

Extra Organic - Ecological Alternatives based on natural fibers

Sustainable raw materials - 100% environmentally and health-friendly

Ecological Alternatives made of natural fibers for an organic and sustainable future.

Our natural nonwoven material meets the requirements for durable and eco-friendly products with a positive effect on the room and your environment.

What drives us

We at EXTRA ORGANIC love nature. At home in the Ore Mountains with its beautiful forests and streams, the region provides the perfect environment for our lives and our creative work. As our lives change, so do our habits and attitudes. New trends determine our consumer behavior.

The XO team is committed to developing sustainable alternatives to traditional products.

Who we are

Many years of experience, profound expertise as well as a touch of curiosity, mixed with ingenuity, enthusiasm, and conviction of the cause – that's us.

We are always searching for trends and ideas that enrich our products and stand out from the crowd. At our Mildenaу site in the German Ore Mountains we conduct research for new, innovative solutions and to examine options for sustainable room concepts based on renewable raw materials.

Our ideas would only remain ideas if not for our strong team of technologists, developers, and experienced colleagues, who work behind the scenes testing our visions on state-of-the-art nonwoven facilities and developing these to market maturity. We are also inspired by our network of regional partners, who are involved in the implementation of our products with just as much passion as we.

Pionier and Trendsetter

Extra Organic is a brand of Norafin Industries (Germany) GmbH, a specialist in the manufacturing of technical nonwovens, with its headquarters in Mildenaу in the beautiful Ore Mountains/Saxony.

Flax has a long history as a renewable raw material. In fact, flax was also grown in the Ore Mountains over 400 years ago. The former Electress Anna appreciated flax products at the end of the Middle Ages. Flax cultivation began in 1578.

Norafin's history started in 1877 with the founding of the „Mechanische Flachsspinnerei Meyer & Co“ in Wiesenbad, which produced flax and tow yarn as well as linen twine for over a century.

In the 1980s, Norafin developed the first spunlace line in Europe and has been producing nonwoven solutions from that time on. In 1997, the Wiesenbad facility was shut down and a new state-of-the-art production line was built at the current site in Mildenaу. With the continuous further development of technology and know-how, the team succeeded in becoming the first company in the world to produce nonwovens based purely on natural fibers.

The cooperation with a French manufacturer of high-quality flax fibers took the development of new products based on natural fibers to a new level in 2006.

From that point on, our team of engineers has been researching ecological alternatives.

One result of this progress was the development of a tear-resistant nonwoven fabric based on flax and viscose fibers from sustainable forestry with a positive ecological balance, which was launched on the market in 2017 for wallcovering applications.

The production process

The fibers, whether flax, hemp or viscose, have to be opened with one or more carding machines. The carded fibrous web is then transported to the entanglement process. Water, which presses against and penetrates the carded fibrous web at high pressure, creates a chemical free, homogeneous, and durable textile fabric. This nonwoven can be embossed or perforated via different structured drums. Finally, the wet nonwoven passes through a drying and inspection process and can already be tailored to customer-specific widths for sale. Depending on requirements, the natural fiber nonwoven can be treated to make it flame-retardant or water-repellent, for example.

Thanks to the natural raw materials and careful production without chemical binders, our natural nonwoven is biodegradable and can be reintroduced into nature without hesitation.

Why Flax?

The oldest cultivated plant in the world already has naturally advantageous properties when it is cultivated. The flax plant requires considerably less water compared to other natural fibers. It is not demanding on the soil and does not require the addition of chemical fertilizers. Flax fibers are plain and make textile products lint-free and less susceptible to bacteria and dirt. They can absorb and release up to 35% humidity. Flax fibers are also very tear-resistant and therefore hard-wearing and durable. Vibration-dampening and insulating properties, the soft feel and natural UV resistance are further positive aspects that make our EXTRA ORGANIC products so special. We source our flax fibers from France as part of a long-standing partnership.

Our ecological Jack-of-all-trades

This bio-based nonwoven is made from 100% flax fibers or fiber blends of flax and viscose. The tensile strength and stability is achieved during the manufacturing process, in which high-pressure water jets bind the fibers together almost inseparably and strengthen them. The interwoven and entangled flax fibers remain visible and create a natural color tone.

The special Extra Organic flax nonwoven can be used as wallcovering without after-treatment, promotes a good, natural indoor climate and is compostable. The natural components of flax and viscose create a bright and warm natural flair in rooms.

Unlike conventional nonwoven wallpaper, this natural wallcover does not require a carrier material, but can be applied directly to the wall coated with (flax) adhesive.

Our flax base material (linen) can be easily printed with the aqueous pigment inks of HP Latex, Canon, Durst, Aleph, Epson, and with UV LED inks.

By means of analog, rotary or digital printing, special prints can be realized for graphic finishing, for example for wall covering and other wall designs.

From wood to Wallcovering

The cellulose fiber Lyocell provides a similar ecological alternative. Lyocell fibers have an exceptionally smooth surface and have comparable properties to flax. The fiber is very tear-resistant and durable, even when wet. Lyocell is environmentally friendly and compostable.

We emphasize responsible forest management and obtain our raw materials from certified, sustainable sources.

Due to our spunlace technology, we produce a pure white, soft and tear-resistant nonwoven made of 100% Lyocell fibers, which is used as wall covering in the same way as our flax nonwoven. If you prefer a white base material, we provide a perfect environmentally friendly alternative with this product.

Dive into a sea full of possibilities

The outstanding properties of our eco-friendly nonwovens made of flax or lyocell can be applied to many home and office concepts. In the area of interior design, our Extra Organic products made from natural raw materials provide a wide range of options for decorating rooms.

In addition to being used as wallpaper, our nonwovens can be utilized as a carrier material in various areas, for example for

- wallcoverings,
- ceiling panels,
- room dividers or
- acoustic panels/sound absorbers.

Working towards a sustainable future

People are a company's most important resource. Every day they contribute to the economic success with their performance and commitment. In that context, sustainability is a very high priority for us. We work every day to further reduce our ecological footprint. And to make life a little more sustainable.

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