

pappelina®

Volume 02 2023

AUTUMN / WINTER



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

Welcome to the world of Pappelina

At Pappelina, our vision is rooted in the principles of quality, design, sustainability, and innovation. We believe in creating products that transcend trends and stand the test of time, bringing joy to homes and spaces worldwide, both indoors and outdoors. We take great pride in owning our own small weaving mill in the heart of Sweden, where we have 100% control over production. From selecting the finest sustainable materials to implementing innovative weaving techniques, we are committed to reducing our environmental footprint while delivering rugs that exceed expectations. So, welcome to the Pappelina Magazine! Enjoy reading about the essence of Pappelina and exploring our latest collection - The Woodland Collection.

HIGHLIGHTS **AW23**

THE NEW COLLECTION AW23

4 The Woodland Collection includes two new patterns, new colors and updates to a couple of our favorite designs. Created with the tranquility of the Scandinavian woods in mind.



GET TO KNOW OUR CREATIVE DIRECTOR

18 The Pappelina story goes back 25 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.



DISCOVER THE PAPPELINA UNIVERSE

24 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.



The Woodland Collection

AUTUMN / WINTER 2023

With the mystery and the various vibrant colors of the Swedish forest in mind, Pappelina have designed a tranquil and soft collection consisting of two new patterns and four new colors.

With soft shapes and joyful designs, the woodland collection is a homage to all the different texture, materials and colors that can be found in the surroundings of nature. The patterns, the choice of tones and the location in the middle of the woods, where the collection was shot, all represent the way of Nordic living.



MONO | Leaf



POPPY | LINEN

POPPY

Bio Edition

Now, let's talk sustainability

Sustainability has remained our primary focus throughout our journey and in every decision we make. As being the original entails being the pioneer in something, we introduced the first BIO EDITION in 2022. This was a substantial step towards carbon neutrality for Pappelina, focusing on circularity. Our BIO EDITION is the first woven rug made of BIOVYN™ - a bio-sourced, carbon neutral PVC that originates from tall oil* – made by nature.

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. A Pappelina rug is always a good responsible choice.

**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.*

Nature continues to be the inspiration to the patterns of Pappelina. Introducing POPPY, a new addition to our BIO EDITION. This new design, and the BIO EDITION collection, is a testimony to our commitment to sustainability and to our ongoing inspiration drawn from the beauty of nature.



POPPY | POTATO





The Creative Director of Pappelina, Lina, is constantly envisioning patterns and discovering potential in her surroundings, seeking inspiration for new rug designs. POPPY has been a long-awaited creation, nurtured and refined over the years. The first sample was woven several years ago, and with great excitement the result is being introduced.

The design encapsulates a sense of playfulness, evoking the joyful essence of the natural world. The pattern reminds us of the delicate details of a seed capsule. POPPY is a classic Pappelina rug with a repetitive pattern. The distinct border on the sides of the rug adds a touch of elegance and versatility, allowing the design to seamlessly extend to the various lengths offered.

SIZES

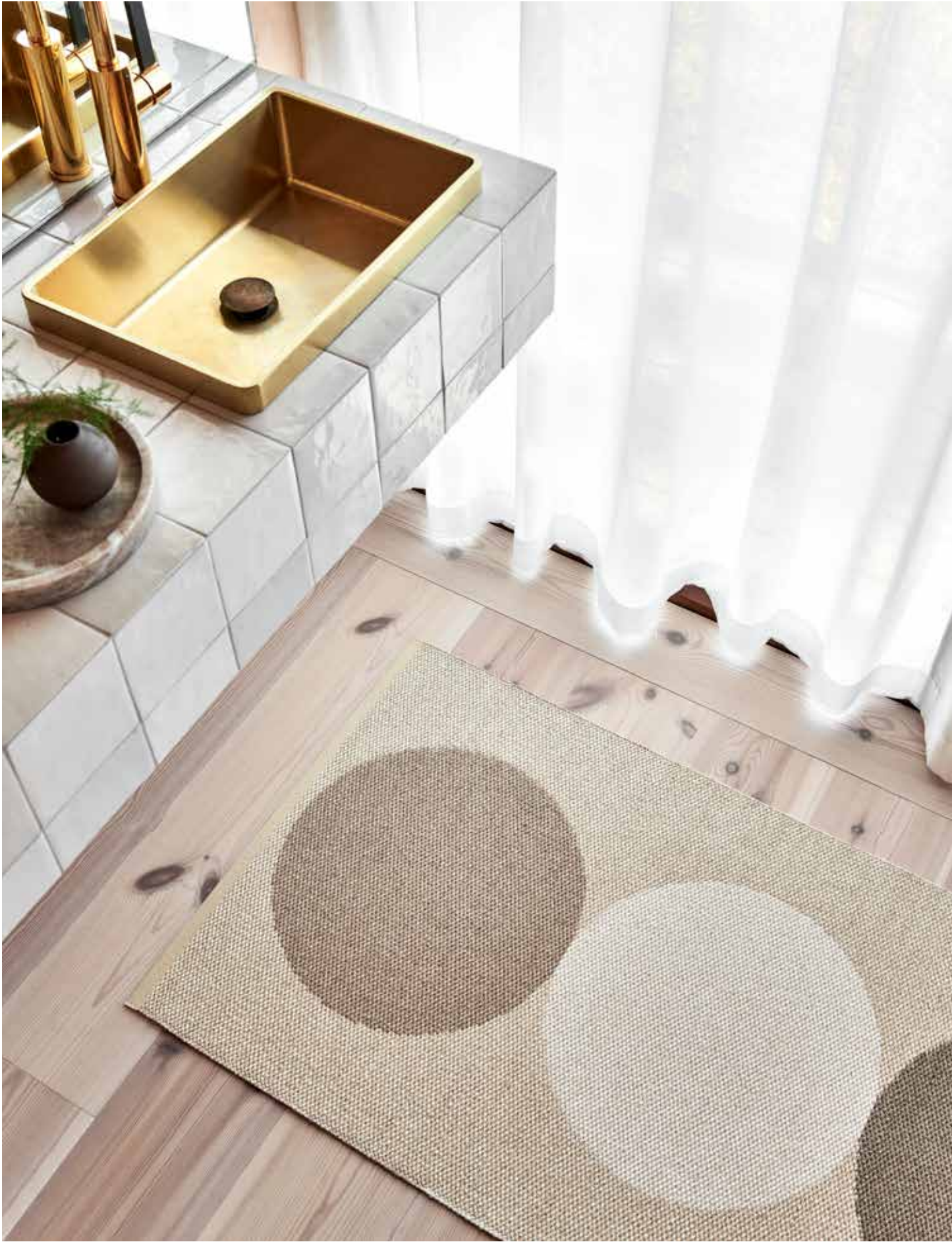
70 x 150 cm	2 ¼' x 5'
70 x 250 cm	2 ¼' x 8 ¼'
70 x 350 cm	2 ¼' x 11 ½'

COLORS

			
OREGANO	POTATO	LINEN	BLACK



POPPY | BLACK



OTTO | Grain

OTTO

Circles are deeply ingrained in Pappelina’s DNA and a fundamental element of the designs. After almost 25 years as a designer, circles is that one pattern Pappelina’s creative director Lina keeps coming back to.

OTTO features gentle and rounded forms, perfectly in line with the current trend of soft shapes within interior design. The rug has a dual expression with one side featuring a background in vanilla adorned with vibrant, colorful, large round circles, while the other side showcases large colored fields. This unique feature provides versatility, allowing you to change the ambiance of a space with a simple flip of the rug.



Each color in OTTO’s palette draws inspiration from the natural world with the pattern that creates unity and the colors that stands for harmony.



OTTO | Sky

SIZES
70 x 140 cm 2 ¼' x 4 ½'
70 x 280 cm 2 ¼' x 9'

COLORS

					
BERRY	SKY	HERB	HARVEST	GRAIN	CLAY

CLASSIC PATTERNS

NEW COLORS

Since the very beginning of Pappelina, the launch of a new color, design, or collection has always been made with the aim of longevity. We believe in "slow interior design," seamlessly blending with today's trends while remaining relevant tomorrow. It is this vision that drives us to continually update our classic designs with new colors. MOLLY and MONO are no exceptions. Introduced over a decade ago, color combinations have come and gone in these two favorites, but the patterns remain the same, cementing their status as true Pappelina classics.

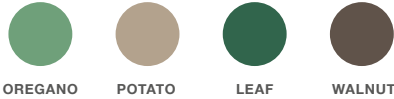


MONO | Ochre



MOLLY | Woods

NEW COLORS WOODLAND COLLECTION



OREGANO POTATO LEAF WALNUT

MOLLY

Stripes, stripes, and more stripes! MOLLY is a Pappelina rug that showcases a captivating display of colorful stripes, created using a stunning palette of six vibrant colors. This rug has undoubtedly secured its position as a timeless classic within the Pappelina collection. Weaving this rug is not an easy task, as its wide stripes and multitude of colors pose a challenge for our skilled craftsmen.

Two new vibrant colors have been added to the collection: Woods, a soft green scale that adds harmony to its surroundings, and Clay, which fits well in both grey and beige interiors.



MOLLY | Clay

MONO

Exclusive, classic, and well sewn! These are the three features that MONO truly lives up to. It is a wide, dazzling collection of monochrome rugs with an elegant, hand-sewn hemmed edge. Available in an impressive range of 30 colors and 11 sizes, there is unquestionably a MONO rug for everyone. Simple and elegant, this design makes it easy to match with existing furniture and interior styles.

Two new colorful shades have been added to the collection: Leaf and Ochre. These shades complement existing colors in the collection and fill in the missing hues to complete the MONO series.



MONO | Leaf



PIX | Ochre

THE ARCHIPELAGO COLLECTION

PIX

The creative journey towards PIX began with a phone call from Lina Rickardsson's very first client, expressing gratitude for the beautiful hand-woven linen rug purchased over 25 years ago. This rug, still in use today, started the creative journey towards PIX. Drawing inspiration from the 20th anniversary of the iconic VERA pattern in 2022 and the design of the old linen rug, PIX came to life. Featuring a classic checkered pattern, PIX can complement any setting, whether modern or 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



PIX | Dark linen

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

					
BEIGE	DARK LINEN	MUSTARD	FLAMINGO	ARMY	BLACK



TEO | Brown

THE ARCHIPELAGO COLLECTION

TEO

Stripes have always been a beloved core pattern in our design library, serving as the heart of Pappelina. The inspiration behind the design stems from our aim to promote the use of vibrant colors, pushing the boundaries of natural color palettes and current trends, and infusing spaces with more joy and playfulness. Each TEO design features a combination of three colors, complemented by a fourth matching color in the exclusive handsewn hemmed edge, creating a polished look for a simple yet captivating design.



TEO | Warm Grey

SIZES

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

COLORS



SAGE WARM GREY BRICK DARK GREEN DENIM BROWN



THE STORY OF PAPPELINA

Get to know Lina Rickardsson, founder & Creative Director

The story of Pappelina started as coincidence in 1999 when Lina 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 did not weave in linen but in plastic. Lina's creative mind soon began to envision designs for plastic rugs instead of linen ones.

With a life-long interest in home-craft and weaving, Lina enrolled in a painting and weaving course in the late 90s. While she felt passionate about both, it was the art of weaving that truly captured her heart. As she gained attention for her work, Lina made the decision to focus primarily on weaving. Armed with her linen rugs and paper placemats, she embarked on visits to potential retailers.

One such retailer, the esteemed boutique Norrgavel, with stores in Stockholm, Malmö, and Gothenburg, was thoroughly impressed by Lina's handwoven rugs. They instantly placed an order for 24 pieces, setting the wheels of her journey in motion. Inspired by a wordplay involving "paper," "linen," and her own name, Lina named her brand Pappelina.

*If you chase trends,
you will constantly need to change your style
just to fit in.*

Realizing that she could not manage all the weaving herself, Lina began her search for a weaving mill. She found a family-owned weaving mill in Dalarna, located in the heart of Sweden. This mill had worked with linen back in the 1950s. They graciously allowed her to set up a traditional loom alongside their three employees.

During her time at the mill, Lina stumbled upon a treasure trove of colorful plastic ribbons that had been utilized in rug making during the 1970s. This discovery ignited her imagination, prompting her to experiment with creating “new” rugs using plastic. She aimed to make the bold-colored plastic itself the centerpiece of these experimental first

rugs. Using a new tying technique and doubling the usual amount of material, Lina crafted a groundbreaking rug that was unlike anything seen in the market before.

Initially, the weavers at the mill expressed skepticism. They believed that the rug would not sell due to the significantly higher production costs resulting from the extensive material usage. However, Lina firmly believed in her innovative idea. In January 2000, Pappelina and the rugs made their debut at the Formex trade fair in Stockholm. The interest generated by these rugs prompted a shift in Lina’s focus. She successfully sold 124 plastic rugs and 12 linen rugs at the fair.

Lina’s success continued to flourish, with her plastic rug named BOB becoming a standout at the Formex exhibition in August 2001. BOB, featuring a classic block-stripped design and woven with a technique that provided a soft and luxurious feel, received the prestigious distinction of “Formex Formidabel” for the best textile. The following year, Lina introduced a rug named VERA at Formex. VERA was the first rug produced using the jacquard technique,

allowing for the creation of free-form patterns. The response to VERA was immediate and overwhelmingly positive. To this day, the rugs BOB and VERA remain bestsellers and are often termed classics within Scandinavian design. From the very beginning, Lina had a clear vision with her brand and what she wanted to accomplish. A philosophy that still is the very essence of what we do and believe in – long lasting products and timeless design.



WEAVING MASTER LARS AND LINA



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.

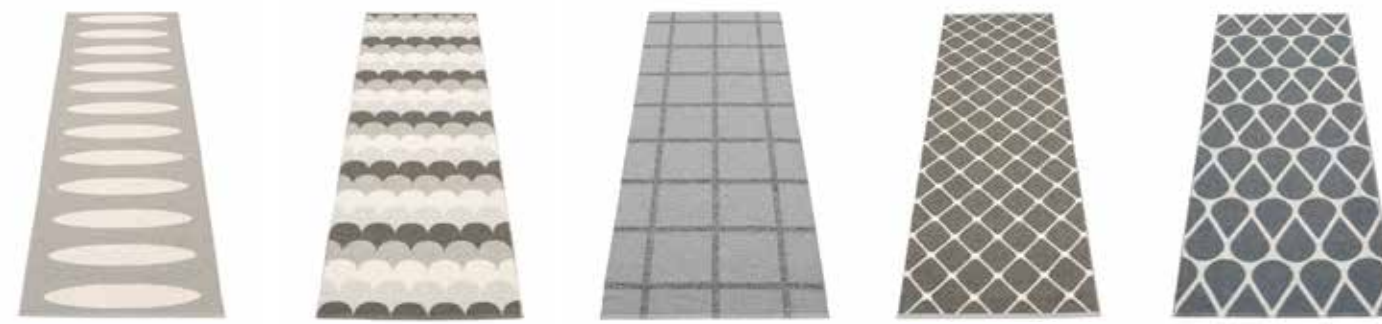


CRAFTSMAN AT PAPPELINA

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



The world of
pappelina®



VERA 2.0

Bio Edition

EDIT

The classic Pappelina design VERA celebrated its 20th birthday in 2022, and to honor that we represented a brand-new collection based on the same pattern. A tribute to VERA Classic, but with an exciting, innovative twist - the first rug made in our BIO EDITION collection.

The EDIT collection is based on the idea to add a more simple and effortless design in natural colors to our rug library. By mixing solid colours with the metallic ones, the result was a vivid rug, tone-in-tone but with a completely unique pattern.



EDIT | Black



VERA 2.0 | Black



NOA | Beige

NOA 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 these colors, Black, Red, and Orange, remain unchanged to this day. VERA holds the prestigious position as the number one Pappelina Classic.

With the vision of designing patterns that will last decades, Lina Rickardsson made the decision spring 2023 to revitalize a 10-year-old pattern, infusing it with new life through the introduction of fresh color shades. NOA and its small dots were designed drawing inspiration from the dotted rubber floors commonly found in industrial settings.



VERA | Black

FRED ILDA

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 and ILDA are no exception. 2 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 elegance.



ILDA | Brick



FRED | Beige



ADA | Granit

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 | Charcoal

BELLE ELLA

With the design BELLE, you can never go wrong. Soft shapes and available in both colorful and natural, earthy tones, with a metallic border as a twist, this design is one of the best loved Pappelina patterns. BELLE is woven in a technique exclusive to Pappelina, giving the rug an extra thickness, which takes the rug to the next level. A great choice for a space where you want to create the feeling of luxury.

With its soft, large ellipses, ELLA is a spin-off of VERA and its circles. As the shapes were softer, ELLA was made in subtle colors matching the design and its form. Even after two decades, ELLA remains one of the 10 Pappelina Classics, continuing to bring joy to people around the world. The two-in-one effect enables effortless transformation no matter where it is positioned.



BELLE | Warm Grey



ELLA | Warm Grey



EFFI | Mud

EFFI CARL

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. Carl, a true classic with simple stripes but an innovating two-in-one effect with two different colors on each side, giving you the possibility to easily change color and the ambiance of a room. CARL creates a feeling of elegance and Scandinavian design – super simple but yet manages to be super stylish. Even if we offer lots of different stripes in our assortment, CARL is one of a kind.



CARL | Warm grey



OTTO Kitchen Towel

ACCESSORIES

We talk a lot about rugs, but we have so much more to offer. With 6 product categories to choose from, you can find the perfect accessories to complement your rug or elevate your home and any space, whether it's indoors or outdoors. These accessories serve as the icing on the cake, adding those finishing touches to complete your desired aesthetic.



OTTO Rug | YLVA Blanket | SUNNY Outdoor cushion



YLVA | Pine

BLANKETS – YLVA | VERA | HONEY

Our exclusive blankets are crafted using a luxurious combination of warm lambswool and soft cotton chenille. This unique and elegant material blend has been developed by Pappelina to provide a truly indulgent and cozy experience. The combination of lambswool and cotton chenille creates a wonderful texture and ensures that our blankets are not only aesthetically pleasing but also incredibly comfortable to wrap yourself in.



VERA | Ochre

KITCHEN TOWELS – VERA | OTIS | FIA | OTTO

Our jacquard woven towels are crafted with the highest quality standards in mind. They are made using bio-organic cotton and exclusive European linen yarn, ensuring a luxurious and sustainable product. The combination of these materials results in towels that are not only soft and smooth to the touch but also highly durable.



RAY | Amber

CUSHIONS – RAY | SUNNY

Our cushions are crafted from UV-resistant fabric, ensuring their durability and colorfastness even when exposed to sunlight. The fabric is also treated to repel dirt and water, making it easy to clean and maintain. Whether you choose to use them indoors or outdoors, these cushions add a touch of simplicity and elegance to any space. With a range of beautiful colors available, you can easily find the perfect cushions to complement your existing decor.

TABLE RUNNERS – MONO

Our table runners are designed to add a touch of elegance and functionality to any table setting, whether indoors or outdoors. Just like our rugs, they are made with the same high-quality materials and woven on the same looms, ensuring a consistent and coordinated look.



MONO | Sage/Army

TRAYS – VERA

Our trays are versatile and functional, making them perfect for a variety of uses. Whether you're serving breakfast, hosting a cocktail party, or using them as decorative accents on your table, our trays are designed to meet your needs. They are made of durable birch veneer, which ensures their longevity and resistance to water and heat. Additionally, our trays are approved for usage with food, providing you with peace of mind when serving meals or snacks.

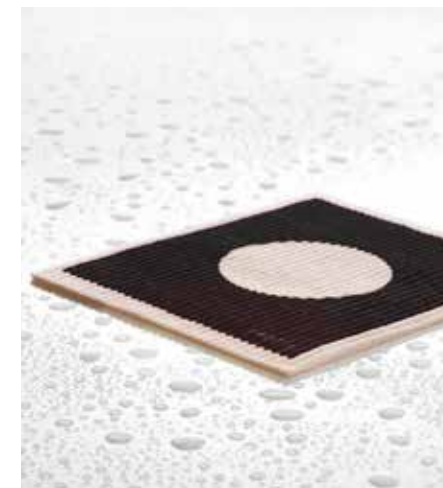


VERA | Dark green

DISH CLOTHS –

FIA | HONEY | KOTTE | OTIS | VERA | MAX

High quality Swedish dish cloth made of 70% cellulose and 30% cotton. It offers exceptional absorption capabilities, making it ideal for various household chores such as wiping stains and cleaning up spills. It is made from 100% biodegradable materials, allowing for easy composting at the end of its lifespan.



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.



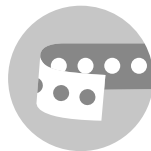
ALLERGY FRIENDLY

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®

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