



PAPIERFLORA



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Hand
made
in Tyrol

A person wearing a white dress with thin gold stripes is reaching out their hand towards a field of colorful flowers, including red poppies and purple cornflowers, in a sunlit meadow.

ALPINE MEADOWlight

WSPALM2020FVPRW

Pure summer joy in its lightest form:
Hand-scythed Tyrolean Alpine hay with colourful petals
from heather, cornflowers, sunflowers, lavender, and
roses, along with approximately 5 daisies per m².
In light application on breathable flax fl eece.

- ✓ Rolled goods, width: 1,360 mm
- ✓ MOQ: 1 m² (approx. 0.74 running metres)
- ✓ Applications: Wallpaper & décor

“ Our goal is to create a
sustainable and liveable
future with innovative
products made from
natural materials.





Green Product
Award Winner 25

See, Feel, Smell & Experience!



natural surfaces evoke **memories** and bring nature indoors. When you touch them, you experience fascinating **textures** with a natural character. And the scents? Fresh hay, roses, or herbs – they not only improve the air but also lift your mood. A true boost for the **senses**!

HYPOALLERGENIC
HUMIDITY REGULATION
ENGAGING SENSORY EXPERIENCE
IMPROVED AIR QUALITY



CARPE DIEM / 360° Teamgeist / Alex Hübner



CARPE DIEM / Summer, sun and pure relaxation! This natural surface, made from cosmos flowers, delphinium, colourful blossoms, and herbs, exudes the carefree spirit of a sunny day by the Mediterranean.

Nature meets Innovation

With plenty of **Tyrolean passion** and a focus on sensory experiences, we transform natural raw materials into **unique** designs. Regionality and craftsmanship are our driving forces. Because true values create spaces that inspire – all around the world! It stands for sustainability, authenticity, and the vision of shaping a liveable future.



Rapidly
renewable
materials

Hand made in Tyrol

Innovation and craftsmanship come together seamlessly at our manufactory in Austria. We process **rapidly renewable raw materials** such as flowers, herbs, and mosses while keeping transport routes as short as possible. Our fragrant alpine hay, for example, comes from local mountain farmers. Leftover materials like stone pine shavings or lavender stems are given a new purpose through upcycling. Our natural surfaces enhance **indoor air quality** and offer an authentic tactile experience.

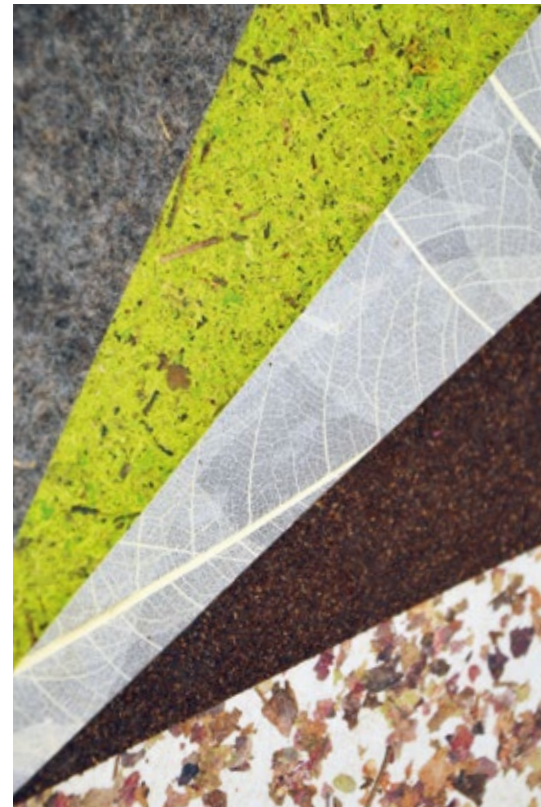
Masterpieces of Nature

JOURNEY THROUGH NATURE:

From Tyrolean Alpine charm to Mediterranean flair and refined luxury. Our themed worlds give you a glimpse of how a space transforms with **our** products.

As **versatile** as your ideas: Whether as wallpaper, décor, or adhesive foil, our natural surfaces create truly unique interiors. Translucent or acoustic backings add impressive effects. Ready for **interior design** that inspires?

- ✓ Handmade in Tyrol, Austria
- ✓ 100% carbon-neutral
- ✓ Rapidly renewable and upcycled materials



ALPINE MEADOW

Fragrant Alpine hay with daisies and colourful petals. Feels soothing.



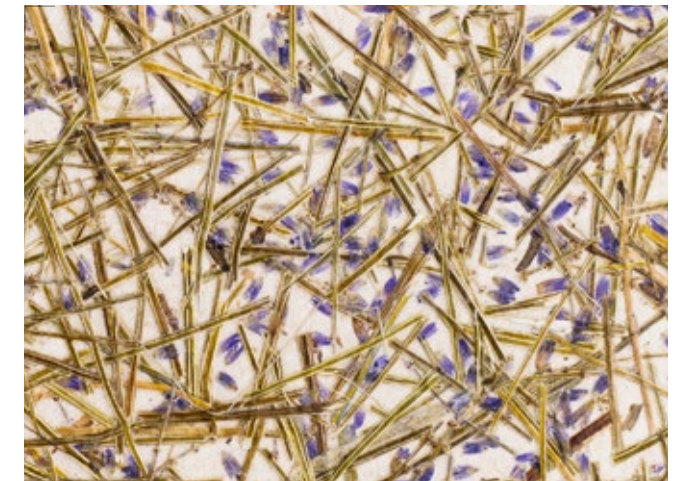
WILDSPITZE light

Alpine hay on breathable flax fleece. Appears restorative.



MOSS MIX

A blend of light and dark green moss. Feels refreshing.



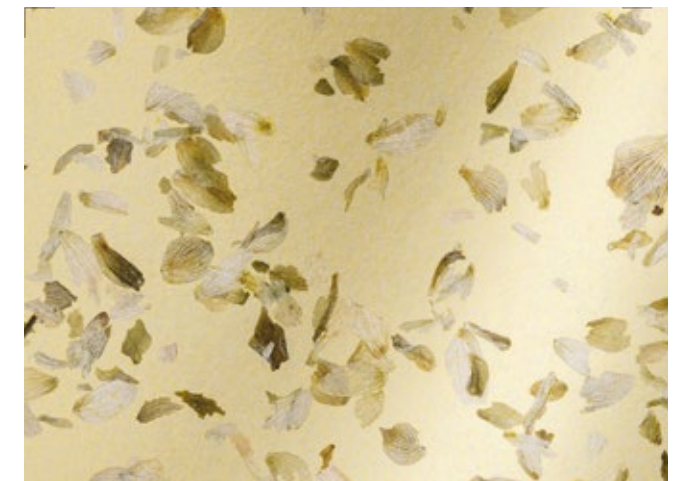
LAVENDER medium

Fragrant lavender on natural flax fleece. Has a calming effect.



CORNFLOWER BLUE

Vibrant blue cornflower petals. Appears radiant.



HOPS GOLD

Delicately shimmering hop blossoms on golden paper. Feels noble.



BRING NATURE IN

Our sustainable wallpapers and décors transform interiors into true **feel-good spaces**. And let's be honest – if we spend 90% of our lives indoors, why not with a real **touch of nature?**

PapierFlora connects people and nature with materials and experiences that engage the senses and make **sustainability** tangible.

Applications

As
versatile
as your
ideas

Wallpaper

A feel-good atmosphere to touch, smell, and experience.



ROSY EVERLASTING / Baufritz

Adhesive foil

Adheres to walls, furniture, and glass – ideal for privacy protection.



SKELETON LEAVES / Hypo Tirol Bank Innsbruck-Pradl / birgitkoell.at



ALPINE MEADOW / Restaurant AOC Copenhagen / HolmriseB8

Décor

Custom interior design and furniture with character.



○ APPLICATION:
CEILING

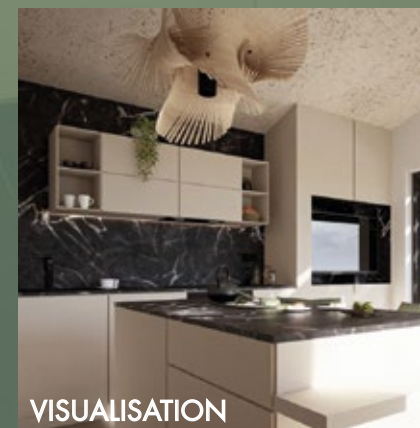


**BIG SEE
Architecture
Award 2024
Winner**

WILDSPITZE light / G Office Croatia / Iverpan / Urbane ideje d.o.o / Gradiona



AWARD-WINNING PROJECT



VISUALISATION



WORKSHOP

Pioneers in design

Create **unique spaces** with the award-winning natural surfaces – designed to evoke emotions and engage the senses. Sustainability and aesthetics merge into thoughtful interior design concepts that leave a lasting impression. Our materials create **feel-good spaces** that captivate guests and keep customers coming back. Let your ideas blossom!

- ✓ Versatile applications
- ✓ Project references
- ✓ Samples
- ✓ Specifications
- ✓ Texture data
- ✓ Custom solutions
- ✓ Certifications: Allergy testing, fire protection, emissions testing, food safety etc.

DESIGN

SALES

PROCESSING

EXPERIENCE

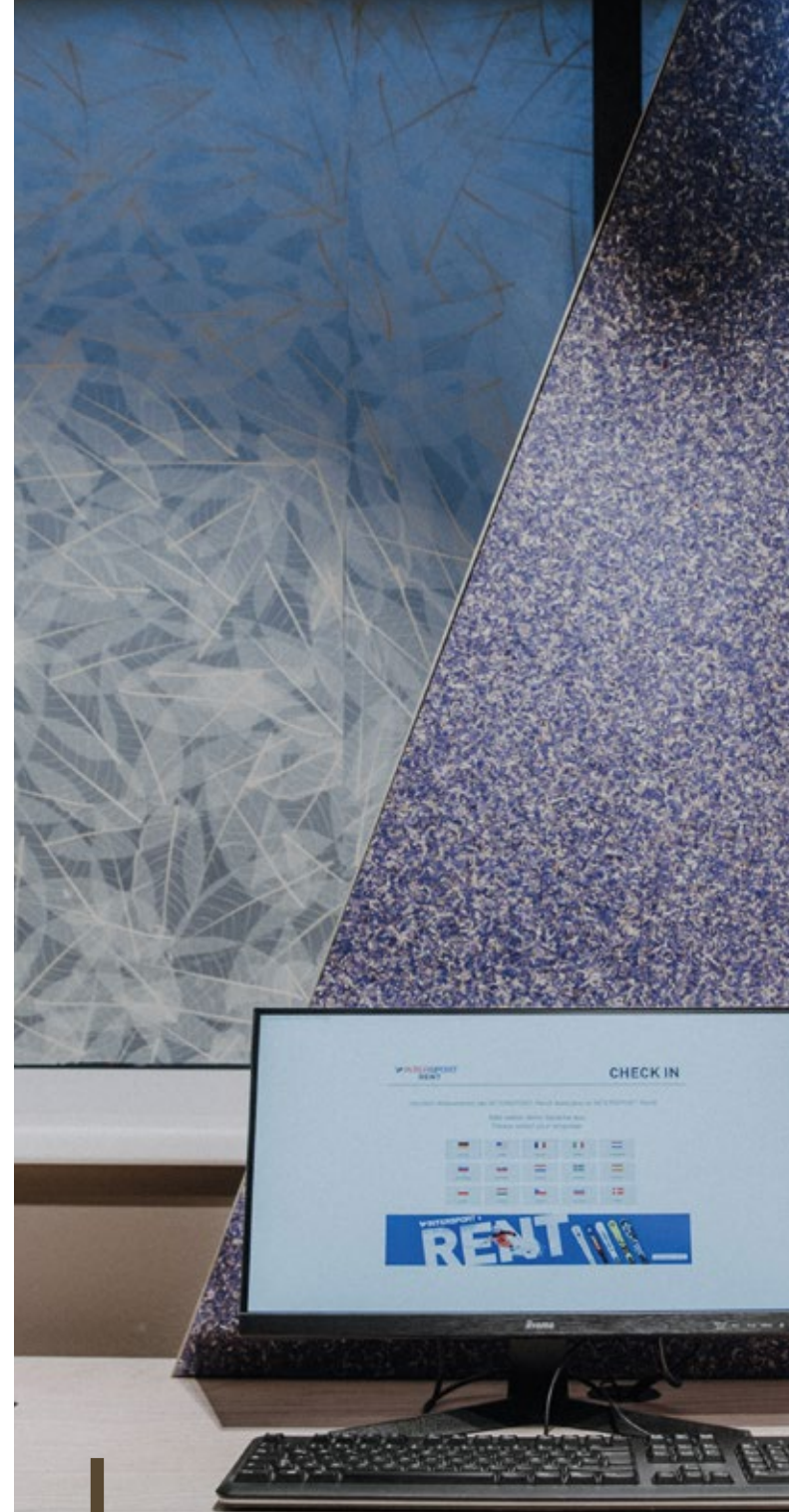
Crafts- manship

With **our** surfaces, carpenters, shopfitters, painters, and decorators get both superior materials and endless **creative possibilities**. These surfaces impress with their unique look and feel, as well as their sustainability and **high quality**. This makes every wall, counter or door truly unique.

- ✓ Versatile application
- ✓ Processing guidelines
- ✓ Video tutorials
- ✓ Product-training
- ✓ Reliable service



SUITABLE WALLPAPER GLUE
FREE MATCH
WALLPAPERING TECHNIQUE
OVERLAP AND DOUBLE-CUT



PVC-FREE ADHESIVE FOIL
ADHERES TO WALLS, FURNITURE AND MORE
TRANSLUCENT FOR GLASS & LIGHTING-EFFECTS



LIKE VENEER ON BACKING BOARDS
VENEER PRESS WITH RELEASE PAPER
SUITABLE BACKING VENEER

DESIGN

SALES

PROCESSING

EXPERIENCE

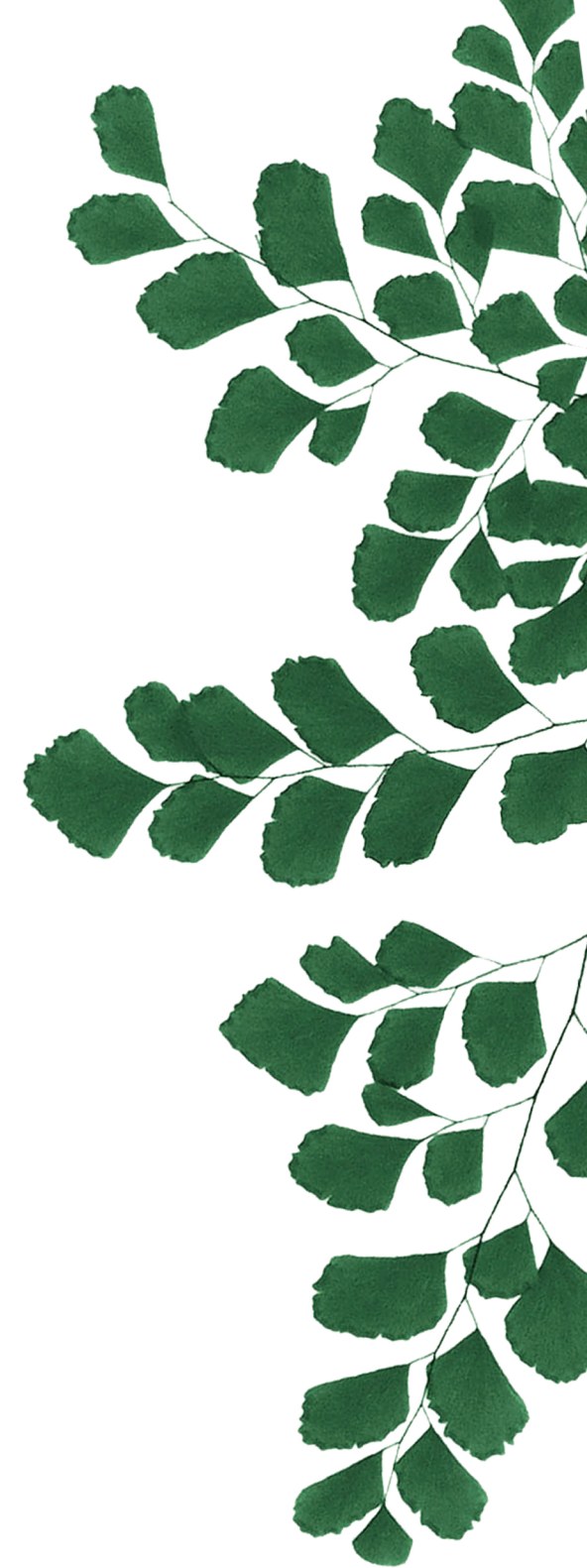
Forge new paths

Sustainability is a given for us. With natural raw materials from the region, climate-neutral production, and an electric fleet, we are fully committed to an eco-friendly **future**. With our materials, we prove that sustainability can be not only responsible but also **stylish** – for a liveable world of tomorrow.

CERTIFIED QUALITY:

The **SHI product passport** confirms the suitability of selected products for building certifications and supports the planning of **sustainable construction projects**. Through pollutant testing, it enables safe material selection. Planners, architects, and construction companies receive verified product data for transparent documentation for **BREEAM**, the EU Taxonomy, DGNB, QNG, and BNB.





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