



FREQUENTLY ASKED QUESTIONS

What is Reindeer Moss and where does it come from?

Its habitat is confined to the polar circle in Northern Scandinavia, where the reindeer moss grows naturally as a floor covering vegetation in the forests. Although referred to as a moss, in actual fact it is a type of lichen. During the winter months in Lapland is it covered by snow, but the Reindeer can smell its presence and it supplements their dietary needs.

Does the harvesting of the Reindeer Moss have an impact on the eco system?

Scandinavia is known to be one of the strictest controlled environmental protectorates in the world, and the harvesting of Reindeer Moss is strictly controlled. The environmental and agricultural departments of the countries sharing this geographical area, better known as Lapland, strictly control the quantity of moss that is harvested annually. For several years now, Reindeer Moss has also been successfully cultivated and the majority of moss exported, is cultivated.

Is it safe to import to South Africa and could it have any possible effect on the local flora?

After the Reindeer Moss is harvested, it is either kept in its natural colour, or submersed in an organic pigment to provide one of the beautiful colours in which it is available. In addition to this, the moss is then dipped in a saline solution to preserve it and keep it soft. In this state of preservation, it is safe to export to any part of the world, and will have no impact on the surrounding flora, as it cannot grow anymore. The moss comes with a phytosanitary certification to prove it conforms with the local requirements.

How long has Reindeer Moss been available in South Africa?

MossCo. Design has been importing Reindeer Moss (*Cladonia Stellaris*) to South Africa since August 2013

Why did we decide to bring Reindeer Moss to South Africa?

This question has a multiple level answer due to the amazing features of Reindeer Moss.

Let's start with the obvious reason first, which is the *aesthetics* of the product. The texture and appearance of Reindeer Moss is something magical. People are fascinated when they see it and it makes them want to touch it. The dense growth of soft little branches and tentacles make up something looking rather like a sea sponge, but then different. It is unusual and instinct tells you it is natural and definitely a plant.

With this inherent quality, it becomes a natural design material to use in contemporary design, where it softens the harsh tones and feel of artificial materials such as acrylic, glass and plastics. It has a natural blending characteristic with natural products such as wood, wool, linen and silk. Within the philosophy of Scandinavian

Design it takes a predestined role in creating a further calming effect and texturizing a sophisticated look. A rhetoric statement of involvement with nature but also indicating an understanding of ***the influence nature has on our psyche.***

Most interior designs, especially in suburbia, require some greenery in the home whether in the stately form of architectural cacti, arching palms or leafy pot plants. The moss, whether used as a full wall mural; in a block pattern; loose moss scattered around the base of plants; decoration in the base of glass bowls containing air plants; stuck into a little frame hanging on the wall; under the glass of your coffee table; makes for a timeless design from nature which will outlive your retro- wall paper after a few years.

Reindeer Moss has one of the highest ***acoustic dampening*** coefficients found in nature, known to man. This can be utilized intelligently in spaces where sound waves seem to bounce off indefinitely to create noisy dining rooms, frequently found in contemporary restaurant designs. Recording and music studios don't have to look like a giant egg box anymore. Specific areas in a home such as bathrooms and staircases, are notorious for echoing, here, the moss has an unprecedented role to play.

How do I ensure the longevity of the Reindeer Moss?

Although the moss has been preserved, it still needs moisture to sustain its wonderful soft texture, which can easily be provided by a misting bottle. In some humid climates of South Africa it might not need any misting for several months, depending on the temperature of its environment. The moss is only suitable for indoor use and we recommend that the moss be applied in areas where direct sunlight is limited.

The moss will feel cool to the touch as humidity is evaporating from the plant, and this is a good indication that it has enough humidity. If it feels dry a slight misting with a spray bottle is all it needs.

One of its many features is that it is very low maintenance and it does not require any form of water supply. The amount of moisture is so low, that it will not create any damp problems in the house.

Do I have to clean it?

Absolutely not! It is anti-static and dust will not stick to it. Due to its nature, the moss will be damaged should you decide to vacuum it.

Will the colour fade?

The plant has been submersed in an organic pigment and it has sucked up the pigment into the plant to ensure that the colour is permanent. As the plant has been dipped, the external surface area of the plant will tend to cause some colouring when touched. After a few weeks, this will disappear.

As it is a natural product, it will show a slight variation in the brightness of the colour with time. The depth and natural variation of the colour in the plant will stay and it will always look very natural.

Can it handle wear & tear?

It is a plant, a delicate moss plant. As is the case with other indoor plants, it should be handled with care. At best, it should be left untouched, although touching with a flat hand is perfectly fine.

We do not recommend applying it to surfaces where young children can reach it or in busy public spaces. Due to its soft texture and appeal, we find that people are inclined to pull small pieces off. Should it get damaged in this way, it can be fixed by replacing the open spaces with loose moss again.

When the moss is used for wall cladding in public spaces it is recommended that it is applied to surfaces where direct touch is restricted, e.g. behind the concierge desk or where water or stone features will provide some protection. A beautiful alternative is suspending the moss from the ceiling, e.g. spheres covered in moss.

Will it grow on my wall and how do I control it?

Reindeer Moss' natural habitat is within the confines of the Arctic Circle, that is above the 66° latitude line, which stretches along the northern areas of Scandinavia and Russia. Therefore, it will not grow in a warmer climate such as South Africa.

Another reason it cannot grow is that we are unable to import alien plants that can reproduce into South Africa due to the strict Fauna and Flora regulations in this country. Therefore, the moss is semi-preserved in a mixture of glycerin and saline solution and in this state it only needs atmospheric humidity to keep its soft texture. Due to the evaporation taking place on warmer days, the moss will feel cool to touch and will have a cooling effect on its environment. It is 'breathing' moisture and should be kept in a reasonably moist environment whether due to natural humidity in the air, or actively misting it once in a while.

Due to this semi-preserved state, the Reindeer Moss will not 'grow' anymore, but will also not 'die'. It therefore needs very little maintenance other than perhaps some misting when the moss becomes a little harder to touch. Should you go on holiday for a few months, and it dries out it will quickly be restored to its original soft spongy condition with a few squirts from the misting bottle when you come back. It will however break off if handled roughly when dry.

Reindeer Moss in its natural looking 'living' condition is a "maintenance free" alternative to a high maintenance indoor wall garden, and can also be used in combination with other plants to create a more varied and delicate look.

How easy is it to attach Reindeer Moss to my wall?

The moss is glued with a polyurethane based glue to a soft thin felt tile that measures 350 x 550mm in any of the colours available on our chart. We supply you with the finished product in the form of luxurious moss-tiles to cover an area you have indicated to form an impressive accent wall.

A 3mm shutter board, which is treated for damp, is fixed to the selected wall by drilling a few holes and using plugs and screws. The moss-tiles are then simply stapled to the board with a staple gun. Due to the natural overlap of the moss on the edges of the tiles, when the tiles are mounted edge to edge, the tiles will form a seamless moss wall in matter of minutes.

What can I do with the loose Reindeer Moss?

The loose moss provides the opportunity to the person with a creative mind and who enjoys the art of craftwork.

The pieces of moss, varying in size and length can be glued to surfaces such as wood, plastic, material or any geometrical shape made out of polystyrene. We will assist you in the selection of glue to use and even share some creative ideas with you.

The possibilities are endless due to the texture and organic feel it gives, and the pallet of colours, which are available.

Will Reindeer Moss fit my style or interior design?

If you have a Louis XIV style palace, then maybe this is only for the Orangerie.

It is difficult to imagine a space that will not come 'alive' with plants or some kind of foliage or texture. Whether you prefer classical interiors, cottage-style or contemporary, Reindeer Moss will give you the extra edge in toning your design, whether it via texture or colour, or even a combination of both.

With this method of application, the moss still provides the design features and texture and also assist with the acoustic characteristic of the space.

10 Good Reasons why you should have Reindeer Moss

1. It is very cool! Not only does it look amazing, the soft texture and beautiful colours will add panache to any design whether in your house or office.
2. It is a conversation starter! Everyone who sees it, wants to know what it is and to touch it. It's the next best thing to a puppy, but with no maintenance.
3. It is versatile! Whether you display it in our beautiful glass bowls with an air-plant or candle, around the base of your bonsai or orchid, on a piece of wood with tea-lights, straight onto your dining room table with candles (think Christmas here), glued onto any polystyrene shape and suspended from the ceiling, cladded on your wall to create an amazing feature, and so it goes on..

4. It shows your talent for interior design! It softens and combines contemporary materials and furniture in a harmonic way
5. It gives you a garden in the house, without the need for irrigation, maintenance or green fingers!
6. It gives you a magical and relaxed ambiance. It has showed to relieve stress when used on the dividers in call centers.
7. It gives you amazing acoustic dampening, whether in echoing areas or sound studios/music rooms
8. It is organic and eco-friendly, and perfect for design project with this philosophy in mind
9. It is timeless and will not go out of fashion in a few years. It is a plant and plants will always play an important role in any space where humans need to feel relaxed and comfortable
10. It will make you a favorite Mum or Dad with the kids! What child is not fascinated with Father Christmas & his reindeers? It comes from Lapland where he lives and it is his Reindeer's favorite treat. Reindeer Moss makes for beautiful and creative DIY/art projects with the children for their rooms.

Contact: Anne: 081 270 2551 | E: info@mossco.co.za |

WWW.MOSSCO.CO.ZA