



Freund
M A T E R I A L F Ü R I D E E N

FAQ
ANSWERING
THE MOST
IMPORTANT
QUESTIONS

GREEN

MADE IN GERMANY – 100% NATURAL MOSS – SUSTAINABLE ACOUSTIC ELEMENTS – 100% HANDCRAFT

GREEN

FAQ – ANSWERING THE MOST IMPORTANT QUESTIONS

GENERAL INFORMATION

ABOUT US

We are Freund, an innovative manufactory of moss, plant and leaf surfaces. As manufacturers, we strive to produce our green walls with the highest degree of quality. Our exclusive product portfolio – which also includes bark, leather and more – provides you with a multitude of possible combinations of materials to design your projects. Interior architects, planners and designers hold natural products for premium-quality interior decoration in high regard. As Austrian family business with offices in Berlin, we look back at profound experience in the industry since 1983.

WHY FREUND NATURAL WALLS?

We pioneered the manufacturing of moss and plant walls on the German market.

Since 2008, we produce evergreen moss- and plant surfaces “Made in Germany” and have continuously refined and optimized our products.

Our florists, creatives, town and country planners are tasked to craft your moss and plant walls. In addition, we are particularly pleased about our partnership with the Berliner Werkstätten für Menschen mit Behinderung (Berlin workshop for people with disabilities) (BWB). The love for our materials and enjoyment of handmade creations, equally delight our contributors and us.

Together with our partners, we focus on social and ecological responsibility. By cooperating with Wilderness International, we managed to fully compensate our carbon emissions in 2019 and are therefore working carbon-neutral at the Goerzwerk, our production and office site in Berlin.

WHERE DO OUR PLANTS ORIGINATE AND WHERE ARE THEY PROCESSED?

The vast majority of our moss and plants are harvested and preserved in Europe. They are a renewable resource, originating in natural territories. When harvesting our materials, we are taking natural cycles and stages of regeneration into account, out of respect for nature and in compliance with strict EU guidelines. We handcraft our premium natural products at three different production sites in Germany.

WHICH PRODUCTS DOES FREUND GMBH OFFER?

You can acquire our range of maintenance-free green walls in various modifications - sound-absorbing and made from 100% natural materials. For example, you may choose between different types of moss and add in other materials like leaves, plants or any other creative compositions that come to mind.

Additional options from our NATURE (larch, birch, cork bark) and ELEMENTS collections offer a multitude of possibilities to combine and create.

MOSS WALLS

EVERGREEN PREMIUM (custom sizes)

Naturally grown, preserved reindeer moss on carrier plates, available in 3 standard and 25 special colours

EVERGREEN STANDARD & EVERGREEN FLEX

Naturally grown, preserved reindeer moss on carrier plates, always comes in standard format 380x580mm, available in 2 colours

GREENHILL PREMIUM (custom sizes)

Naturally grown, preserved cushion moss on carrier plates, available in 2 colours

GREENWOOD PREMIUM (custom sizes)

Naturally short grown, flat forest moss on carrier plates, can be expanded with Greenhill moss, ferns and leaves (see next point)

MOSS AND PLANT WALLS (custom sizes)

Based on short grown, flat forest moss our surfaces can be complemented by adding

- Extra Cushion moss – **GREENWOOD EXTRA**
- More Cushion moss, ferns or timbers – **GREENWOOD EXTRA PLUS**
- Ferns, eucalyptus, grasses and leaves for a thick, lush natural look – **GREENWOOD JUNGLE** (ceilings and walls)

Just like our moss basis, all GREENWOOD elements are preserved and maintenance-free. These invigorating natural objects not only present a natural look but also provide a good alternative to living plant walls, since they require neither sunlight nor watering.

VELVET LEAVES (custom sizes)

VELVET LEAVES is the newest addition to our product portfolio (preserved leaves applied to carrier plates). They are silky soft to the touch and are well suited for artistic arrangements and combinations. They are available in iridescent red, black, grey and green.

GREEN PROJECT (custom sizes)

Make your wishes come true! From prototype-development, unusual combinations of materials or arrangements coordinated with our experts: with GREEN PROJECT we realise your project ideas with EVERGREEN, GREENHILL, GREENWOOD or VELVET LEAVES according to your wishes.

Place more elements into your project:

- Logos, letters and other special shapes made from moss
- High-quality storage vessels with preserved plants or
- Additional special wishes (for example combining moss with hydrangea blossoms or bark)

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ARE THE PRODUCTS AVAILABLE WITH B1 FIRE SAFETY CERTIFICATE?

On request and after an incoming order, we provide you with the B1 certificate (flame-resistant) for the following green walls: EVERGREEN PREMIUM, EVERGREEN STANDARD, GREENHILL PREMIUM, GREENWOOD PREMIUM, GREENWOOD EXTRA, GREENWOOD EXTRA PLUS.

ARE THE PRODUCTS SOUND ABSORBENT?

Depending on the structure and density of the moss, they are sound absorbent up to 90% in speech frequency range. We are happy to consult you on how to utilize and install our products for better room acoustics, specifically aligned with the properties of your rooms and requirements of your project.

PRODUCT NOTES

DO MOSS AND PLANT WALLS REQUIRE SPECIAL CARE?

No. The moss and plant walls do not require special lighting, no fertilization and no irrigation. Through our exceptionally natural preservation processes, they possess antistatic properties. Therefore, no washing required – we explicitly advise against the use of water and detergents to ensure the longevity of the preservation. Apropos: Our processing after the moss has been harvested and preserved makes sure there is no vital basis for vermin to be attracted to. All our moss products come with a clearance certificate.

WHAT TO CONSIDER FOR THE LONGEST POSSIBLE ENJOYMENT OF OUR GREEN WALLS?

Our moss, plant and leaf walls are solely designed for indoor use, not outdoor. Even preserved plants and moss respond to their environment and ideally require a certain temperature and humidity.

- Avoid severe temperature and climate fluctuations in your spaces
- To avoid compromising them, we advise against installing moss and plant walls in rooms with air conditioning, heating, and strong lighting/spotlights
- Protect your preserved moss and plant walls from direct sunlight! It will damage them in the long run
- Ensure a constant level of humidity between 40-60% at the place of your moss and plant wall, for example using a humidifier. From 70% humidity onward, preserved plants may “bleed out” or trickle – therefore be careful with sensitive surfaces in the immediate vicinity! Upon disregard of this advice, we do not provide a guarantee to cover costs of possible staining, cleaning, or reinstallation.

DO THE PLANT AND MOSS WALLS ALWAYS LOOK THE SAME?

No. Our green walls are manufactured with 100% natural products. Similar to a human fingerprint, no leaf is like the other.

As a result of locational factors during growth and seasonal harvest, natural variation in colour, shape and surface feel can arise. Slight coarseness of our materials’ surfaces as well as cones and needles occur completely naturally and are not a display of quality defects.

After harvesting and preservation, we create artistic compositions with these natural components (moss and plants) at our manufactory. They can be lifelike or more abstract recreations of nature, all according to your wishes. Every wall is custom built to meet the client’s vision and will therefore show slight variations depending on placement, perspective and light incidence.

A first visual impression of what a project with Freund might look like is conveyed on our marketing pages (Website, Social Media, catalogues etc). They roughly serve as visual examples. These images can help you decide which design style you prefer.

However, please be aware that our products may vary in colour and texture from the moss and plant walls depicted on these example images.

Additional factors like lighting, length of exposure or digital editing can all have visual ramifications on product images of realised projects. Do not hesitate to ask our team for exemplary material to visualise our products’ colourfulness.

HOW TO ORDER A FREUND MOSS OR PLANT WALL?

For a proposal preparation, please send an e-mail to office@freundgmbh.com including your contact details, material request, preferred size and – if available - any information regarding spatial conditions.

If you are interested in a special format, logo design or something similar, please attach the appropriate vector-based, losslessly scalable graphic file to your request. We will gladly advise you about your options.

Do you require assistance installing our products? Please indicate if the latter applies in your proposition request and we will incorporate an assembly service in our calculations.

The surface feel of moss can harden if humidity levels drop below 40% (in our experience this may occur during winter months). During this period, we plead to avoid direct contact with the moss wall to prevent any damage.

After humidity levels rise again, this natural material will regenerate and return to its original fluffy state.

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ASSEMBLY, DELIVERY AND SHIPPING

HOW LONG UNTIL A MOSS OR PLANT WALL IS COMPLETED?

We start assembling your order after receiving a payment according to the contract, time of delivery may vary depending on the materials being used.

We're able to supply our products EVERGREEN STANDARD and EVERGREEN FLEX (in stock) within 1-3 weeks.

Time of delivery for custom made moss- and plant walls (EVERGREEN PREMIUM, GREENHILL PREMIUM, GREENWOOD PREMIUM, GREENWOOD EXTRA, GREENWOOD EXTRA PLUS, GREENWOOD JUNGLE) is roughly 5-8 weeks.

In general, time of delivery for our products is dependant on the type of product and their availability. Please do not hesitate to ask your contact from our sales team about the current disposability.

We strive to fashion the wall pictures and large-sized green walls according to your demands. Our experienced team of florists is mainly responsible for the creative part of the design process.

WHAT HAPPENS AFTER ORDERING / PAYMENT?

We start manufacturing after your individual inquiry has led to placing an order. For certain products it's possible to send you pictures during the production process via e-mail, if you wish.

If that is the case, you can voice small, creative ideas for customization. For a smooth flow of production and the effective use of our resources, we kindly ask you to swiftly give the appropriate clearances in writing.

As soon as your custom moss- and plant picture is finished, it is prepared for shipping.

HOW ARE MOSS AND PLANT WALLS BEING SHIPPED?

Large-sized projects are normally shipped on pallets or wooden racks via freight forwarder (for example Schenker). Additionally, we are partnered with other regional and national forwarders, couriers and parcel delivery services.

HOW ARE MOSS AND PLANT WALLS PACKAGED?

EVERGREEN STANDARD and EVERGREEN FLEX: packaged in cartons for delivery via parcel delivery or freight forwarder.



EVERGREEN PREMIUM, GREENWOOD PREMIUM, GREENHILL PREMIUM, GREENWOOD EXTRA /EXTRA PLUS/ GREENWOOD JUNGLE Pflanzenwände und -decken:

For smaller sized surfaces/pictures, we will send the finished products via parcel service. Bigger objects are separated into more easily handled sections, usually sent on pallets.

Especially large or bulky panels (for example Greenwood Jungle) are screwed into wooden racks to make sure your goods arrive safely.

Caution:

Please make sure to check local conditions (elevators, stairways, entrances) BEFORE you place an order and talk to our team about the size of your shipment.

Additionally, include detailed information about whether unloading equipment is required.

Disposal of the wooden racks must be provided by the customer.

IS EXPRESS DELIVERY POSSIBLE?

Your offer usually contains standard delivery prices. In case you wish for a timely delivery (opening, event, etc.), we will brief you on express delivery options in a separate offer with respective additional costs. Those will have to be approved separately.

IS SELF PICKUP POSSIBLE?

Yes, upon request and arrangements with regard to the schedule made beforehand, you have the options to pick up your product at our Berlin location.

Do not hesitate to consult our sales team!

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AFTER RECEIVING THE PRODUCTS

WHAT TO CONSIDER AFTER RECEIVING PRODUCTS?

Upon delivery, immediately unbox and examine the goods for any visible damage.

In case of delivery damage, the goods may only be accepted with reservations. Furthermore, the damage needs to be recorded on the carrier's dispatch note. Please make sure to also contact us immediately, mail us photos and the related dispatch documents.

HOW ARE PANELS RETRIEVED FROM THE RACKS?

The panels are fastened with screws and need to be carefully loosened from the wooden rack. Bigger panels are separated into smaller sections, which have been numbered by our team in advance.

The order in which the panels need to be arranged during installation is registered on the production sketch. Please make sure to verify whether the sketch is included in the package.

In case it is not, you can contact us immediately via e-mail office@freundgmbh.com and we'll send you the planning sketches. Please include your order and delivery note number.

HOW TO STORE THE PRODUCTS?

Please store the moss and plant walls in protected interior spaces. First, remove the packaging foil. Afterwards, residual moisture has a chance to be distributed evenly and after a few days, the materials will have acclimatized and odours will mostly have dissipated. A slight inherit smell will persist in our natural products.

CAUTION:

Do not water or fertilise the plants!

MOUNTING / INSTALLING THE MOSS AND PLANT WALLS

WHICH METHOD OF INSTALLATION IS RECOMMENDED?

The best results for installing our moss and plant walls have been achieved by directly screwing the carrier plates into the wall. This reduces the risk of our plates curling up or distorting. A fitting alternative could be a wooden substructure. Please make sure to guarantee having this done professionally.

In order to hang large sized and individual pictures in one piece, we recommend using one of our optional steel rails. If you wish, we will include extra rails in your delivery of framed pictures from our online store.

CAUTION: Since the choice of the type of screw is dependant on the wall's texture, they are not included in the delivery.

WHAT TO LOOK OUT FOR DURING INSTALLATION?

Please remember to cover delicate surfaces with tarpaulin BEFORE installation.

Despite great care during transportation or installation, it is possible for small moss parts (or plants) to fall off the panels.

Upon request, we can send you a small repair kit with your delivery – especially for large sized orders. The set will include a wooden spatula, glue, as well as moss and plants to make small repairs on site. This usually works out without any issues. We will obviously gladly advise you, should you have any questions.

Repair kits can also be ordered separately / retroactively.

DOES FREUND OFFER PROFESSIONAL SUPPORT FOR THE INSTALLATION?

If you wish, you may ask for an additional installation service to be included in our offer.

Please let us know whether you are interested in this service when sending your request.

In that case, our partners and florists will accompany the installation on site. They can not only take care of sensitive spots but also support the successful mounting of our products.

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PRODUCT VARIATION

IN WHICH SHAPES AND SIZES ARE GREEN WALLS AND PICTURES AVAILABLE?

We manufacture your desired shape and size according to your individual wishes.

You have the choice between:

- Entire wall installation (cutouts for plugs possible) or detached walls
- Bent surfaces
- Individual pictures
- Special formats (moss letters / moss logos)

Optional:

Complementary, high-quality frame (moss, wood, metal) - Up to a certain size

Metal rails for simple mounting

HOW ARE MOSS WALLS BUILT?

12mm MDF-panels are the basis for our moss, plant and leaf walls. These can easily be switched to a B1 certified (flame retardant) or humidity stable carrier plate.

EVERGREEN PREMIUM

(GREEN brochure p.6)

- Construction height (incl. carrier plate): 50 – 65mm
- 12mm MDF-panel concealed with reindeer moss (double fastened for extra strong hold)

EVERGREEN STANDARD / EVERGREEN FLEX

(GREEN brochure p.16)

- Construction height (incl. carrier plate): 40 – 55mm
- 3mm HDF-panel / textile carrier concealed with reindeer moss (fastened once)

GREENHILL PREMIUM

(GREEN brochure p.22)

- Construction height (incl. carrier plate): 50 – 75mm
- 12mm MDF-panels concealed with cushion moss

GREENWOOD

Moss walls made from our GREENWOOD line are available in different gradation, starting with flat forest moss surfaces (GREENWOOD PREMIUM) up until a jungle-look on walls, ceilings and floors (GREENWOOD JUNGLE)

GREENWOOD PREMIUM

(GREEN brochure p.28)

- Construction height (incl. carrier plate): 30 – 40mm
- 12mm MDF-panels concealed with forest moss

GREENWOOD EXTRA

(GREEN brochure p.32)

- Construction height (incl. carrier plate): up until max. 150mm
- 12mm MDF-panels concealed with forest moss and extra cushion moss

GREENWOOD EXTRA PLUS

(GREEN brochure p.34)

- Construction height (incl. carrier plate): up until max. 200mm
- 12mm MDF-panels concealed with forest moss, extra cushion moss and an additional set of cushion moss; alternatively wood and ferns

GREENWOOD JUNGLE

(GREEN brochure p.38)

- Construction height (incl. carrier plate): up until max. 400-500mm
- 12mm MDF-panels concealed with 50mm cork layer and moss; in addition lushly planted layers of preserved plants, grass, leaves

Please note: The availability of our diverse variety of ferns, leaves etc. is dependant on numerous external factors; for example seasonality, harvest yield or current market fluctuations/demand.

You can find examples of already realized compositions from previous projects in our GREEN brochure.

GREENWOOD JUNGLE – wall:

The plants are arranged and overlapped at our creative discretion. Upon your request, you may choose between a “light variant” (with calming and visible forest moss areas) or a “lush variant” (densely covered; no visible forest moss areas).

GREENWOOD JUNGLE – ceiling:

(GREEN brochure p.44)

For overhead installations we aim to arrange the plants in a way that allows us to show the least amount of gaps. This requires almost double the amount of plants, which explains the difference in price to our Greenwood Jungle wall. Upon your request, you may choose between a “light variant” (with calming and visible forest moss areas) or a “lush variant” (densely covered; no visible forest moss areas).

VELVET LEAVES – Blätterwand

(GREEN brochure p.48)

- Construction height (incl. carrier plate): 35mm
- 25mm cork panels concealed with preserved leaves

GREEN PROJECT

(GREEN brochure p.50)

Custom choice of materials and combinations