

[BYNATURE]
Enjoy. Breathe. Feel good.

PapierFlora

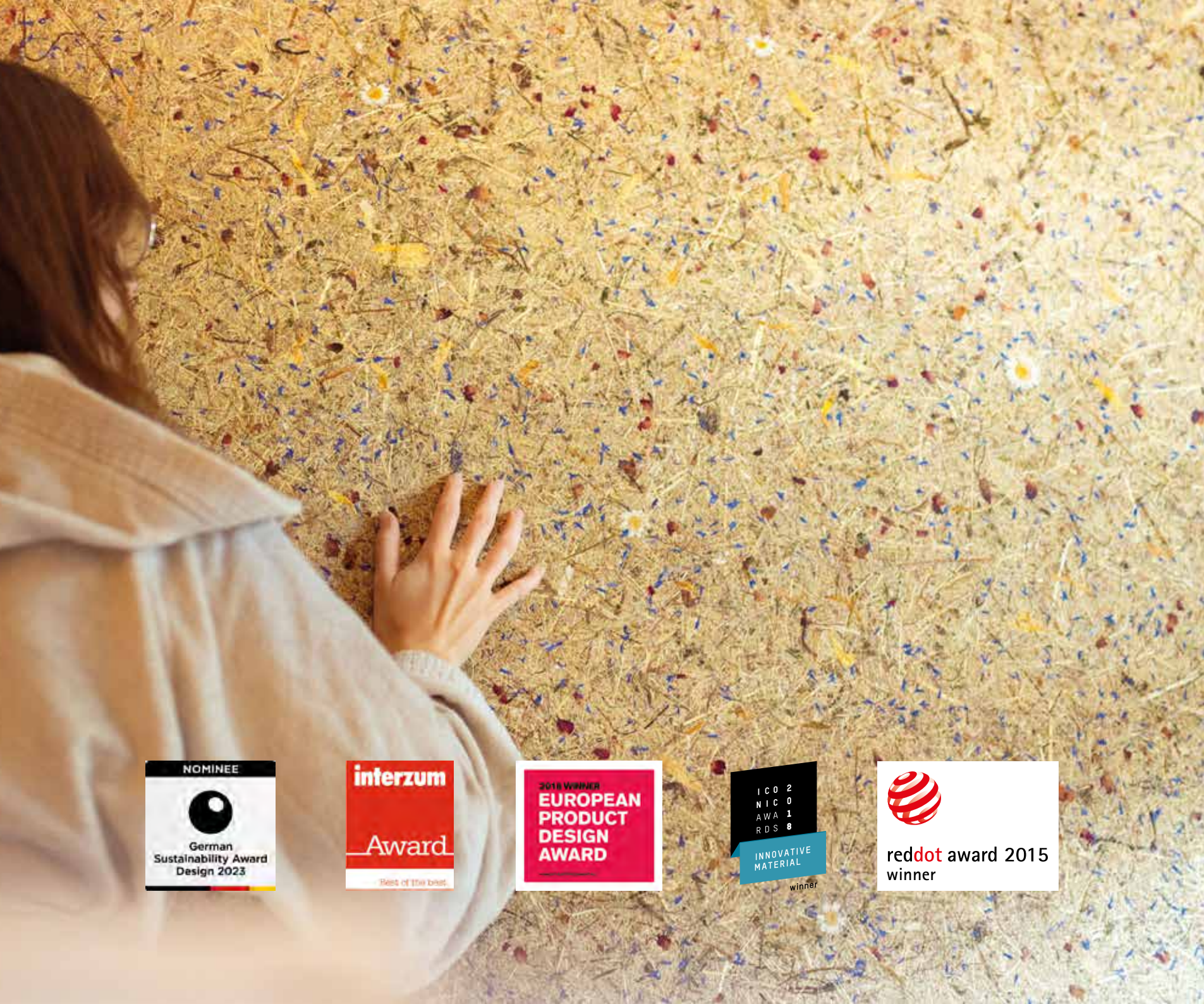


Hand
made
in Tyrol

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A JOURNEY THROUGH SUSTAINABLE NATURAL WORLDS FOR HEALTHY INTERIOR DESIGN





hypoallergenic
and suitable for
those with
allergies.

Connected to Nature

We love nature – that's why we bring it indoors in the form of **unique, sustainable wallpapers and decors**. But that's not all: we also actively protect it by processing **rapidly renewable raw materials, carbon-neutral and regionally**.



Our Vision

As humans, we long for a sense of **relaxation and well-being** – whether at home, at work or in our leisure time. On average, we spend over 90% of our everyday lives indoors – far away from **nature**. This is precisely why our surroundings are so important.



Produced in Tyrol

We protect what we love and **care about nature** – that's why we are 100% carbon-neutral and produce locally and sustainably. We process **rapidly renewable raw materials**, recycle waste products and ensure the shortest possible transport routes. We care about people and take the extra steps to ensure a **positive impact** on everyone involved in the finished surface.



Design meets Functionality

They can be used on walls, wood, glass and for many more applications. They ensure a **pleasant indoor climate**, they are sustainable and free from allergens. The natural surfaces create a **great atmosphere**, as well as giving you a **good feeling all-around**.

Pure Sensual Delights

The surfaces are untreated and therefore retain all their properties: their **look, smell and feel**. The materials make it possible to **experience and enjoy** the finest raw materials **with all your senses**.



See

The first impression – we **SEE** the natural surface that catches our attention and recognise the processed flowers and plants. This awakens our **memories** and reminds us of nature and its effects. Thanks to our **gentle production process**, the **properties of the natural materials** are largely retained.



Feel

Our curiosity is awakened – we touch the surface, **FEEL** the subtle nuances and feel the individual leaves, stems, buds and shells. The materials remain **natural and unsealed** to ensure that the fibres of the plants can still be felt.



Smell

For a moment, we just take a break and breathe – we perceive the delicate **scent** of the plants. We **SMELL** the surface and close our eyes: fresh alpine hay, lovely rose, refreshing herbs and energising coffee awaken our emotions. Depending on the raw material used, decors have a natural scent and enhance a **healthy indoor climate** – without any added or artificial fragrances.

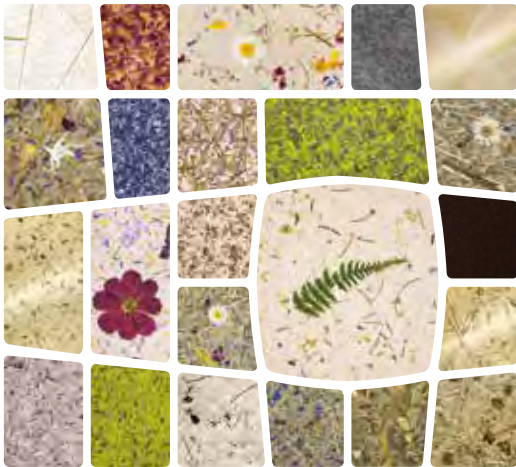


The power of memory and scent

Pleasant scents can have a positive impact on our minds and bodies. **Emotions and memories** are evoked in an instant. This has demonstrable effects on our behaviour: A pleasantly scented environment increases the **duration of the stay of guests by 16%** and **spontaneous purchases** by customers increase by as much as **25%**.

Innovative . Creative . Aesthetic

Dive into the many **worlds of nature**. Discover the **unique** Collection with sustainable materials for **modern furniture making** and **future-oriented interior design**.



The Collection

Embark on a journey! You will find six chapters in the **collection** that will transport you into **different natural worlds**: from the charm of the Tyrolean mountains to Mediterranean delights and the delicate luxury of skeletonised rubber tree leaves. **Thematically grouped sensory experiences** await you, offering you a wonderful first taste of the experience. On the back of the surfaces, you will find all the relevant **information** about the product and its effects.



Added value & effect

A natural environment gives us humans a boost and ensures **mental clarity**. Regional, **upcycled and rapidly renewable raw materials** are used to create sustainable products that offer real added value. Each of our compositions has its individual effect on **spaces and people**.



Natural flax fleece

Our **natural flax fleece** serves as the backing material for the majority of the collection. And for good reason: flax is a **natural fibre** with a wonderfully low **ecological footprint** and a fantastic effect on the **indoor climate**. The flax fleece is produced entirely without chemicals using hydroentanglement. The material is **breathable, permeable, allergy-tested and regulates the indoor climate**.



Collection

Explore and dive in! This collection gives you a taste of the **wonderful natural worlds**. Browse through the chapters and experience the themed worlds of the collection.



Alpine Paradise

Experience the clarity and freshness of the **Tyrolean mountains**: real mountain hay from the Alps and colourful flowers offer you wonderfully memorable sensory experiences.



Airy heights

Arrive at the top: Loosely scattered natural fibres on multifunctional backings support a pleasant indoor climate and ensure a sense of well-being.



Forest Bathing

Dive in: immerse yourself in the forest. Experience the healing effect of a walk in the woods and the wonderful properties of refreshing moss for thoughtful space concepts.



Divine Sunshine

Mediterranean sensory joys: Soothing and fragrant herbs from the Mediterranean bring the sunshine to you.



Euphoric Moments

Nature's treasures: Vibrant colours and wonderful fragrances, combined with fantastic design. This is maximalism, interpreted in a new and natural way.



Brilliant Harmonies

Unique elegance and delicate luxury: Exquisite compositions of delicate natural materials and shimmering colours create a dreamlike atmosphere in the interior.



ROSY EVERLASTING
Grey sheep's wool with delicate pink Rhodanthe flowers



JUNGLE KING
Olive-green leaves of the elephant ear plant



TROPICAL HEART
Caladium leaves in various sizes



VIOLETTE
Flower mix from hydrangeas, delphinium, cosmos flowers and baby's breath



SUPERBLOOM
Colourful blend of dyed hydrangeas, daisies and more



COLOUR SPLASH
Colourfully dyed leaves of wormwood and silver ragwort

New arrivals

BRING NATURE IN

Inspired by the fascinating colours and textures of nature, the new surfaces bring **vibrancy** and **character** into any interior. From the vivid floral burst of **SUPERBLOOM**, to the tropical elegance of **JUNGLE KING**, and the delicate poetry of **ROSY EVERLASTING** – each surface tells its own unique story, transforming spaces into immersive nature experiences.

Natural Surfaces

Product name	Backing	Format
ROSY EVERLASTING	Flax fleece	Roll, width: 1,200 mm
JUNGLE KING	Flax fleece	Roll, width: 1,360 mm
TROPICAL HEART	Flax fleece	Roll, width: 960 mm
VIOLETTE	Flax fleece	Roll, width: 960 mm
SUPERBLOOM	Flax fleece	Roll, width: 960 mm
COLOUR SPLASH	Flax fleece	Roll, width: 960 mm





ROSY EVERLASTING / Baufritz



TROPICAL HEART



SUPERBLOOM



JUNGLE KING



WILDSPITZE light / TIROLER VERSICHERUNG / Natural Acoustic



ALPINE MEADOW / Reznicek Vienna / woody room acoustics by teamwork



WILDSPITZE ROSE GARDEN / LinkedIn Office Dubai / acoulite.com / Nikola Stokanovic



VINE LEAVES medium / Vineyard Christ / woody room acoustics by teamwork

Alpine Paradise



THE CLARITY AND FRESHNESS OF THE TYROLEAN MOUNTAINS

The mountains are calling – and you must go. Wonderfully clear, fresh air and **spectacular natural landscapes** await you there. The plants change depending on the season, the altitude and the regions of the Alps. Our wonderfully natural surfaces are made from pure **mountain hay**, harvested from the **Tyrolean Alps**, bringing this biodiversity directly into your interior.

A fresh **hay fragrance** that relaxes the mind and provides **inner peace and clarity** through its unique blend of natural aromas awaits you. And you are also doing something good for our environment. Our Alpine hay comes directly from the regional mountain meadows of Tyrol, just a stone's throw away from our production facilities. This keeps transport routes very short – in line with **real, lived sustainability**.



ALMWIESE / TAUERN SPA Zell am See Kaprun





ALMWIESE / TAUERN SPA Zell am See Kaprun




WILDSPITZE / aifach arosa / atelier zürich ag / Martin Guggisberg



BERGWIESE / Les Jardins de Gaia in France / Germain Herriau



ALMWIESE / AOC Restaurant Copenhagen / HolmrísB8



WILDSPITZE DAISIES
WSPMAR0075FVPRW

Hand-scythed Tyrolean Alpine hay
with approximately 4 daisies per m²
on breathable flax fleece.

Effect:

- Friendly

Application:

- Wallpaper
- Décor
- Adhesive foil



**MOUNTAIN
MEADOW**
WSPBRG0075FVPRW


Tyrolean Alpine hay with colourful petals, approx. 6 edelweiss flowers, and around 20 daisies per m² in full-surface application on breathable flax fleece.

Effect:

- Regenerating

Application:

- Wallpaper
- Décor
- Adhesive foil



WILDSPITZE BLUE SKY
WSPHIM0075FVPRW

Hand-scythed Tyrolean Alpine hay
with blue cornflower petals
on breathable flax fleece.

Effect:

- Brightening

Application:

- Wallpaper
- Décor
- Adhesive foil



WILDSPITZE ROSE GARDEN
WSPROG0075FVPRW


Hand-scythed Tyrolean Alpine hay
with delicate red rose petals on
breathable flax fleece.

Effect:

- Sensual

Application:

- Wallpaper
- Décor
- Adhesive foil



WILDSPITZE
WSP0000075FVSRW


Hand-scythed Tyrolean Alpine hay
in full-surface application on
PVC-free adhesive foil.

Effect:

- Stress-reducing

Application:

- Wallpaper
- Décor
- Adhesive foil



ALPINE MEADOW WSPALM0075FVPRW

Tyrolean Alpine hay with colourful petals from heather, cornflowers, sunflowers, lavender, roses, and approx. 5 daisies per m² in full-surface application on breathable flax fleece.

Effect:

- Soothing

Application:

- Wallpaper
- Décor
- Adhesive foil

Airy Heights



ARRIVE AT THE TOP

You are now at higher altitudes – at the very top of the Alps. The vegetation becomes sparser and the flora defies extreme climatic conditions on barren rock. And yet, there is a blade of grass here, a fragrant flower there... With our cosy and sustainable surfaces you can bring this feeling of airy heights indoors.





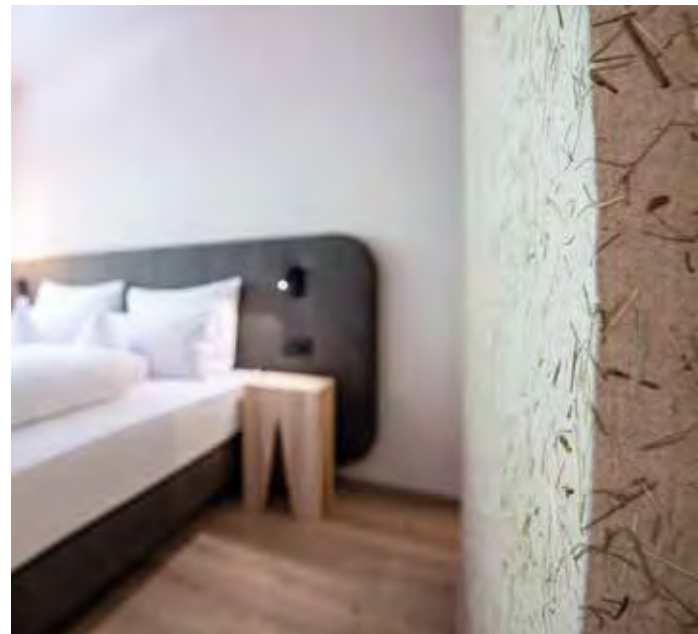
ALMWIESE light / Wirz Tapeten AG



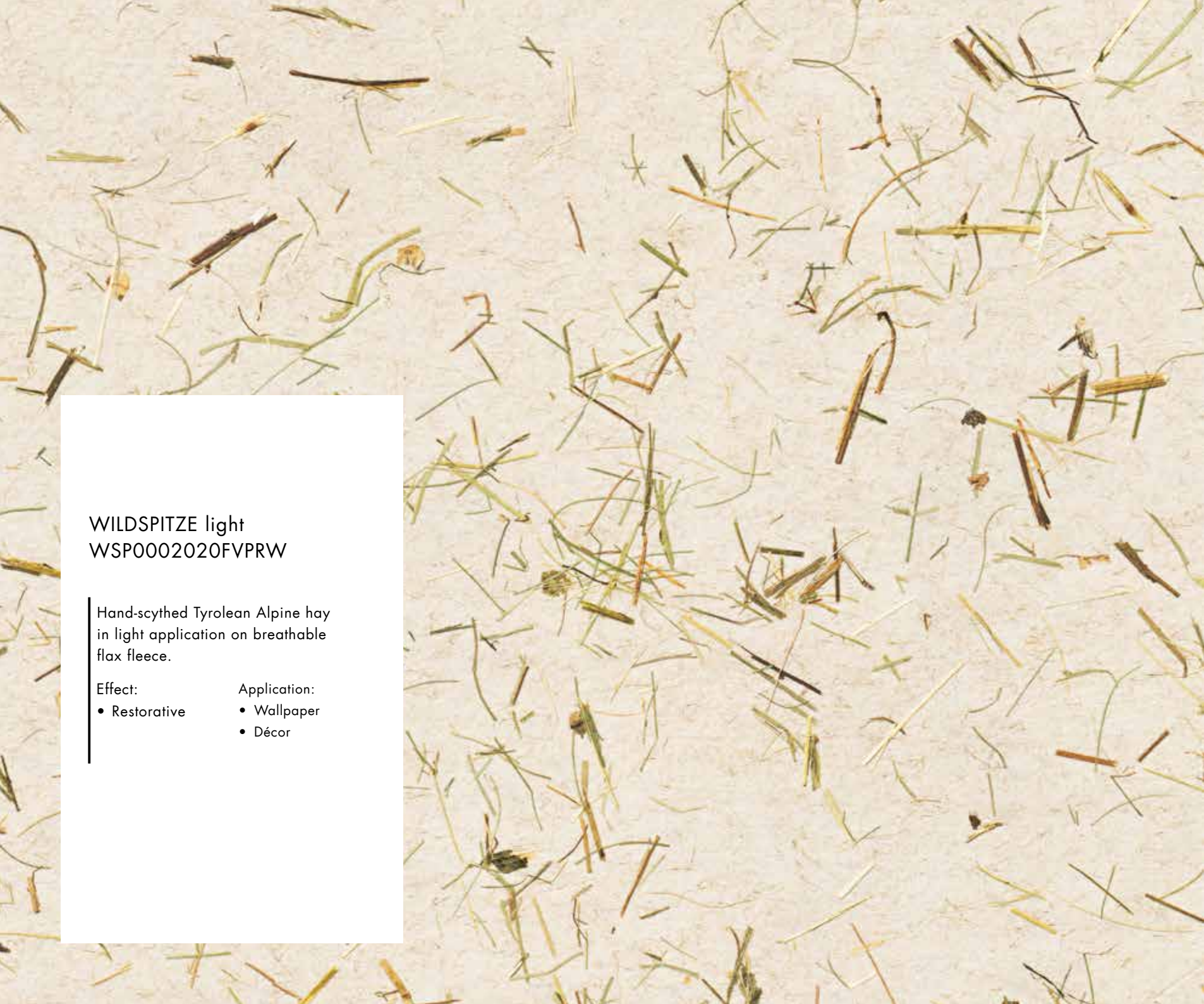
WILDSPITZE light / Atelier Inlinea Zurich



ALMWIESE light / Ventri



WILDSPITZE light / Nature hotel Molin in South Tyrol



WILDSPITZE light
WSP0002020FVPRW

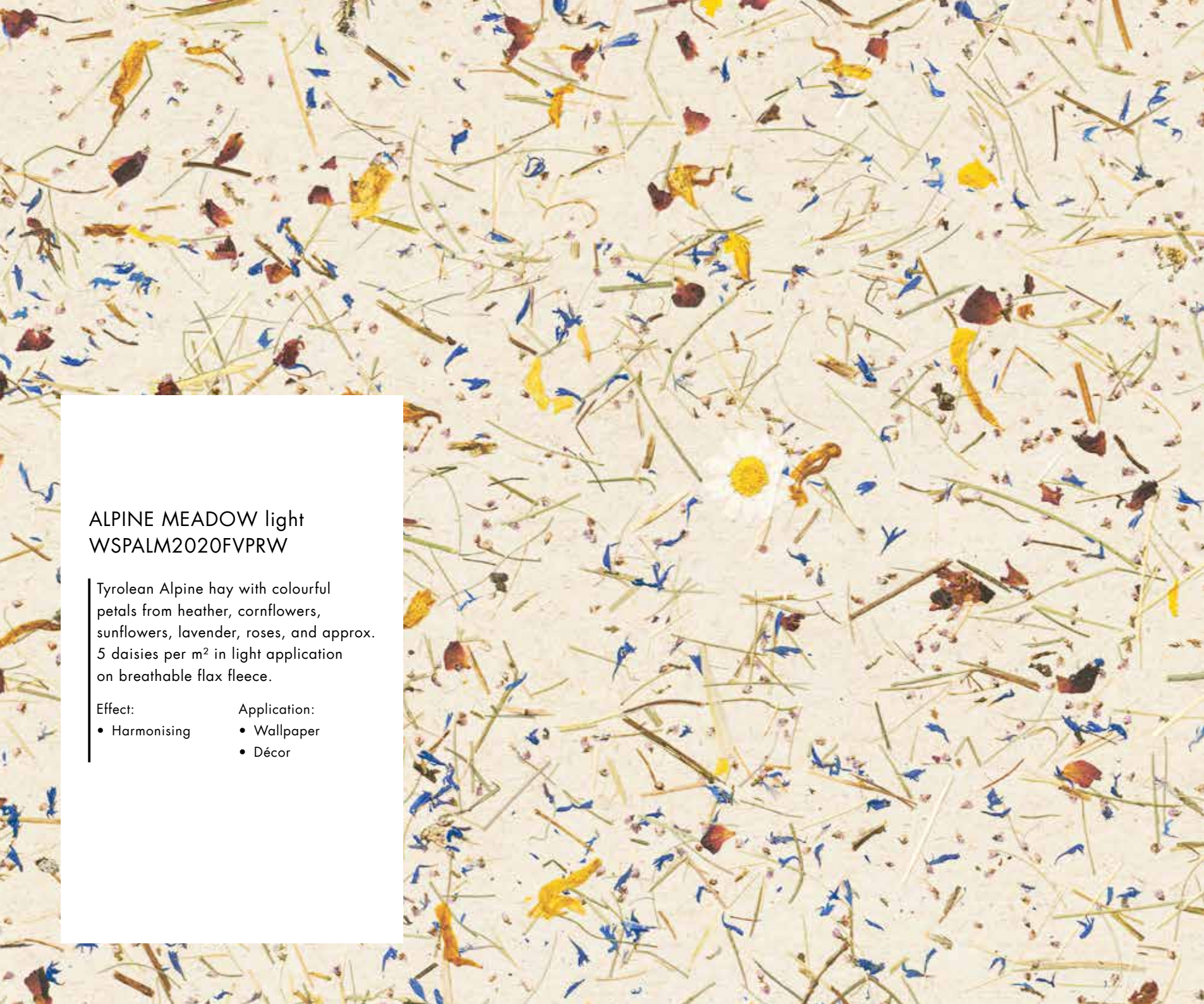
Hand-scythed Tyrolean Alpine hay
in light application on breathable
flax fleece.

Effect:

- Restorative

Application:

- Wallpaper
- Décor



ALPINE MEADOW light WSPALM2020FVPRW

Tyrolean Alpine hay with colourful petals from heather, cornflowers, sunflowers, lavender, roses, and approx. 5 daisies per m² in light application on breathable flax fleece.

Effect:

- Harmonising

Application:

- Wallpaper
- Décor



MOUNTAIN MEADOW medium WSPBRG0045SKTRW

Tyrolean Alpine hay with colourful petals, approximately 6 edelweiss flowers per m², and around 20 daisies per m² in medium application on PVC-free adhesive foil.

Effect:

- Translucent
- Mood-enhancing

Application:

- Adhesive foil

Forest Bathing



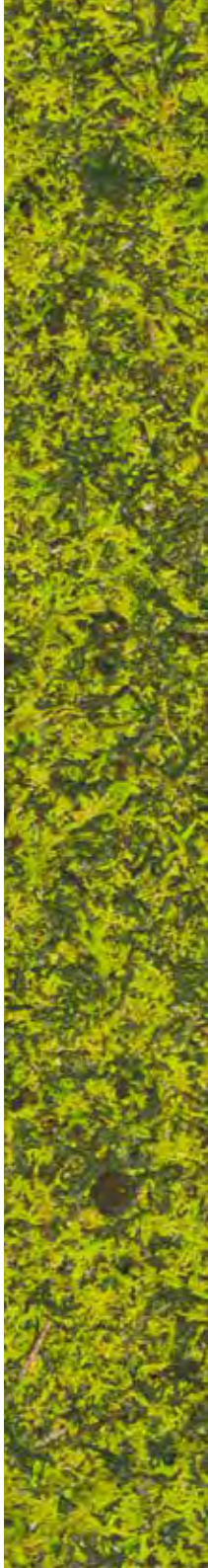
DIVE INTO THE LUSH GREENERY

You immerse yourself in the lush green of the forest. The woody scent of trees envelops you. You slowly walk over soft moss, lightly touching grasses and ferns. Your senses relax and you feel at ease.

The term forest bathing" originated in Japan and describes the conscious enjoyment of the healing effects that the forest provides. You can experience that in your home: The surfaces made with real natural materials from the forest transport you directly into wonderfully green plant worlds and their natural properties create a healthy atmosphere in your spaces. Create your forest oasis with wonderful shades of green, relaxing fragrances and a positive effect on the indoor climate.



MOOS HELLGRÜN / Volksbank Karlsruhe Durlach / leograf.at





ZIRBENWALD




MOOS MIX



MOOS HELLGRÜN / Marcel Schäfer



MOOS GRAU



STONE PINE
FOREST
ZIRWAL0085FVPRW

Fragrant Austrian stone pine shavings with moss, lichen, spruce needles, and approx. 4 fern leaves per m² on breathable flax fleece.

Effect:

- Sleep-enhancing

Application:

- Wallpaper
- Décor



MOSS GREY
MOSGRA0085FVPRW

Grey moss from upcycling on
breathable flax fleece.
Warping occurs only in the sample.

Effect:

- Moisture-regulating
- Mystical

Application:

- Wallpaper
- Décor
- Adhesive foil

The background of the entire page is a dense, light green moss texture. The moss consists of numerous small, fibrous strands, some of which are slightly darker or brownish, creating a natural, organic appearance. The texture is uniform across the entire surface.

MOSS LIGHT GREEN MOSHGR0085FVPST


Light green moss from upcycling
on breathable flax fleece.
Warping occurs only in the sample.

Effect:

- Moisture-regulating
- Revitalising

Application:

- Wallpaper
- Décor
- Adhesive foil



MOSS MIX
MOSMIX0085FVPRW

Light and dark green moss from
upcycling on breathable flax fleece.
Warping occurs only in the sample.

Effect:

- Moisture-regulating
- Refreshing

Application:

- Wallpaper
- Décor
- Adhesive foil

Divine Sunshine



PURE MEDITERRANEAN JOY

You are enveloped in golden sunshine. All around you, you see **fragrant plants, healing herbs, vineyards and olive trees**. You fully savour the scent of the Mediterranean plant world and relax as you take it all in.

The surfaces with natural materials from the **Mediterranean** bring sunshine and a sense of warmth into the interior. The scent of Mediterranean **medicinal herbs**, the striking hues of vine leaves, combined with sustainable backing materials – an absolute treat for all your senses!





CARPE DIEM



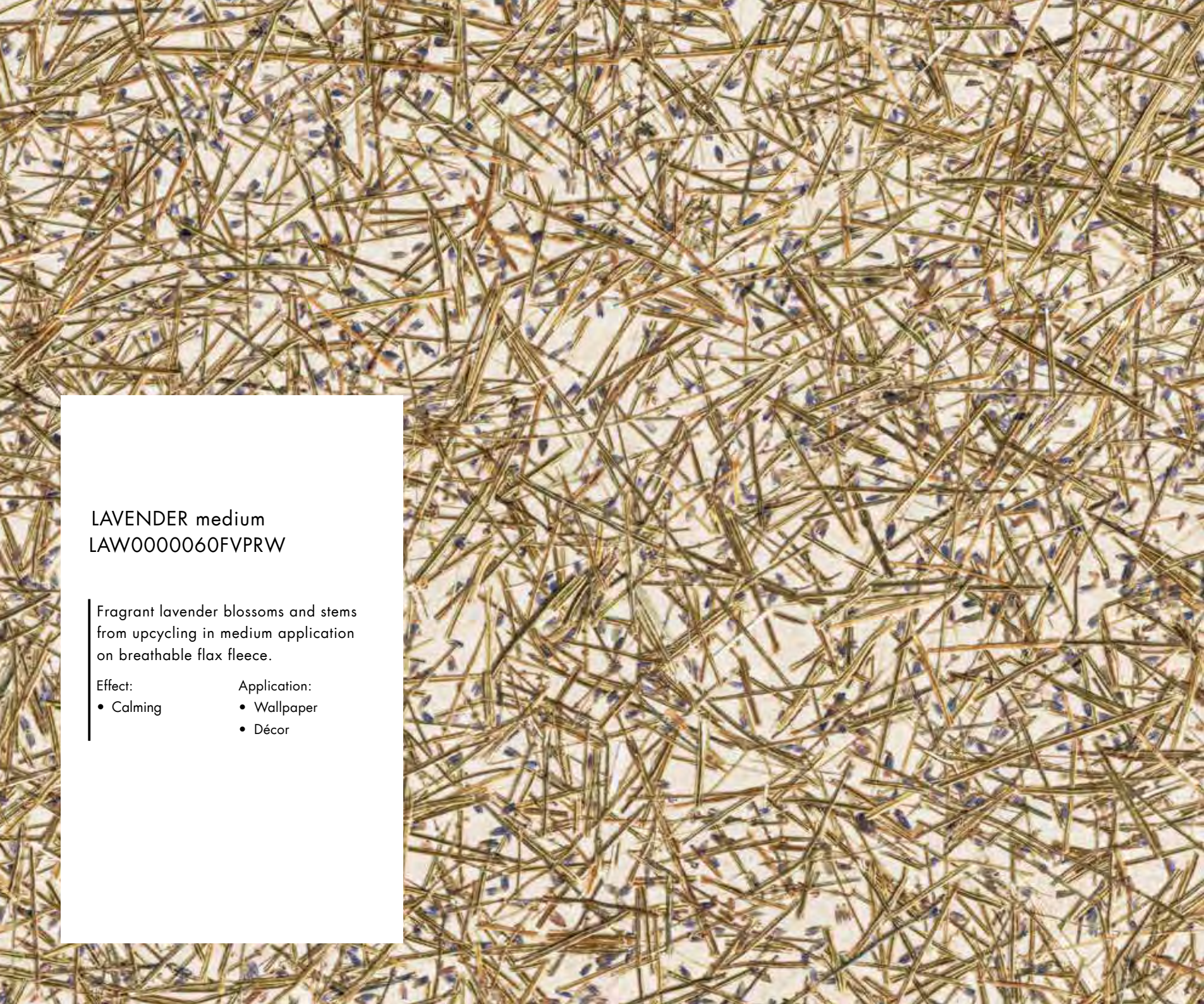
WEINBLÄTTER medium



LAVENDEL medium / Cafe FLUZZ Kufstein



RELAX / The Shard in London



LAVENDER medium
LAW0000060FVPRW

Fragrant lavender blossoms and stems
from upcycling in medium application
on breathable flax fleece.

Effect:

- Calming

Application:

- Wallpaper
- Décor



RELAX

RLX0000085FVPRW


Herb mix of lemon verbena, St. John's wort, hops, lavender, sweet clover, and sunflower blossoms on breathable flax fleece.

Effect:

- Relaxing

Application:

- Wallpaper
- Décor
- Adhesive foil



VINE LEAVES medium
WINLAB0060FVPRW

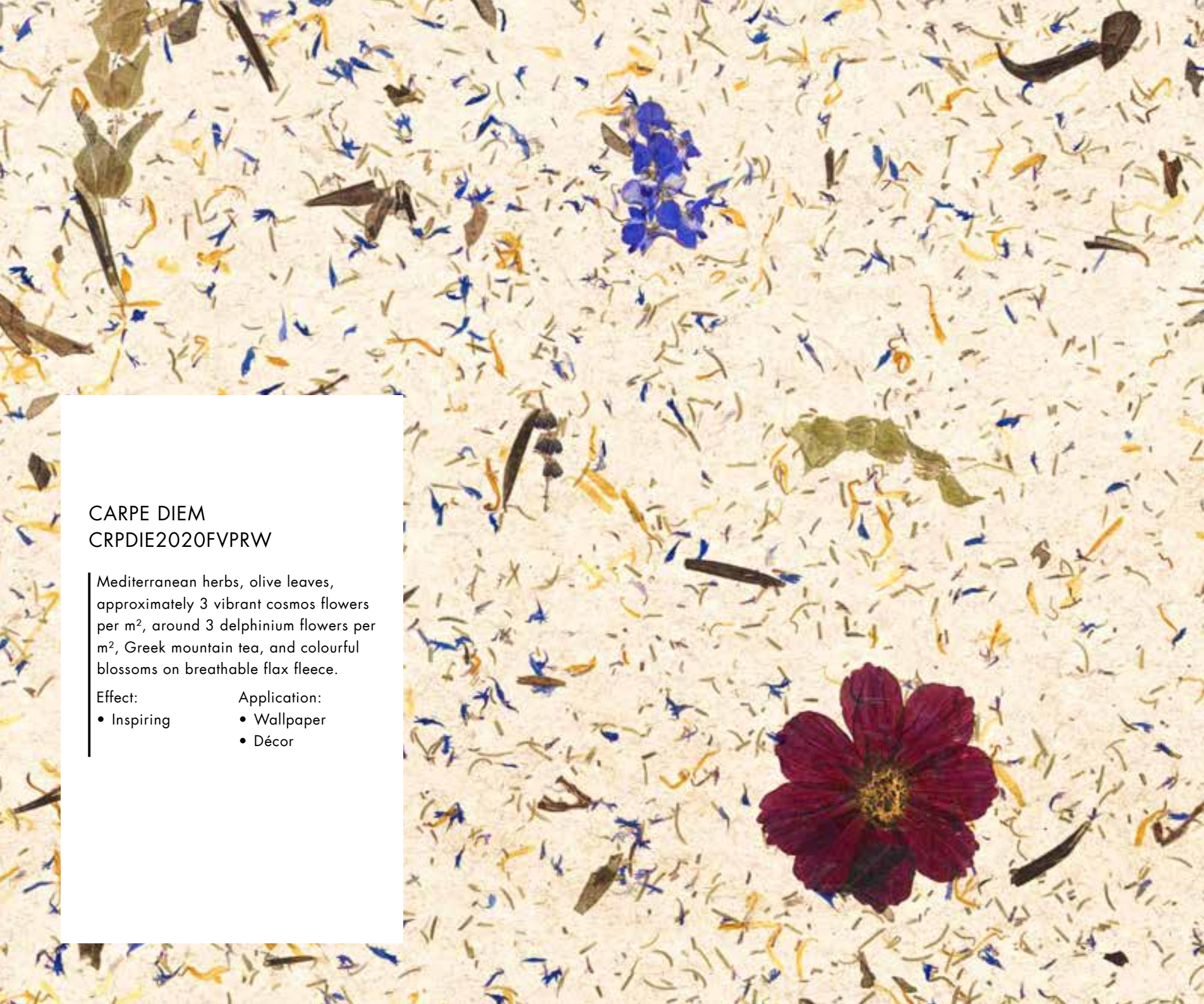
Cut autumnal vine leaves in medium application on breathable flax fleece.

Effect:

- Grounding

Application:

- Wallpaper
- Décor



CARPE DIEM
CRPDIE2020FVPRW

Mediterranean herbs, olive leaves,
approximately 3 vibrant cosmos flowers
per m², around 3 delphinium flowers per
m², Greek mountain tea, and colourful
blossoms on breathable flax fleece.

Effect:

- Inspiring

Application:

- Wallpaper
- Décor

Euphoric Moments



TREASURES OF NATURE

More is more! Your *senses* take in rich *colours* and wonderful *fragrances*. Creative interior design can truly contribute to your *happiness* by stimulating the senses and simply putting you in a *good mood*.

With natural surfaces, you reinterpret *maximalism* in a completely new (and sustainable) way. By combining fantastic designs with statement colours and wonderful fragrances, you create a *uniquely inspiring atmosphere* that creates lasting impressions and emotions. Envelop your senses with fragrant roses, heavenly coffee and brilliantly blue cornflowers.



KORNBLUME BLAU / POSThome in Rome /
Thirtyone Design + Management / Valentina Sommariva





KORNBLUME BLAU / POSThome in Rome Thirtyone Design + Management / Valentina Sommariva



ROSENBLÜTEN / Henschel Darmstadt / blocher partners / Joachim Grothus



ROSENBLÜTEN / Liberty's London



KORNBLUME BLAU / Masterpiece Torsten Bauer



KAFEELEDER / Carmel Business Showroom in Israel



KAFEELEDER / HONEST coffee Brüssel / Études Architecture & Design / Alexandre de Terwangne

COFFEE LEATHER
KAF0000190FLXST


Fragrant coffee powder on flexi –
the energising scent of fresh coffee,
combined with the elegant look
of vegan leather.

Effect:

- Energising

Application:

- Wallpaper
- Décor



ROSE PETALS
ROABLI0085FVPST


Fragrant red rose petals on
breathable flax fleece.

Effect:

- Romantic

Application:

- Wallpaper
- Décor
- Adhesive foil



CORNFLOWER
BLUE
KOBBLU0085FVPRW

Blue cornflower blossoms on
breathable flax fleece.

Effect:

- Radiant

Application:

- Wallpaper
- Décor
- Adhesive foil

Brilliant Harmonies



UNIQUE ELEGANCE AND DELICATE LUXURY

Exquisite materials, *fascinating shapes* and *shimmering colours* surround you. All of that embodies the elegance of nature, because its creativity knows no bounds: Each plant contains an extraordinary *structure* and a unique combination of colours.

Sophisticated compositions of delicate natural materials, *shimmering gold paper* and natural wool create a *dreamlike atmosphere* inside. Let yourself be seduced – by natural elegance and delicate luxury.



SKELETTBLÄTTER self-adhesive translucent /
Hypo Tirol Bank Innsbruck-Pradl / birgitkoell.at





WOLLE / Tischlerei Krumböck



HOPFEN GOLD / POSThome Rome
Thirtyone Design + Management / Valentina Sommariva



SKELETTBLÄTTER self-adhesive translucent /
Plantagen Office Sweden / Lasse Olsson Photo



WILDSPITZE GOLD / Plain Vanilla / Finbarr Fallon

WOOL
WOL0000085FVPRW

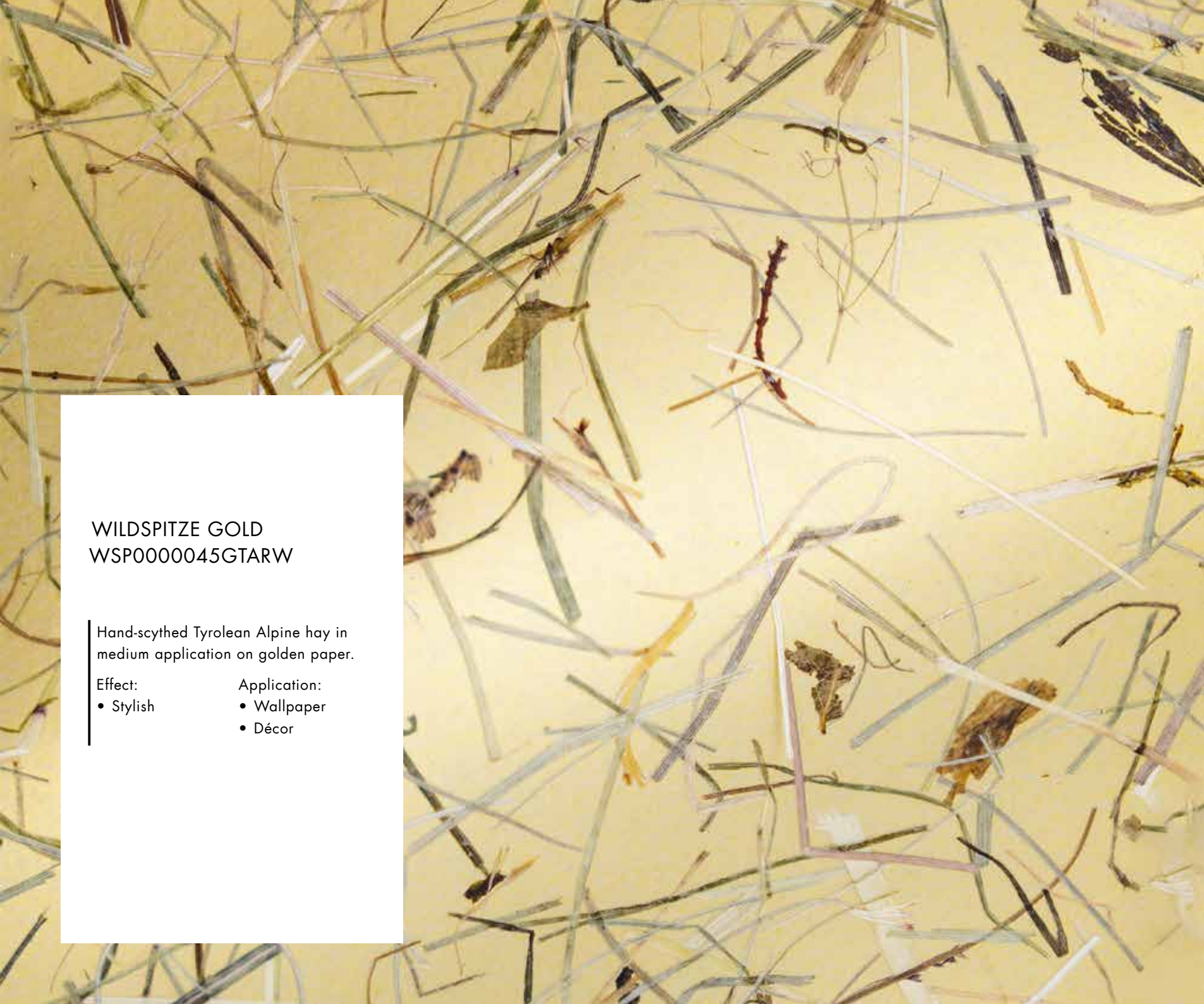
Grey sheep's wool on
breathable flax fleece.

Effect:

- Moisture regulating
- Cosy

Application:

- Wallpaper
- Décor



WILDSPITZE GOLD
WSP0000045GTARW

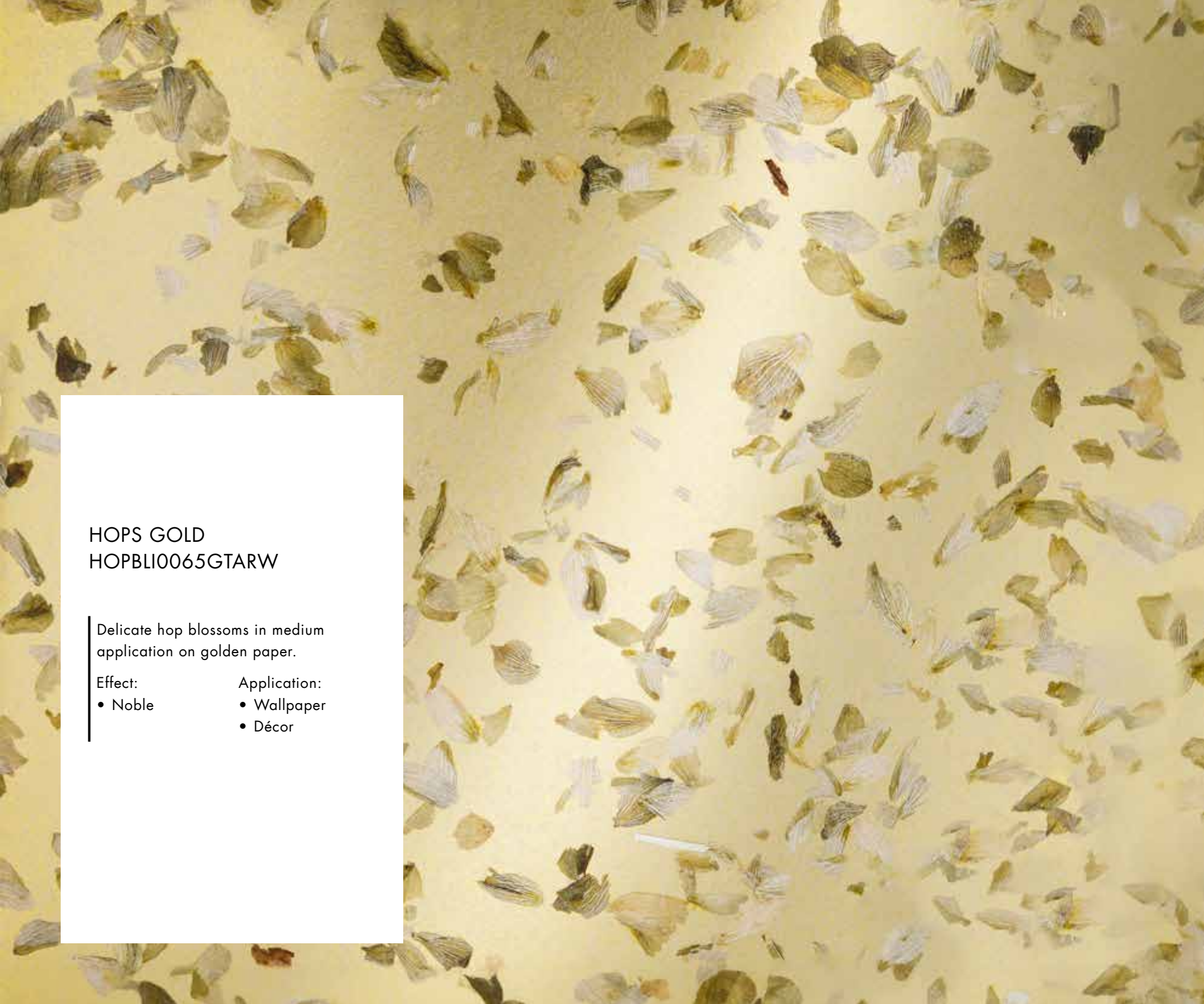
Hand-scythed Tyrolean Alpine hay in medium application on golden paper.

Effect:

- Stylish

Application:

- Wallpaper
- Décor

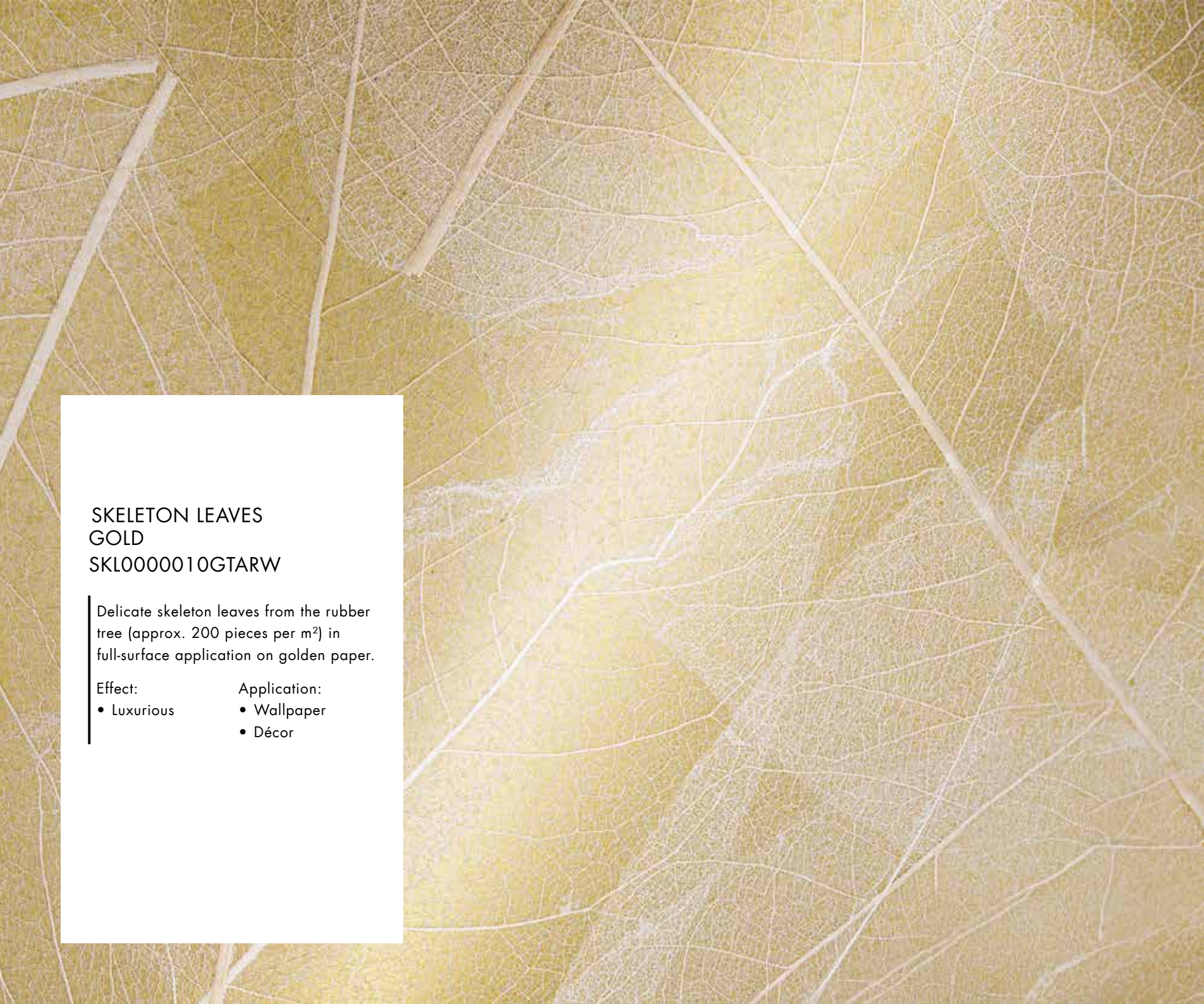


HOPS GOLD
HOPBLI0065GTARW

Delicate hop blossoms in medium application on golden paper.

Effect:
• Noble

Application:
• Wallpaper
• Décor



SKELETON LEAVES
GOLD
SKL0000010GTARW

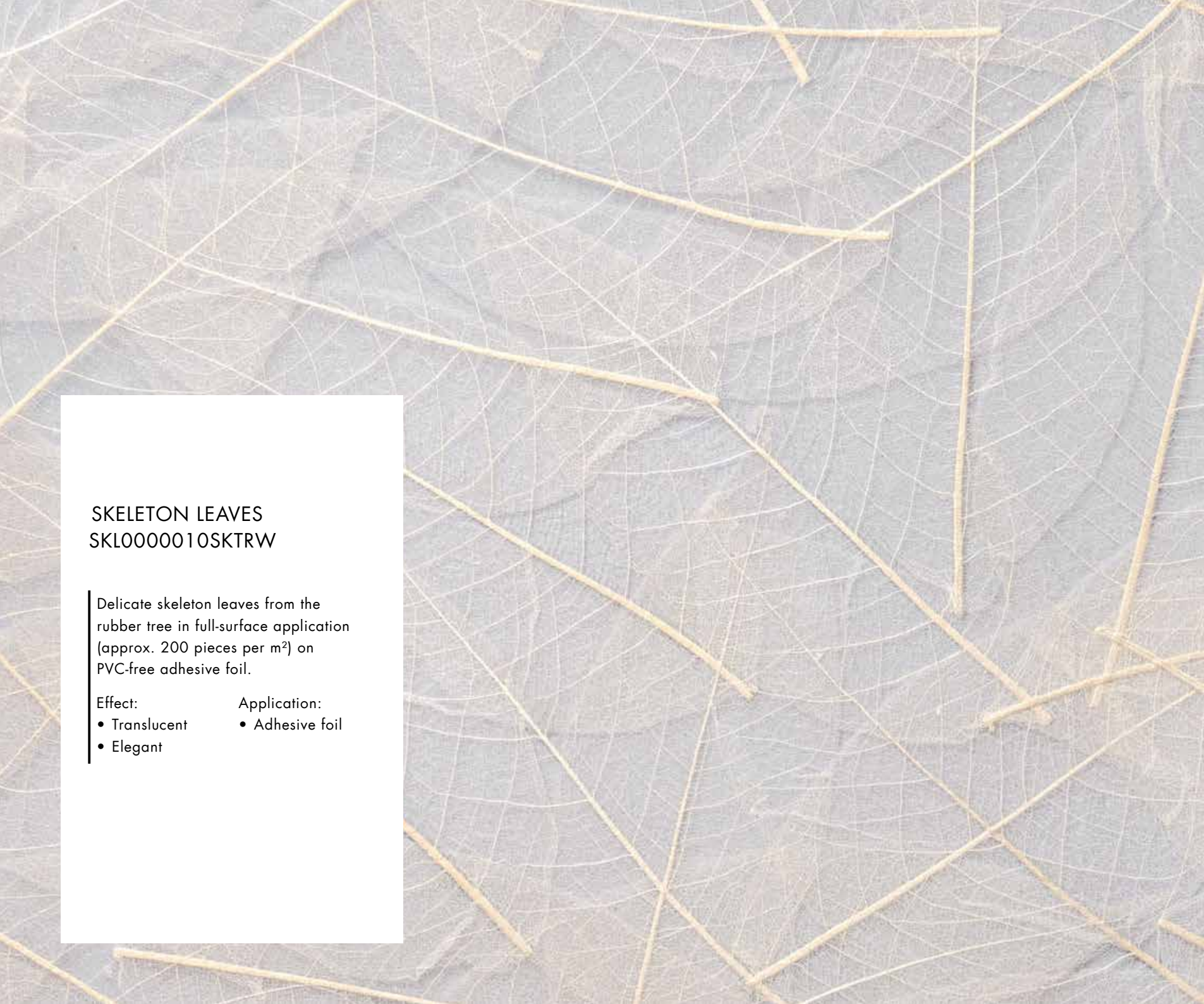
Delicate skeleton leaves from the rubber tree (approx. 200 pieces per m²) in full-surface application on golden paper.

Effect:

- Luxurious

Application:

- Wallpaper
- Décor



SKELETON LEAVES
SKL0000010SKTRW

Delicate skeleton leaves from the rubber tree in full-surface application (approx. 200 pieces per m²) on PVC-free adhesive foil.

Effect:

- Translucent
- Elegant

Application:

- Adhesive foil



Sophisticated design

Can be adhered to glass as a pleasant privacy screen or backlit for effectful lighting.

SKELETTBLÄTTER self-adhesive translucent /
Hypo Tirol Bank Innsbruck-Pradl / birgitkoell.at

Naturally sustainable

Real, lived sustainability is always a priority. From the selection of raw materials and the local production to the finished natural product: we follow strict criteria. Because we want to ensure that the surfaces have a positive effect – both on us humans as well as on our environment.



Going Further

Our innovative surfaces are natural products – and therefore in themselves a more sustainable alternative to conventional surfaces. But we go further: we produce locally, certified carbon-neutral and in compliance with the principle of the circular economy. We live sustainability in all areas: we work as paper-free as possible, our vehicle fleet has been fully electric since 2022, our production facilities are heated using our own process heat and 100% of our electricity comes from green energy.

Great Choice

Saving our resources is important to us – after all, there is no Planet B. We leave nothing to chance when it comes to selecting our natural raw materials. We work in direct trade with farmers from the Tyrolean Alps, keeping the majority of transport routes extremely short. We give leftover products such as moss and lavender stems a second chance by processing them into wonderfully natural surfaces.

Certified & Award-Winning

We understand sustainability and implement it in a certified manner. Together with ClimatePartner, we assess and reduce our CO₂ footprint and support climate protection projects. We received the Green Product Award in 2019 for our innovative products and their environmentally friendly production, and were nominated for the German Sustainability Award in 2023. But that's not all: as part of the Bioeconomy Austria network, we are constantly researching even more environmentally friendly production methods for a greener future.

Contribution to the preservation of the inner-alpine highland meadows.



Natural Surfaces



WILDSPITZE MARGERITEN
Fragrant Alpine hay with marguerites



BERGWIESE
Fragrant Alpine hay with Edelweiss, marguerites and colourful petals



WILDSPITZE HIMMELBLAU
Fragrant Alpine hay with bright blue cornflower petals



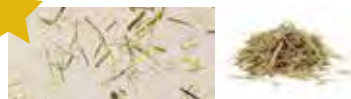
WILDSPITZE ROSENGARTEN
Fragrant Alpine hay with delicate red rose petals



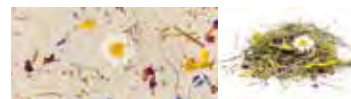
WILDSPITZE
Fragrant hand-cut Alpine hay from the Tyrolean Alps



ALMWIESE Fragrant Alpine hay with marguerites and colourful flower petals



WILDSPITZE light
Alpine hay from the Tyrolean Alps on flax backing



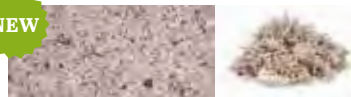
ALMWIESE light
Alpine hay with marguerites and colourful flower petals on flax backing



BERGWIESE medium
Alpine hay with Edelweiss, marguerites and blossoms on a translucent self-adhesive foil



ZIRBENWALD
Fragrant Austrian stone pine wood with moss, spruce needles and fern leaves



MOOS GRAU
Upcycled light grey moss



MOOS HELLGRÜN
Upcycled light green moss



MOOS MIX
An upcycled mix of dark and light green moss



LAVENDEL medium
Lavender stems and blossoms on flax backing



RELAX
Soothing herbal mix



WEINBLÄTTER medium
Autumnal wine leaves on flax backing



CARPE DIEM
Mediterranean herbs, olive leaves, blossoms and Greek mountain tea on flax backing



KAFFEELEDER
Fragrant coffee powder



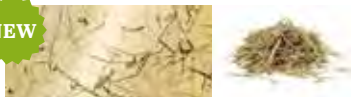
ROSENBLÜTEN
Luxurious and fragrant red rose petals



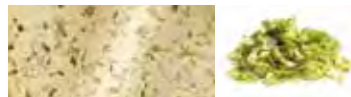
KORNBLUME BLAU
Bright blue cornflower petals



WOLLE
Cosy grey sheep's wool



WILDSPITZE GOLD
Fragrant Alpine hay on golden paper



HOPFEN GOLD
Softly shimmering hop blossoms on golden paper



SKELETTBLÄTTER GOLD
Delicate skeleton leaves from the rubber tree on golden paper



SKELETTBLÄTTER
Delicate skeleton leaves from the rubber tree on a translucent self-adhesive foil

Knowledge & FAQ

How to process our natural surfaces?

- **Wallpaper:** Apply using the wall-pasting technique with overlap and double-cut. The wall must be prepared accordingly. Consult our recommendations for adhesives. The effect of the wallpaper must be assessed after applying 3 strips.
- **Wood-working:** Process using the usual machinery of a carpenter. Protect the material with separating paper and do not exceed the maximum pressing temperature. The use of a counter-balance sheet is recommended.
- **Self-adhesive:** Adhere directly to smooth and rough surfaces using the dry application method. The surfaces must be prepared accordingly.

How long do these surfaces remain fragrant?

Our natural surfaces have a **natural scent** – without any artificial additives. The intensity of the fragrance depends on **environmental factors**, individual perception and the natural fibres used. Carefully spraying the surface with water can refresh the fragrance, while sealing or varnishing can reduce the intensity of the fragrance.

Can our natural surfaces trigger allergies?

The tested natural surfaces are **hypoallergenic** due to the pressing temperature and pressing time. This means that everyone can enjoy the calming effect of fragrant natural materials without hesitation. The **test report** is available on the website in the download area.

How should our natural surfaces be cleaned?

The surfaces made of genuine natural fibres are largely **care and maintenance-free**. If cleaning is necessary, we recommend gentle vacuuming or wiping with a damp or dry cloth, depending on the surface. Avoid coarse brushes and aggressive cleaning agents. Please also refer to our specific instructions.

Are our natural surfaces suitable for wet areas?

The surfaces are **untreated and ,pure nature'**. Without further sealing, they are only suitable for **interior** applications and should be kept away from moisture or wet areas. Our surfaces can be sealed with oils or protected with glass and epoxy to fulfil particularly high requirements for abrasion, water and scratch resistance or lightfastness. Please also refer to our specific instructions.



ByNature Import Inc
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