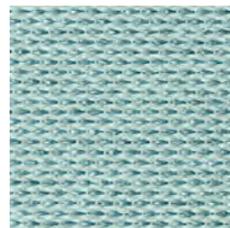
MONO, SVEA and EFFI, three core Pappelina patterns that are very popular and in demand. Simple and elegant – these designs will elevate any space, both indoors and outdoors.

With over 400 options to choose from in these patterns, please visit our website to see all variants and find your favourite.

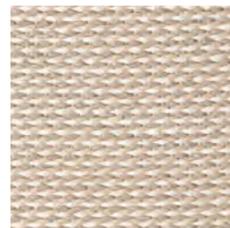
Close up weaving techniques and structure



MONO



SVEA



EFFI



MONO | Haze /Pale Turquoise



**MONO**

Exclusive, classic, well sewn! 3 features that MONO really lives live up to. A wide, dazzling collection of monochrome rugs with our elegant, hemmed edge. Available in an impressive 30 colors and 11 sizes. There is without question a MONO rug for everyone.

MONO | Sand/Cream

**SVEA**

A true star in our design library for over 10 years with its shimmering, yet discreet look. Simple to place in all spaces, both indoors and outdoors and easy to match with existing furniture and accessories in your home. SVEA is available 12 colors and 9 sizes.



SVEA | Granit

**EFFI**

A simple yet elegant rug without any fuss. By using our unique Pappelina-weaving technique, a 3-color blend and a hemmed edge that seals the deal, this design has become a favourite in our rug collection. EFFI is available 12 colours and 7 sizes.



EFFI | Granit



FRED | Linen

# FRED ILDA STEN

Our design has always been recognizable, mostly by the simple and graphical patterns, the joyful colours and the fact that a design can be placed in so many different contexts. An expression that can speak to everyone. FRED, ILDA, STEN are no exception. 3 patterns that individually have strong identities but together creates a unity. Patterns that have a hint of retro and at the same time a feeling of Scandinavian elegancy.



STEN | Army



ILDA | Brick



CARL | Warm Grey/Fossil Grey

# CARL MAX

Two patterns with stripes, but still very different. CARL, a classic with simple stripes but an innovating two-in-on effect with two different colors on each side, giving you the possibility to change color easily. MAX, a more contemporary graphical design but without being obvious. During the years colors have changed and new ones have been added in MAX, making the design one of our bestselling rugs.



CARL | Blue fog/Dove Blue



MAX | Grey

# BELLE BOO

With over 40 patterns in our portfolio, we know that choosing a Pappelina rug can be overwhelming, but with BOO or BELLE you can never go wrong. Soft shapes and available in both colorful and natural, earthy shades, these two designs are two of best-loved patterns.



BOO | Linen



BELLE | Concrete



ADA | Cream

# ADA KOTTE

ADA is inspired by wallpaper where chequered pattern constantly is a trend. But ADA is more than a simple square. By challenging our weavers to develop and refine the weaving technology in the rug, the end result is a truly groundbreaking technique. Unlike anything else in our segment, two techniques meet each other both vertically and horizontally.

KOTTE is inspired from the region of Dalarna, where Pappelina is located. A place where nature and forest are a big part of day-to-day life. KOTTE, a rug with soft, yet simple curves that together creates a serene pattern, collected from nature who is often impressive in its shape. The rug was easily named, as "kotte" means pinecone in Swedish.



KOTTE | Army

# KIM OLLE

Two stylish, striped patterns with a lot of color. KIM is challenging to weave with its wide stripes. The rug therefore got the name from one of our two weaving masters, who really pushed the boundaries to be able to weave this rug. With its wide striped sections, the technology is challenged and differs from our usual design expression as the rug do not have a repetitive pattern report. The design OLLE has a simple pattern with elements of color. The design is a wink to the 80's patterns and shades.



OLLE | Brick



KIM | Brick



OLLE | Green



SUNNY | Grey

# ACCESSORIES 2023

We talk a lot about rugs, but we have so much more. With 5 product categories to choose from, you can add the icing on the cake with our accessories to match your rug or to enhance your home.

## OUTDOOR CUSHION – SUNNY | RAY

Made from UV-resistant fabric with a dirt- and water-repellent treatment. Simple and elegant colored cushions that can be used both indoors and outdoors.



SUNNY | Olive



FIA | Warm grey

**KITCHEN TOWELS – OTIS | VERA | FIA | REX**

High quality, extremely durable jacquard woven towels. Made with bio-organic cotton and exclusive European linen yarn, which makes the towels soft and smooth.



REX | Warm grey



YLVA | Pine

**BLANKETS – YLVA | VERA**

Our exclusive blankets are made from warm lambswool and soft cotton chenille. A unique and elegant material combination, developed by Pappelina, which gives a luxurious feeling.



YLVA | Dark Linen, Ochre, Charcoal

**TABLE RUNNERS – MONO**

Table runners for indoor and outdoor use, made with the same material as our rugs and woven in the same looms.



MONO | Sage/Army

**TRAYS – FIA | VERA**

Perfect to use as a serving tray for breakfast, at the cocktail party or as a decoration on any table. All our trays are made of birch veneer, durable, water and heat resistant and approved for usage with food.

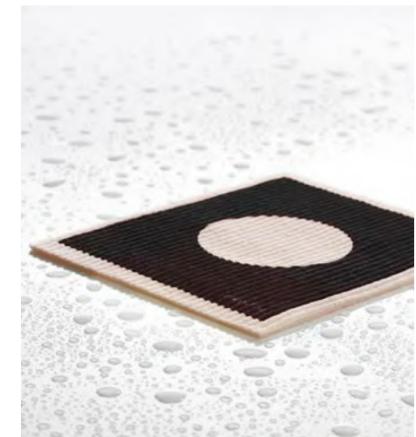


VERA | Dark green

**DISH CLOTHS –**

**FIA | HONEY | KOTTE | OTIS | VERA**

High quality Swedish dish cloth made of 70% cellulose and 30% cotton. The high absorption makes it perfect for household chores like wiping stains and liquids. Can be used with just water, soap or cleansers. Compostable, 100% biodegradable material.



VERA | Black

# 10 REASONS TO CHOOSE A PAPPELINA RUG

All our rugs are suitable for indoor and outdoor use. Made of Swedish manufactured, certified phthalate free PVC ribbon, woven on traditional looms using wooden shuttles.



## MADE IN SWEDEN

Everything we do, we do in Sweden. From the material, the design, the weaving, the logistics and the distribution. In fact, all our rugs are totally Swedish.



## GENUINE CRAFTSMANSHIP

Our rugs are produced at our local weaving mill in Leksand, Dalarna. Every rug we produce represents a piece of genuine craftsmanship, made by using the highest quality materials by devoted artisans.



## GREAT MATERIAL

We only ever use certificated phthalate and toxic free PVC material manufactured in Sweden, fully approved by REACH®.



## UV RESISTANT

A Pappelina rug has an extremely high sun and UV resistance. Our rugs have been tested for colour fastness according to the international standardization ISO 105-A05 with the result of a 4 in a scale of 1 to 5, where 5 is the highest score.



## EASY TO CLEAN

Hand or machine wash cold, at 30°C/85F, or just simply rinse with water or clean with a damp cloth. Our rugs are also extremely easy to vacuum, mop or even to clean outside with a regular or high-pressure hose. PVC is a totally colour fast material which will not fade when washing or cleaning the rugs even when using detergents.



## ALLERGY FRIENDLY

Non-absorbent hygienic rug that does not hold dust, making it ideal for people with allergies and asthma as well as environments where cleanliness is of great importance.



## WATER RESISTANT

A Pappelina rug is water resistant and will dry within 60 minutes, which means it's perfect for any room! Kitchens, hallways, entrances, office spaces, bathrooms, kids' rooms and outdoor spaces.



## LONG-LASTING

When buying a Pappelina rug it will last a lifetime providing our recommended care instructions are followed. It is truly a long-lived product and design, not something you use and discard. We are proud and confident to offer a 3-year warranty on all our rugs.



## NON-TOXIC

Our plastic rugs contain no hazardous substances such as phthalates or heavy metals. The PVC we use is approved for and used in the food industry and in toys production within both the EU and the US.



## SUPER FUNCTIONAL

The use of a Pappelina rug has no limits! It's decorative, non-slip, soft, reversible, indoor and outdoor compliant giving excellent grip on hard surfaces as well as being perfect on heated floors. With the wide range to choose from you will have no problem finding a rug for your purpose.

Measurements may vary ±4% as a result of the various craft processes our rugs are undergoing during manufacturing.



Weaving master Kim changing the warp boom on a loom at our local weaving mill in Sweden.



pappelina®

Krontallsvägen 26, FALUN, SWEDEN