

moou
Radical by nature

Flooring



Preview book 2019

Mogu Floor
preview book

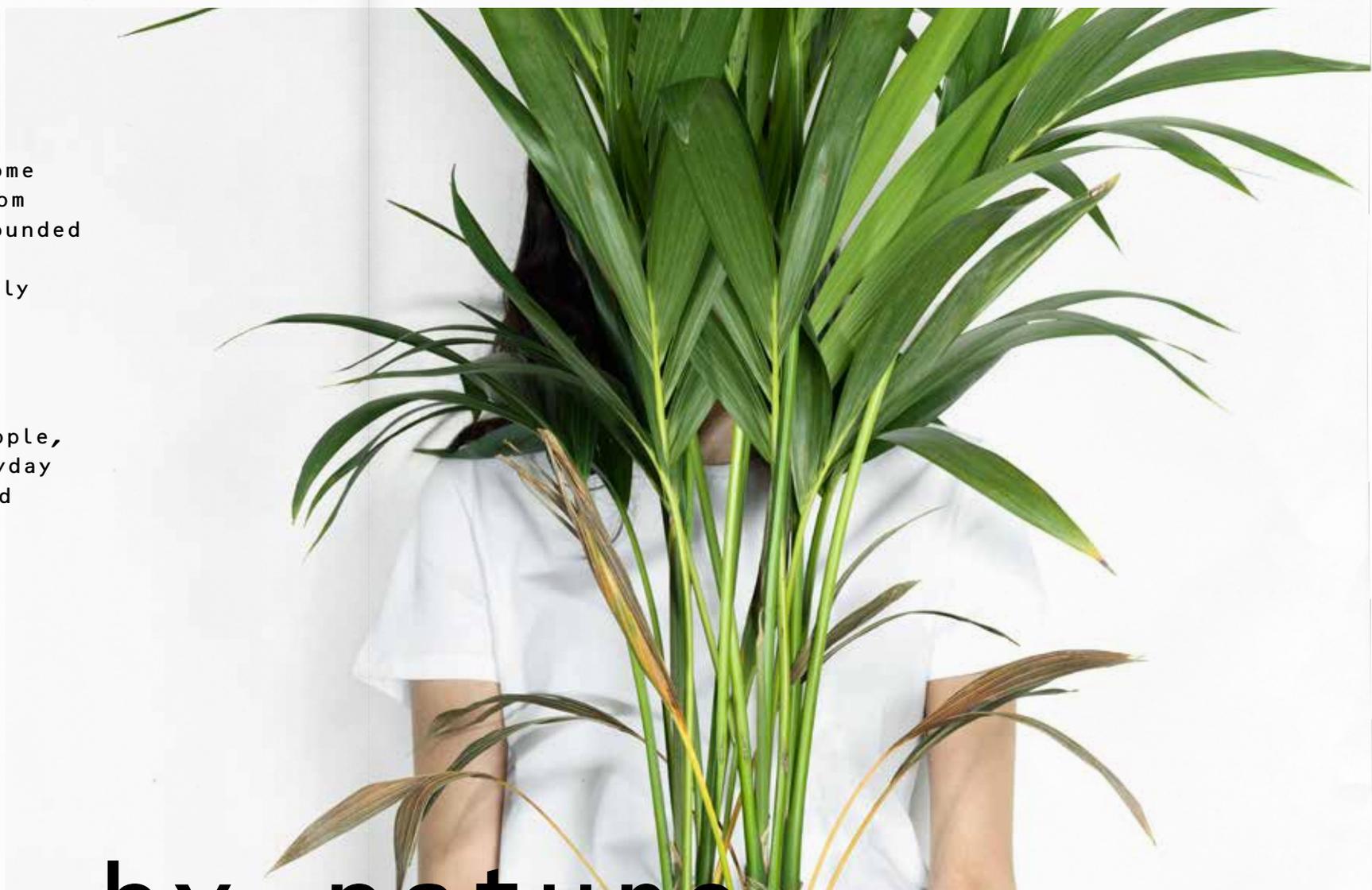
2019

PROLOGUE

Our everyday life has become more and more detached from natural sensations - surrounded by artificial and spotless materials, we are constantly exposed to pre-fabricated aesthetics.

At Mogu, our intent is to bring Nature closer to people, meeting the needs of everyday life, both functionally and aesthetically.

A vision of home, offices, retails and spaces that embraces Nature's radical character, to establish a more honest and virtuous relationship with the surrounding environment.



Radical by nature



Through our products, we aim to shape novel experiences, inspiring a higher awareness of the value of materials surrounding us, as well as about their constituting processes and life cycle.

This vision is embedded in the products designed and manufactured by Mogu, crafted with the lowest environmental impact possible, to offer radically innovative functional and perceptual experiences.



Mycelium

Nature is the best architect of all. Mogu was founded on the belief that it is possible to employ Nature's intelligence to radically disrupt the design of everyday products, seeking a finer balance between the man-made and the rhythms of the natural ecosystem.

To this end, over the years Mogu has explored the potential of one of Nature's finest living technologies - mycelium - towards the production of alternative solutions for interior design and architecture.

Our cutting-edge technology is based on mycelium, the complex network of filamentous cells constituting the vegetative stage of mushrooms. We produce materials by growing mycelium on pre-engineered, low-value substrates, coming from different industries, such as the agro-industrial value-chains.

Fungal mycelium acts as reinforcement to the matrix structure, creating a 100% plastic-free and coherent material composite. At the end of the production process, mycelium materials are made inert by slow drying, for reduced energy consumption. The resulting products are completely stable, safe and durable - and biodegradable too!



Cotton

The impact of our industrial production systems is easily evident when looking at the tons of waste generated daily as part of human activities, in all industry sectors.

Mogu is committed to run its production processes starting from low-value materials, which cannot find any other valuable application. By feeding on the organic matter, mycelium will convert the low-value input matter into a product with high added value.



We offer functional,
beautiful and meaningful
products with a durable
and sustainable life
cycle. The resulting
materials are 100% plastic
free, circular and
biodegradable.



**Responsible
value**

Flooring

From agroindustrial residues to luxury living environments, Mogu Floor is a collection of biobased resilient tiles for interior design and architecture. A perfect solution to support a fully circular approach in the building market.





Mogu Floor tiles consist of a mycelium composite core, coated with a proprietary formulation of 95% bio-based resins. The proprietary formulation of the bio-based resin utilised in Mogu Floor products is literally 90% bio-based, replacing traditional industrial pigments with low-value biomasses, such as corn cobs, rice straw, spent coffee grounds, discarded seaweed and clam shells.





Mogu Floor tiles are designed as modular elements, allowing to create colorful compositions and aesthetically pleasant patterns, according to personal taste and creativity.

The tiles are available with a fibered or non-fibered appearance, depending on the design requirements of the specific project. A soft touch & matte texture complete the appealing design of Mogu Floor products.





Dimensions
35x35 cm
50x50 cm
60x60 cm
thickness 1 cm



Mogu Floor modular tiles are designed for easy mounting, granting quick installation and dismantling operations.

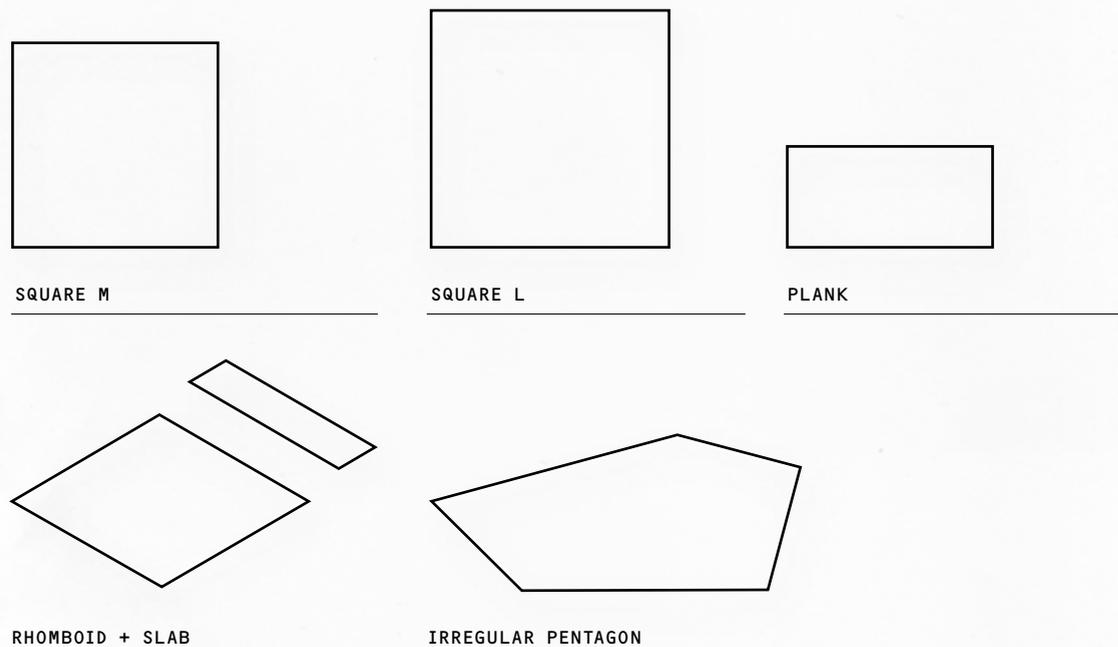
Datasheet

Material Data Sheet

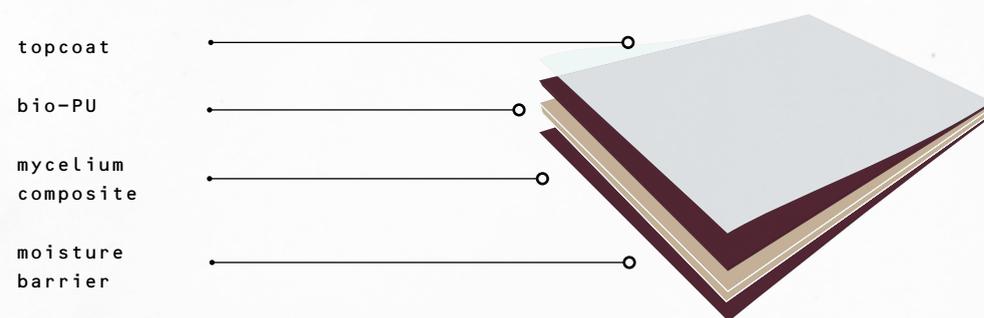
Resilient Flooring

MOGU Floor tiles will comply to the CE standard EN 14041 for Resilient Floor coverings. Beside the seven attributes required by the standard, MOGU has defined a stringent list of requirements to certify the technical properties of the product. The certifications will demonstrate the product's resistance to scratches, heels, detergents, UV and its positive contribution to interior design, in terms of air quality (VOC emissions) and acoustic / thermal comfort.

Models



Composition



MOGU Floor consists of a core of mycelium composite, grown from the fiber waste of textile industry. The tile is coated with an exclusively formulated bio-based covering that contributes to ensure the quality of their technical performances as well as long-lasting durability.

The bio-PU layer (2 mm) is strongly based on bio-based, renewable and recycled content, up to 90% of the formulation. Traditional fillers have been replaced with low-value products, such as waste shells that are currently accumulating on oceanic shores due to global warming.

At the end of product lifespan, the bio-PU layer can be separated from the mycelium composite core, enabling the correct biodegradability of the core.

Dimensions & weight

	w [mm]	h [mm]	t [mm]	side [mm]	sqm	n°/sqm	weight [Kg]
SQUARE M	500	500	10	500	0.25	4	1.1
SQUARE L	600	600	10	600	0.36	3	0.6
PLANK	500	250	10	500	0.13	7.70	1.3
RHOMBOID	437	750	10	436	0.25	4	1.2
SLAB	370	400	10	436	0.16	6.25	1.0
IRREGULAR PENTAGON	820	346	10	546	0.20	5	1.2

Reaction to fire & standards

CE MARK	EN 14041:2006	pass
Fire Reaction	EN 13238	C-fl
Formaldehyde		n/a - E1 class
Water tightness	EN 13553	pass
Thermal Conductivity	EN 12667	0.05 W/mK

Physical properties & performance

Product type	Resilient Flooring - modular multilayer tiles
Color	C-fl
Density	700 kg/m ³
Installation	glue-based
Residual indentation	< 0.15 mm
Abrasion resistance	T - type I
Castor chair	No damage
Furniture leg	No damage
Slip resistance	$\mu \geq 0.30$ (DS class)
Electrical behaviour	$R > 10^9 \Omega$; ≤ 2 kV
Sound absorption	E1
Impact sound insulation	C (<85 dB); 2 dB
Dimensional Stability	0.10%
Chemical Resistance	No damage
VOC Emissions	Platinum (< 10 $\mu\text{g}/\text{m}^3$)



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