

AstroTurf's TWIN doormat

Mission:

Creative study of fun doormats for the range Utopia.

Priority:

Development of fun doormats to be intergrated in the Utopia range. TWIN has a **minimalist** and **attractive design**. Study for an **antislippery recycled rubber** base.

Constraints:

Study of the various heights (PE grass and rubber base) to guarantee the **best efficiency** (cleaning the shoe sole).

Matérials:

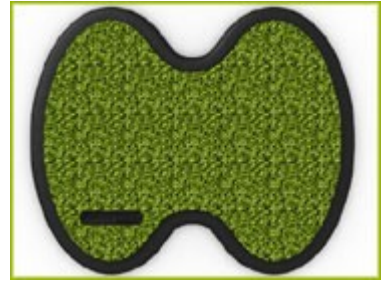
PE (Polyethelene) and **rubber (recycled tyres)**.

Strengths:

- Antislippery with rubber base.
- Fun aspect.
- Small size.
- Colour choice(Apple Green, ...).

Client:

Solutia Astroturf (USA - Belgium), manufactures practical entrance doormats for every type of doors.



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