

NATURALS combines tradition, design and nature.

About the creation of the new Naturals collection

Flax was already being cultivated in the Erzgebirge mountains over 400 years ago. It is a renewable raw material that looks back on a long history, but almost fell into oblivion.

The history of the use of flax is indeed ancient. Researchers found remains of clothing made of flax fibers and estimated them to be over 30,000 years. The mummies in ancient Egypt were also wrapped in linen strips. Flax has always played an important role since then and was only replaced by cotton and synthetic materials in the last 100 years. Flax was a little more expensive to produce, but not at all inferior in quality. The natural product is particularly hygienic, water-repellent, very durable and provides good heat transfer. Experience the down-to-earth character of the material with our new table runners, placemats and coasters made of flax.



electress Anna

NATURALS: How electress Anna brought flax to the Erzgebirge

The Saxon electress Anna, also called "Mother Anna", was one of the early appreciators of flax products during her reign in the Middle Ages. At that time, the material still had to be procured from northern Germany, but Anna wished to grow flax in her Saxon homeland. This project became an affair of the heart for her and in 1578 flax cultivation in the Erzgebirge mountains began. The linen for the electress was finally spun in Wolkenstein. Today the town has become the center of a small renaissance for flax as Paper+Design are headquartered here and reintroduced natural flax products with their new NATURALS series.

Designs out of solidarity with the nature of our homeland

Treasures of nature, airy lightness, graphic finesse and the flax itself – the designs of the NATURALS collection enchant with their organic character. The harmony they express sets completely new trends in interaction with natural materials. From the napkins made of 100 % recycled tissue in three different sizes to the flax products for the laid table.

Paper + Design
tabletop®

Paper + Design GmbH tabletop

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