



TEMPTED

BY NATURE

heradesigncreative.com

The new HERADESIGN®
creative range for
100% fantasy

Heradesign®

CREATIVE

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ONE HUNDRED PERCENT FANTASY, INSPIRATION AND TEMPTATION

The combination of creativity, aesthetics, individuality, environmental credentials and quality – HERADESIGN® *creative*. With this originality, all doors are open to the beauty of nature – these are tempting perspectives!

You know the situation, when an idea slowly develops; it grows and solidifies until the perfect design is created. When your idea becomes a plan and when the plan is finally put into action – these are the moments in life that confirm that the job is not just a profession, but a vocation.

Take advantage of the opportunity to implement your most unusual ideas, or even expand on them. Benefit from HERADESIGN® *creative*.

LET YOURSELF BE TEMPTED BY NEW IDEAS!

PRODUCT PROPERTIES THAT SET US APART

HIGH QUALITY AND SUSTAINABLE RAW MATERIALS

HERADESIGN® uses magnesite as the ideal binder for wood fibres. Magnesite protects the fibres and keeps them permanently elastic. For the production process only wood from sustainable forestry is used (PEFC and FSC certified).

REGULATING HUMIDITY AND CLIMATE

Magnesite is a hygroscopic and is also a building biologically certified material. For this reason, HERADESIGN® acoustic tiles have, in addition to their acoustic and decorative properties, humidity and climate regulating functions.

DIMENSIONAL ACCURACY AND TOLERANCES

HERADESIGN®, is the only manufacturer using continuous band forming technology, this enables production with incredible thickness tolerances of only +/- 1 mm.

PRODUCT PORTFOLIO

As the only manufacturer of wood wool products for visual applications, HERADESIGN® offers a range of decorative closed pore surfaces in addition to the classic visible fibre surfaces.

SOUND ABSORPTION

When using HERADESIGN® *creative* shapes / modules, not only the variety of design but also the acoustic well-being of the users of a room can be improved. Due to the very good sound-absorbing properties of HERADESIGN® wood wool tiles, the reverberation time is shortened, the noise level is lowered and speech intelligibility increased.

PURE INSPIRATION

With the unlimited possibilities that HERADESIGN® *creative* offers, you can let your imagination run wild and be inspired for further ideas.

OPEN AND HOMOGENOUS SURFACE STRUCTURE

Only with the production technologies and quality standards developed by HERADESIGN® is it possible to produce consistent, open, homogeneous and light appearing surface structures. This unique structure gives the tiles a noble and exclusive character for use in high-quality interior applications.

NATURE ON TREND

In addition to the certificate "Building Biology Harmless" (Institute for Building Biology in Rosenheim), HERADESIGN® also focuses on sustainability and resource conservation in terms of product technology and use of raw materials (EPD - AUB environmental declaration according to EN ISO 14025).



HERADESIGN® *creative*
**FROM THE
IDEA TO
REALISATION**

A

NATURAL RAW MATERIALS THE BASIS OF OUR PRODUCTS

TEMPTED BY NATURE ECO-FRIENDLY PRODUCTION

Aesthetics have always been the most effective form of temptation in nature.

With HERADESIGN® *creative*, you can be tempted by the unlimited possibilities of using a natural product that expresses the aesthetics of nature through its variety of shapes and colours.

Like nature itself, the material consists of 100 % natural or renewable raw materials, which are completely utilised due to zero-waste production process. The popular HERADESIGN® *creative* acoustic tiles are truly environmentally friendly and completely recyclable. For all-encompassing environmental protection, transport routes were analysed, in order to implement environmentally driven transportation methods – so that the beauty of nature is preserved.



WOOD, WATER AND MAGNESITE – THAT IS HERADESIGN® *creative*

Thanks to the natural main components of HERADESIGN® *creative* acoustic tiles – wood, water and magnesite – the tiles are a natural product and therefore perfect for applications in interiors of all kinds.

The building biologically absolutely harmless HERADESIGN® *creative* acoustic tiles already have a proven lifespan of 80+ years in a building.

And if it should come to it: thanks to the natural components, the tiles are 100 % recyclable.

HOW IT'S DONE

9 STEPS TO PERFECTION

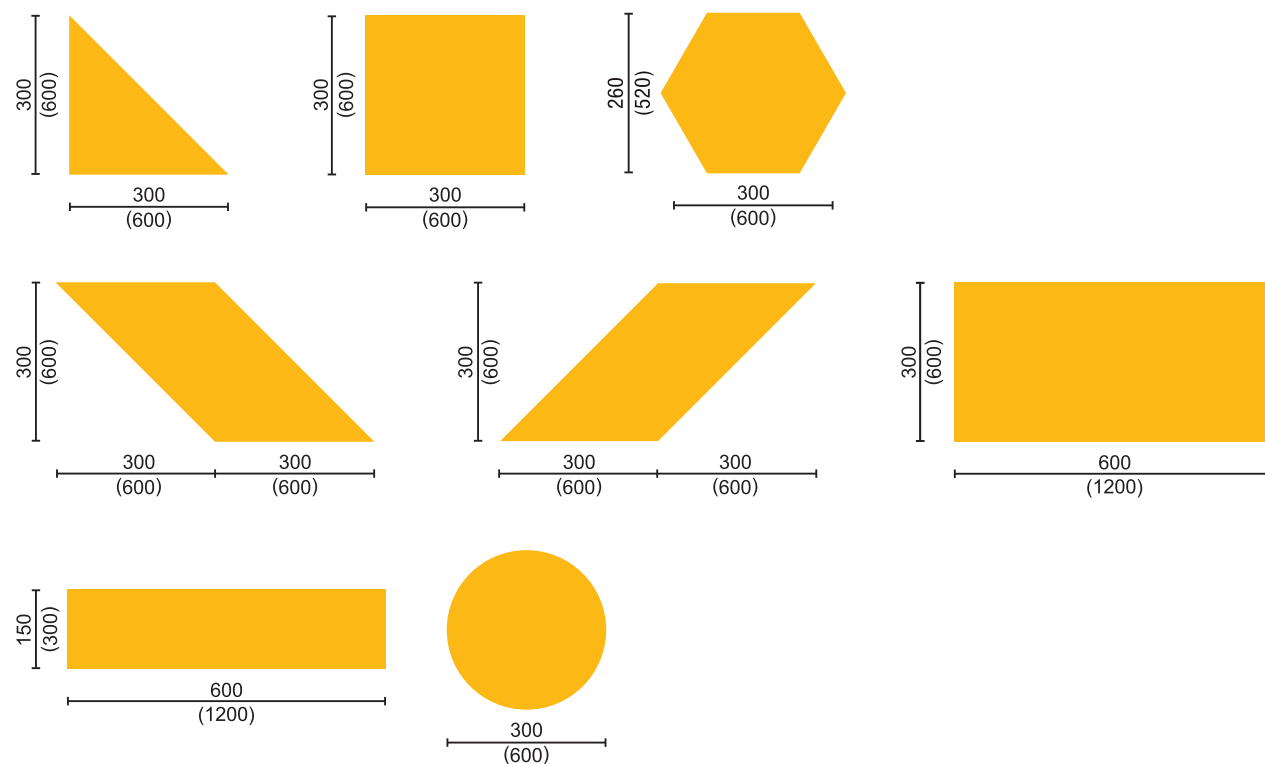
QUALITY AND CARE PROVIDE THE BEST RESULT

HERADESIGN® *creative* shapes / modules are produced with great care, quality controlled and transported to site. Essential factors for a successful and attractive HERADESIGN® *creative* application are exact processing and suitable working conditions. Only careful work and high product quality ensure a satisfactory result.

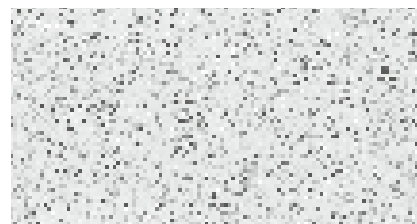
Transportation to site, unpacking of the HERADESIGN® *creative* products and handling should be carried out with due care. Always work with clean hands and clean tools. We recommend wearing clean gloves.

OUR PRODUCT RANGE FOR YOU:

Our seven different HERADESIGN® *creative* shapes / modules are available as standard in 300 mm and 600 mm sizes. To realise your more unconventional plans, we are ready to assist you with custom-made production.



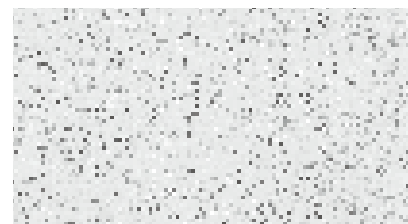
AVAILABLE SURFACES:



HERADESIGN® *fine*



HERADESIGN® *superfine*



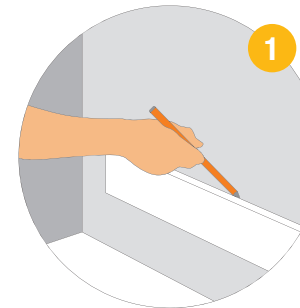
HERADESIGN® *micro*

GENERAL GUIDELINES

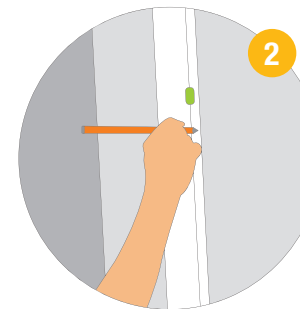
The following installation guidelines refer to the adhesive installation of HERADESIGN® *creative* acoustic elements in 300 mm modules on the wall. For installation with HERADESIGN® screws, follow the corresponding procedure.

IMPORTANT: The underlying surface must be able to take the load, level, dry and dust-free. Handling and underlying surface temperature min. + 7°C. Surfaces with unknown properties should be checked for their adhesion. The general guidelines for the installation of HERADESIGN® wood wool acoustic tiles must be observed.

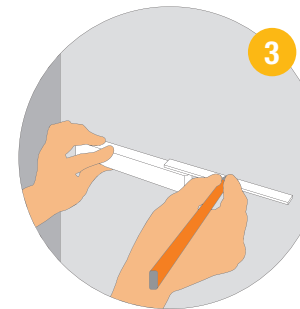
1 | MARK
a horizontal guide.



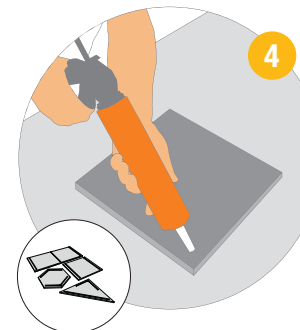
2 | MARK
a vertical guide.



3 | DEFINE THE MODULE
Depending on the type of module to be adhered, several guides in a 300 mm or 600 mm module may be necessary.



4 | APPLY ADHESIVE
Apply a line of adhesive to the acoustic element. Knauf AMF recommends using Knauf Power Adhesive. Processing time: approx. 15 min. Amount: approx. 1 cartridge/m². Illustrative example of the adhesive application lines.

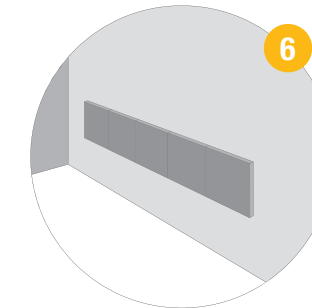


5 | ALIGN
the elements to the module and adhere to the underlying surface by applying pressure.



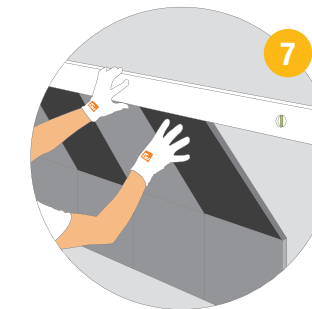
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6 | INSTALL THE FIRST ROW
The first row must be installed with high accuracy. To ensure the elements don't slip and to ease alignment we recommend using a horizontal stop bar. Alternatively, the first row can be secured with screws or wall tacks.



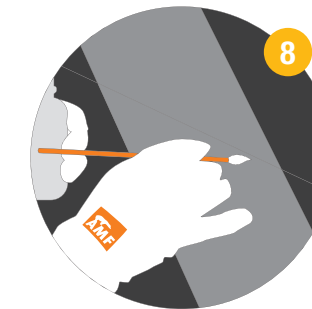
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7 | FURTHER ADHESIVE
The next rows from the bottom are positioned and adhered. The position of the elements should be checked at regular intervals with a spirit level.



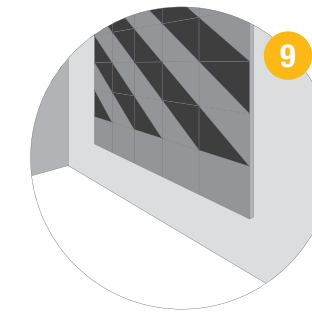
8

8 | CHECK
After completion, any colour damage or fibre breakage may be improved with a small brush and the supplied repair paint.



9

9 | ENJOY
Completed wall installation.





A

AFTER INSTALLATION
BEFORE
WELL-BEING

WHEN FUNCTION IS COMBINED WITH AESTHETICS,
 THE RESULTS SPEAK FOR THEMSELVES.

A + B + C + D

CO-WORKING SPACE "SHARE SQUARE" | Belgrad | SRB | HERADESIGN® *superfine*



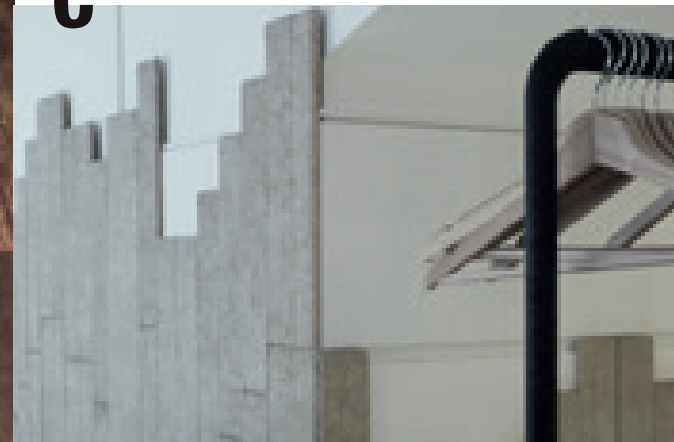
B



D



C





A

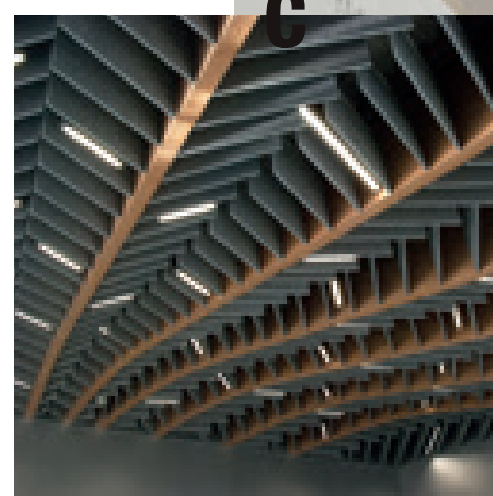
THE REALITY
**A PRODUCT
 OF FANTASY**

HERADESIGN® *creative* opens the door to a world with unlimited possibilities. In order for your dream design to become reality, we break old moulds and create something extraordinary. Here, your imagination knows no bounds.

- HERADESIGN® *superfine* | UK | KNAUF SHOWROOM **A**
- HERADESIGN® *superfine* | NL | LEIDEN UNIVERSITY **B**
- HERADESIGN® *superfine* | PL | ATRIUM UNIVERSITY OF LUBLIN **C**
- HERADESIGN® *superfine* | GER | RESTAURANT WAKU WAKU **D**
- HERADESIGN® *superfine* | Danzig | PL | UNIVERSITY OF TECHNOLOGY **E**



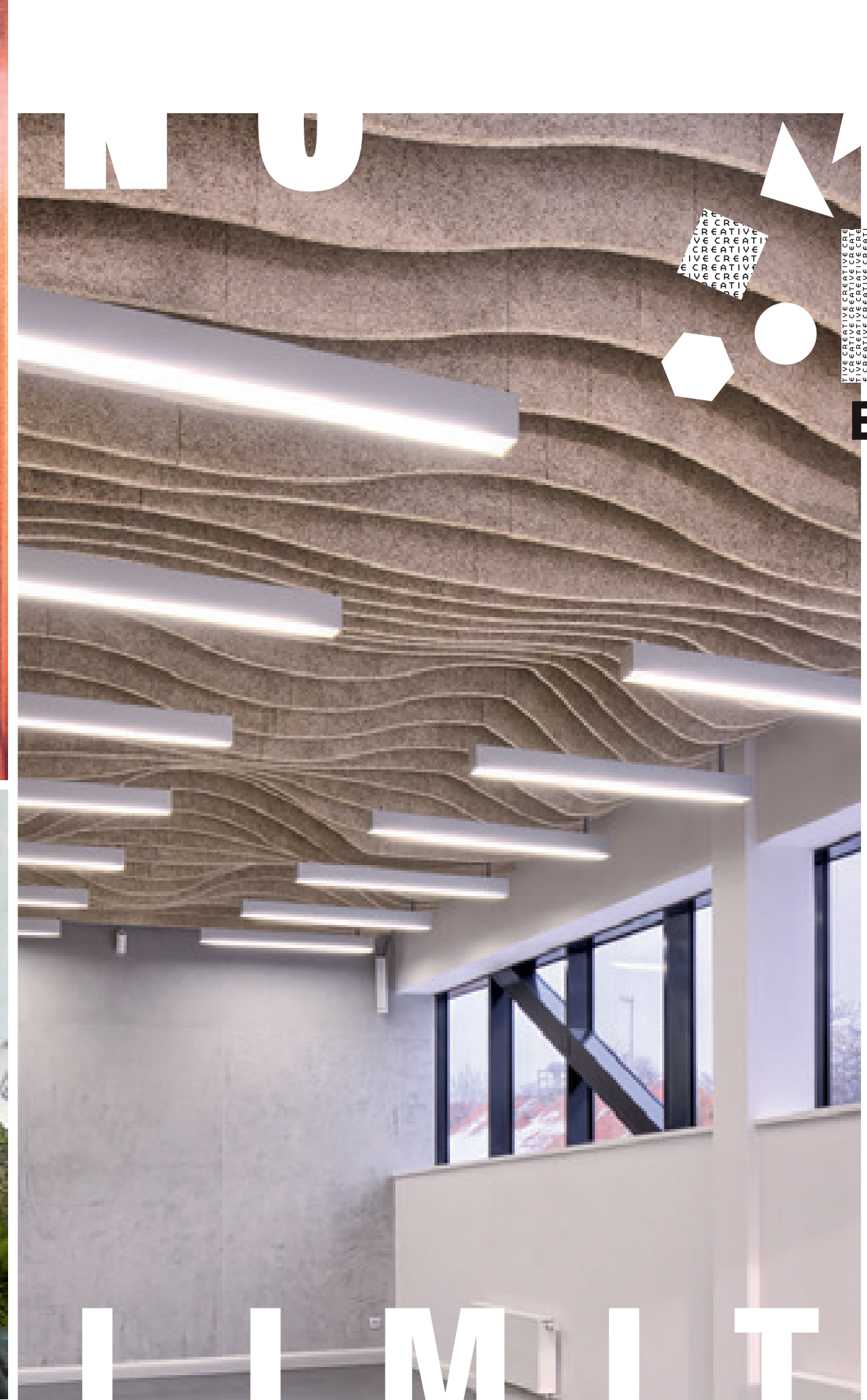
B



C



D



E

NO LIMITS

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Service, Support, Logistics – Centre of expertise in Europe and on-site sales networks worldwide



The acoustic ceiling specialist Knauf AMF, with its global sales and service network, offers on-site, solution orientated and timely advice for architects, specialist contractors, distributors and developers.

With us, you are always a ceiling solution ahead!

No responsibility or liability is accepted for the accuracy of the information provided.
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design
infrastructure
sustainability
office

Heradesign[®]
CREATIVE



N O



Designer
MICHAEL SCHNEIDER
SINCE I'VE BEEN WORKING WITH
HERADESIGN[®], I KNOW NO LIMITS
WHEN REALISING IDEAS.

ANNA BAUER
HERADESIGN[®]
OFFERS ME
COMPLETELY
NEW POSSI-
BILITIES FOR A
CREATIVE FREE
REIN ON WALLS
AND CEILINGS.

Architect

L I M I T S