

**moou**  
Radical by nature

**Flooring**



Mogu Floor  
preview book

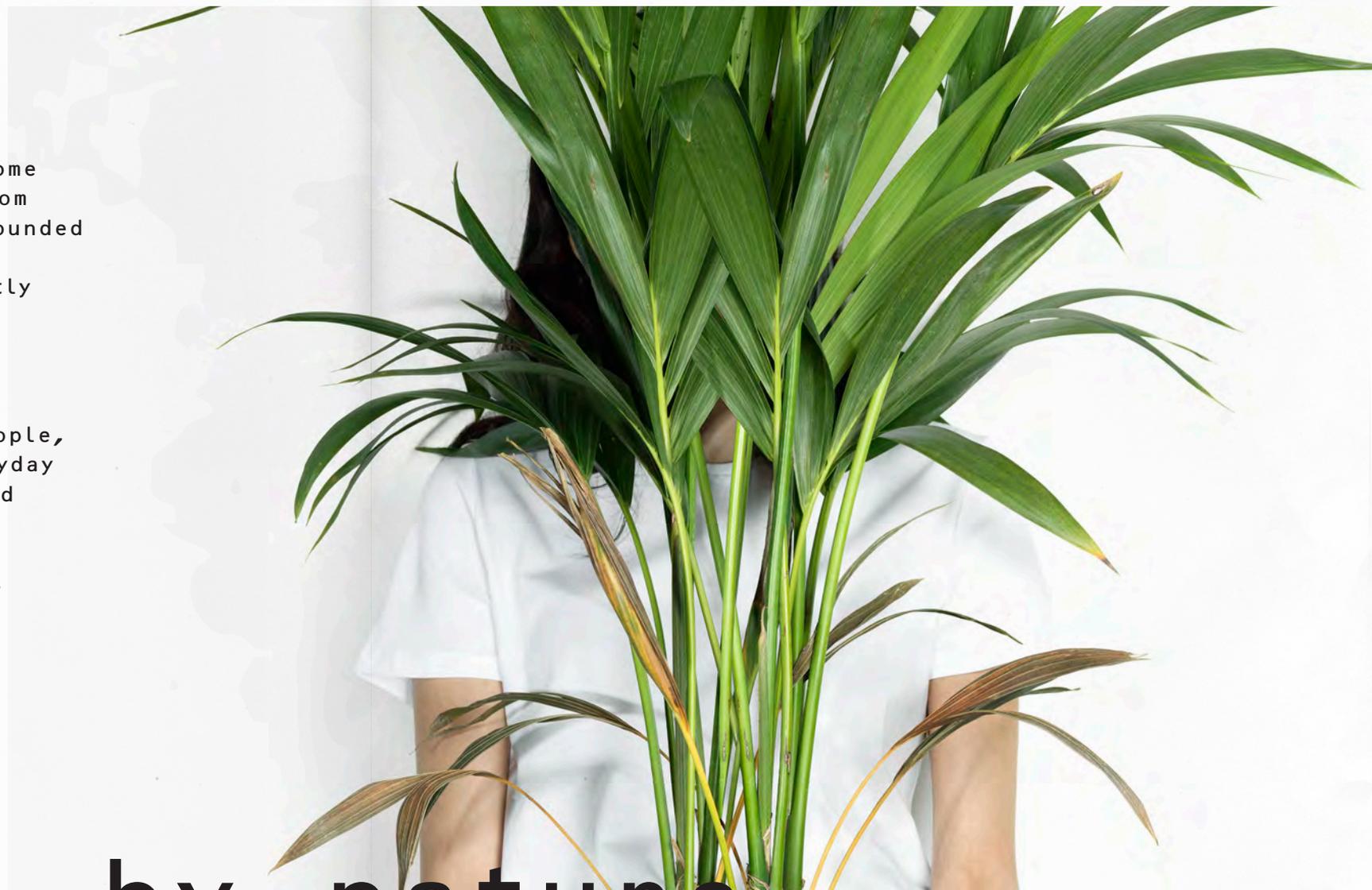
2020

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

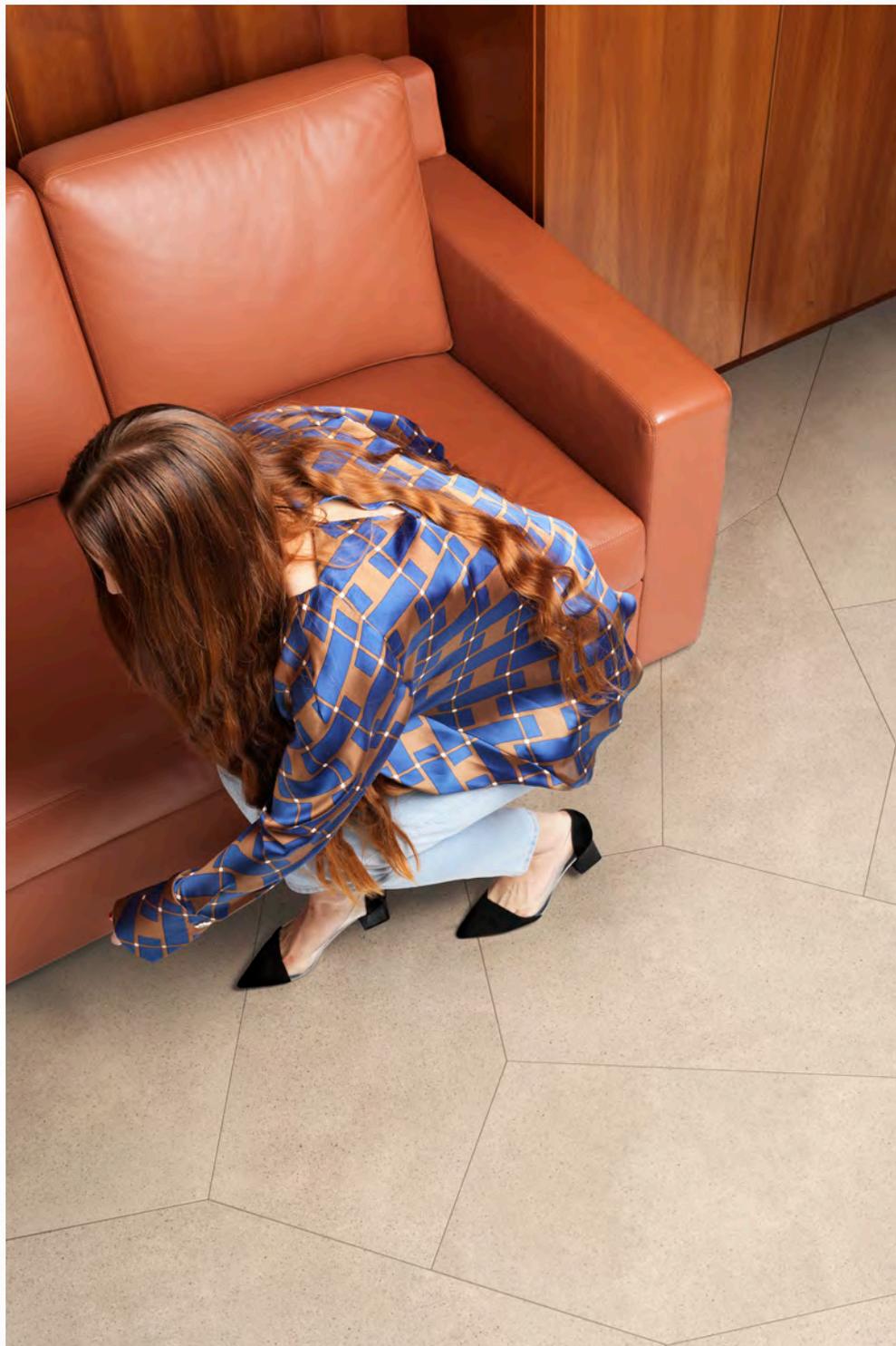
From agroindustrial residues to luxury living environments, Mogu Floor is a collection of biobased resilient tiles for interior design and architecture. A perfect solution to support a fully circular approach in the building market.





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.

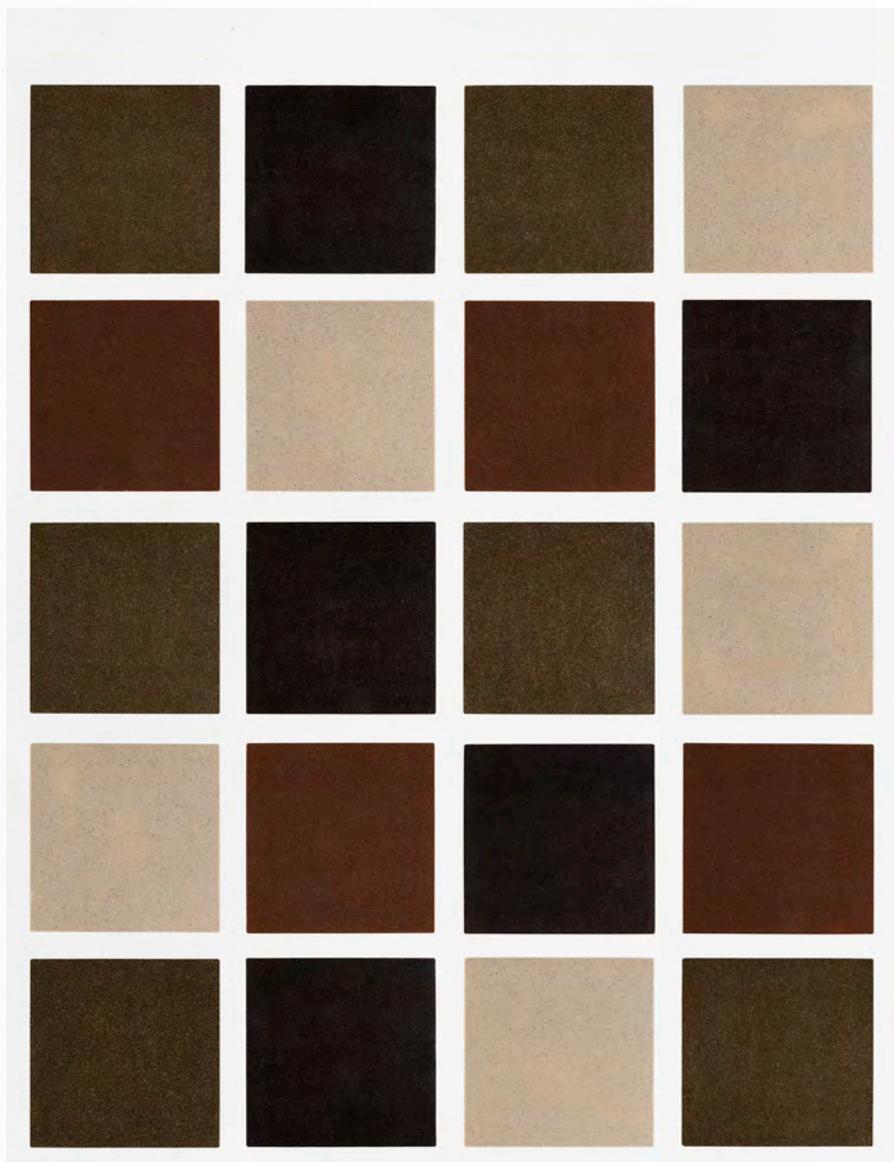




Mogu Floor tiles are designed as modular elements, allowing to create colorful compositions and aesthetically pleasant patterns, according to personal taste and creativity.

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 8 mm



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

# Datasheet

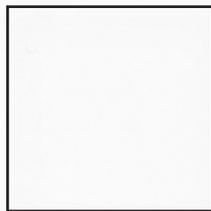
# Material Data Sheet

## Resilient Flooring

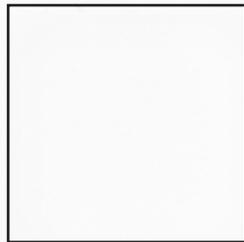
MOGU Floor tiles comply to the CE standard EN 14041 for Resilient Floor coverings. Beside the seven attributes required by the standard, MOGU has defined a stringent list of requirements to certify the technical properties of the product. The certifications prove the product's unique resistance to scratches,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

If you have questions, please contact us at [support@mogu.bio](mailto:support@mogu.bio)!

## Models



SQUARE M



SQUARE L

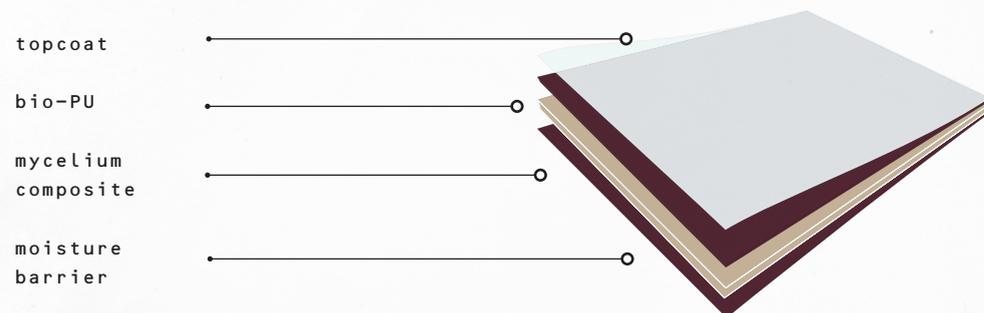


PLANK

## Dimensions & weight

	w [mm]	h [mm]	t [mm]	side [mm]	sqm	n°/sqm	weight [Kg]
SQUARE M	500	500	8	500	0.25	4	1.1
SQUARE L	600	600	8	600	0.36	3	0.6
PLANK	500	250	8	500	0.13	7.70	1.3

## 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.

## 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

	Property	Standard
Product type	Resilient Flooring - modular multilayer tiles	
Fire Reaction	C-fl	EN 13501
Density	700 kg/m <sup>3</sup>	
Installation	glue-based	
Residual indentation	0.09 mm	ISO 24343
Abrasion resistance	T - type I	EN 649
Castor chair	No damage after 25.000 cycles (type W wheels)	EN 425
Furniture leg	No change	ISO 16581
Slip resistance	$\mu \geq 0.30$ (DS class)	EN 13893
Electrical behaviour	$R > 10^9 \Omega$ ; $\leq 2$ kV	EN 1081 / EN 1815
Impact sound insulation	C (<85 dB); 2 dB	ISO 717-2
Dimensional Stability	-0.15% (no curling)	EN ISO 23999
Moisture resistance	+0.4 mm (23°C; 30-90% RH)	EN 13329
Chemical Resistance*	No damage according to the concentration and residence time	ISO 26987
UV fastness	7 (no visible change)	ISO 105-B02
VOC Emissions	Gold (including topcoat)	IAAC

\* tested for most common chemicals encountered in everyday environments, such as: ammonia, coffee, wine, artificial urine, citric acid, shoe polish, sodium hydroxide





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