



moou

INDEX

Introduction	_____	PAG 5
MOGU Kana Panels	_____	PAG 10
Textures	_____	PAG 16
Color Palette	_____	PAG 18
Insights	_____	PAG 20



FOREWORD

At MOGU, we draw on **Nature's intelligence** to rethink everyday products through material innovation, sustainability, and design.

Building on **years of research and continuous development**, we keep exploring bio-based solutions that create a finer balance between the man-made and the rhythms of the natural ecosystem.

Our products bring the organic back into everyday spaces, from offices and retail environments to hospitality and residential interiors, shaping surfaces that feel both innovative and deeply connected to nature.

In this way, MOGU solutions show that nature is not only a source of inspiration for the future, but a living presence in the present: one that can still surprise us and help us do better.

THE BRAND

MOGU is a design brand that manufactures **sustainable and innovative products** with a strong aesthetic value and advanced performances.

Starting from waste materials and by-products of other industrial processes, **MOGU offers the most sustainably and innovative products available on the market** and dedicated to applications for interior design and architecture.

Our cutting-edge products compete with conventional solutions, opening new paths for environmentally conscious approaches for interiors and architecture.

Products from Nature and for Nature, **each Mogu product carries a story of renewal.**





CIRCULAR ECONOMY

KANA is designed within a circular mindset, **starting from hemp**, a fast-growing regenerative crop that transforms into a high-value acoustic material.

Its **bio-based composition** combines hemp with biodegradable PE fiber, creating a lightweight panel that balances performance, durability and responsible material use.

Sourced in the EU and fully manufactured in Europe, KANA supports a more local and traceable production model while **reducing reliance on conventional petrochemical-based alternatives**.

MOGU KANA

Panel thickness 10/20 mm

MOGU KANA is a collection of **ultra-thin, lightweight wall-covering panels** designed to bring a new natural standard to interior surfaces. Engineered with a **bio-based** composition, a **plastic-free surface and high acoustic performance**, it combines tactile appeal with technical efficiency in a slim, design-led solution.

Available in multiple large-format sizes as well as custom cuts, KANA is developed for flexible wall applications and effortless installation, even on large surfaces.









UNIQUE DESIGN SURFACE

With its **ultra-thin structure and modular design**, KANA allows for flexible compositions that respond to the needs of each interior.

The panel's **bio-based materiality and natural textures** generate a refined tactile and visual experience, while its acoustic performance adds real functional value to the surface.

KANA is designed to enhance interior spaces with a solution that feels both technically advanced and naturally distinctive.



PALM



POPLAR



SEQUOIA



WILLOW



CEDAR



OAK



GINKGO



ELM



BETULA

INTRODUCING TEXTURE

KANA's textures take their names from trees, reinforcing the collection's connection to the natural world and giving each pattern an immediate, organic identity.

Created through **V-cut detailing**, the textures shape the hemp surface with precise grooves and clean lines, adding rhythm, depth and a refined tactile character.

From the more linear presence of Poplar, Elm and Betula to the softer movement of Ginkgo, Willow, Cedar and Sequoia, each texture offers a distinct interpretation of nature-inspired design.

Colour Palette #1

Light Reflectance Value (LRV) - Paint Finishing

LRV measures the percentage of visible light reflected by a surface (such as walls, floors, ceilings, or furniture) at all wavelengths and angles when illuminated by a light source. The LRV scale ranges from 0 to 100, with 0 representing an entirely black (completely absorbing) surface, and 100 indicating a perfectly white (completely reflective) surface.

(Note: in this palette, colours with the K0xx code belong to the **NCS system**).



ROSEMARY

S 6010-G10Y
LRV:11



HEDERA

S 3010-G20Y
LRV:30



FENNEL

S 1010-G50Y
LRV:50



LIME

S 0560-G60Y
LRV:46



BLUEBERRY

S 7020-R90B
LRV:05



JUNIPER

S 6020-B
LRV:11



JASMINE

S 2010-B
LRV:36



ELDERBERRY

S 3560-R80B
LRV:07



RAISINS

S 4550-Y60R
LRV:16



MUSTARD

S 3040-Y10R
LRV:25



GINGER

S 1005-Y20R
LRV:61



PITAYA

S 3055-R40B
LRV:07



PLUM

S 6030-R10B
LRV:4



GRAPEFRUIT

S 3040-Y90R
LRV:20



LYCHEE

S 2010-Y70R
LRV:43



MANGO

S 0560-Y
LRV:41



PEPPER

S 7502-R
LRV:09



SESAME

S 3005-Y50R
LRV:31



SALT

S 1502-R
LRV:45

Colour Palette #2

Light Reflectance Value (LRV) - Paint Finishing

LRV measures the percentage of visible light reflected by a surface (such as walls, floors, ceilings, or furniture) at all wavelengths and angles when illuminated by a light source. The LRV scale ranges from 0 to 100, with 0 representing an entirely black (completely absorbing) surface, and 100 indicating a perfectly white (completely reflective) surface.

(Note: in this palette, colours with the A0xx code belong to the **NCS system**).



A001

PINE

S 6010-B70G
LRV:13



A002

MOSS

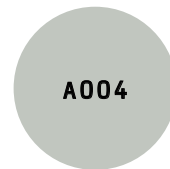
S 5010-B70G
LRV:20



A003

FERN

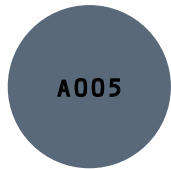
S 4010-G10Y
LRV:27



A004

LICHEN

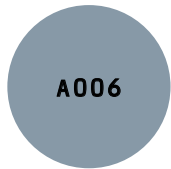
S 2005-G20Y
LRV:51



A005

FALLS

S 5020-B
LRV:15



A006

CREEK

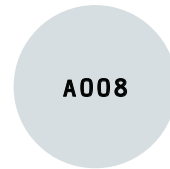
S 3020-B
LRV:30



A007

RAIN

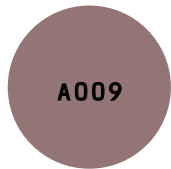
S 2010-B
LRV:47



A008

DROP

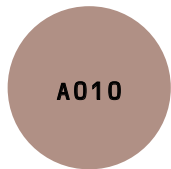
S 1005-B
LRV:69



A009

BALOS

S 4020-R
LRV:20



A010

TERRACOTTA

S 3020-Y80R
LRV:29



A011

SAND

S 2010-Y70R
LRV:48



A012

SILT

S 1005-Y50R
LRV:67



A013

BARK

S 4005-Y20R
LRV:29



A014

HUMUS

S 3005-Y20R
LRV:39



A015

MUSHROOM

S 2005-Y30R
LRV:52



A016

MYCELIUM

S 1005-Y20R
LRV:68



A017

SLATE

S 4502-B
LRV:26



A018

ANDESITE

S 3502-R
LRV:35



A019

FOSSIL

S 2002-R50B
LRV:52



A020

DOLOMITE

S 1500-N
LRV:62



A021

MARBLE

S 0500-N
LRV:82

FIRE RATING

KANA is classified **B-s1-d0** in reaction to fire, supporting its application in interior wall and ceiling design where technical performance matters alongside aesthetics.

This classification is part of a broader performance profile that also includes **no VOC emissions, excellent UV resistance** and a compact, slightly soft surface finished with clay-based paint.

Classification	B-s1-d0
Finishing	Clay-based paint
Texture	Compact and slightly soft, available in any NCS colour
Dimensional stability at moisture	If subject to RH >70%, panels could show a minor expansion of 1 mm maximum



VOC FREE

With **sustainability** as **core value**, MOGU is committed to choose and apply chemicals that are as harmless as possible.

Our decorative paint provides not only outstanding aesthetics - it is also certified as safe, durable and neutrally contributing to indoor air quality.

MOGU materials have been tested for allergenic and VOC Emissions.

As test results show, our products are safer than wood and many other industrial materials populating our everyday living environments.



ACOUSTIC DATA

Mogu KANA is a revolutionary collection of ultra-thin, lightweight wall-covering panels that sets a new natural standard. Engineered with a bio-based composition, it combines **high acoustic performance with a plastic-free surface**.

Designed for effortless installation even on big sizes, **Mogu KANA offers a 100% circular, tactile experience**, providing an innovative and sustainable look to any interior.

	T (mm)	$\alpha(p)$ [100 Hz]	$\alpha(p)$ [250 Hz]	$\alpha(p)$ [500 Hz]	$\alpha(p)$ [1000 Hz]	$\alpha(p)$ [2000 Hz]	$\alpha(p)$ [4000 Hz]
MOGU KANA 10 mm	10	0.02	0.05	0.16	0.40	0.71	0.99
MOGU KANA 20 mm	20	0.03	0.14	0.41	0.76	0.98	1.04

—●— MOGU KANA 10 mm

$\alpha(w)$ rating - UNI EN ISO 11654 **0.25**

$\alpha(s)$ coefficient 2000 Hz **0.69**

SAA Rating **0.33**

NRC **0.30**

.....●..... MOGU KANA 20 mm

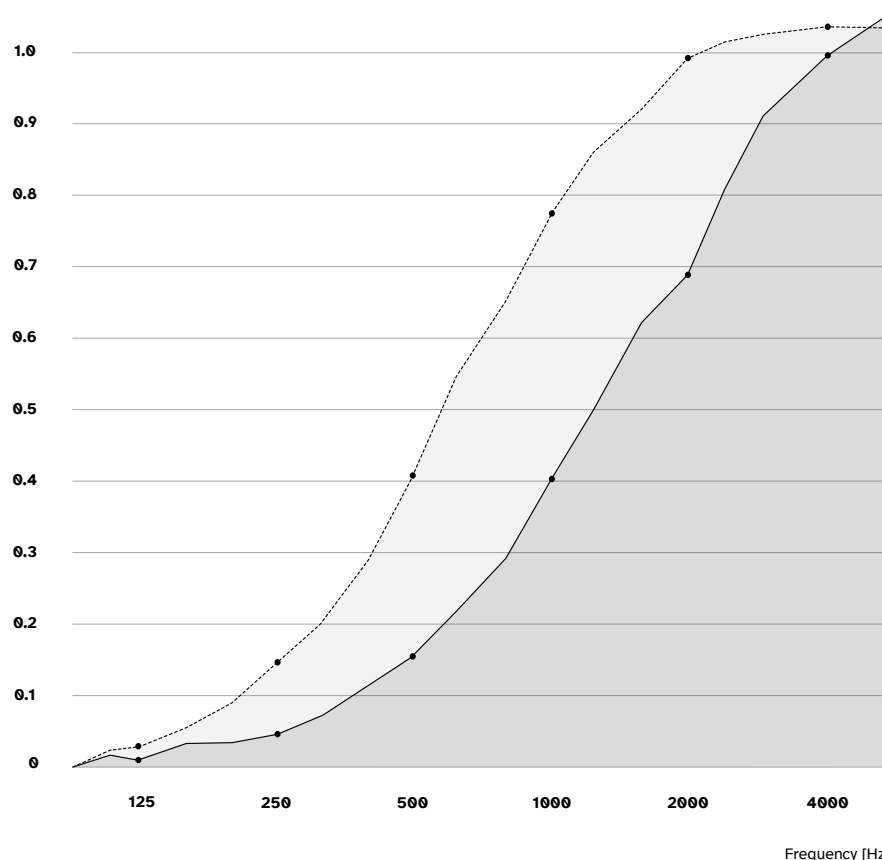
$\alpha(w)$ rating - UNI EN ISO 11654 **0.40**

$\alpha(s)$ coefficient 2000 Hz **0.99**

SAA Rating **0.57**

NRC **0.60**

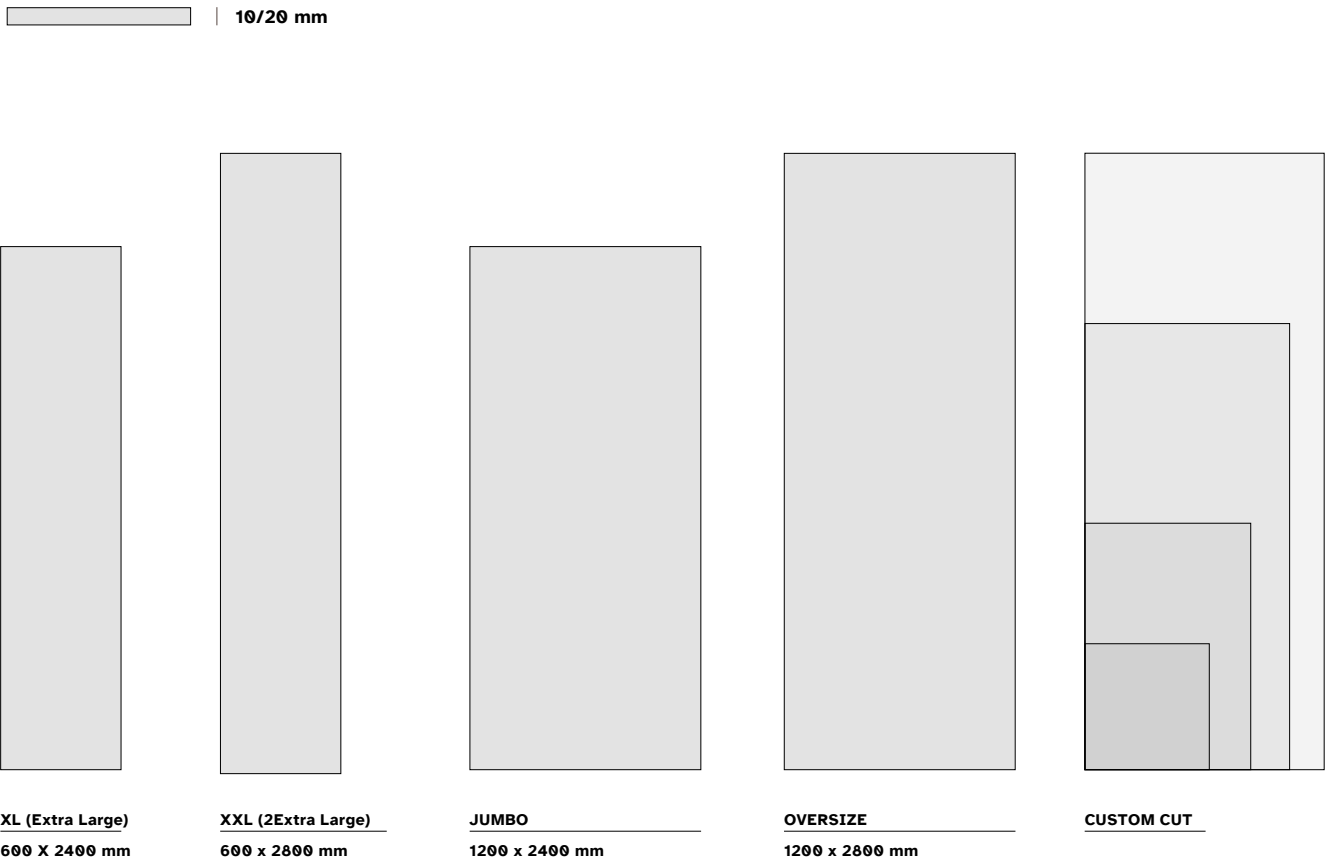
Sound Absorption - $\alpha(s)$ ISO 354



DIMENSIONS & WEIGHT

KANA panels are available in different sizes and are designed for flexible wall applications.

Panels can also be cut to custom sizes to accommodate specific project requirements and layout configurations.



	L [mm]	W [mm]	T [mm]	Kg/sqm		KG/panel		sqm
				10 mm	20 mm	10 mm	20 mm	
EXTRA LARGE - XL	600	2400	10/20	2.0	3.0	2,88	4,32	1.44
2EXTRA LARGE - XXL	600	2800	10/20	2.0	3.0	3,84	5,70	1.92
JUMBO	1200	2400	10/20	2.0	3.0	5,76	8,64	2.88
OVERSIZE	1200	2800	10/20	2.0	3.0	6,72	10,08	3.36

GLUE FIXING

Glue fixing system (Wall or Ceiling)

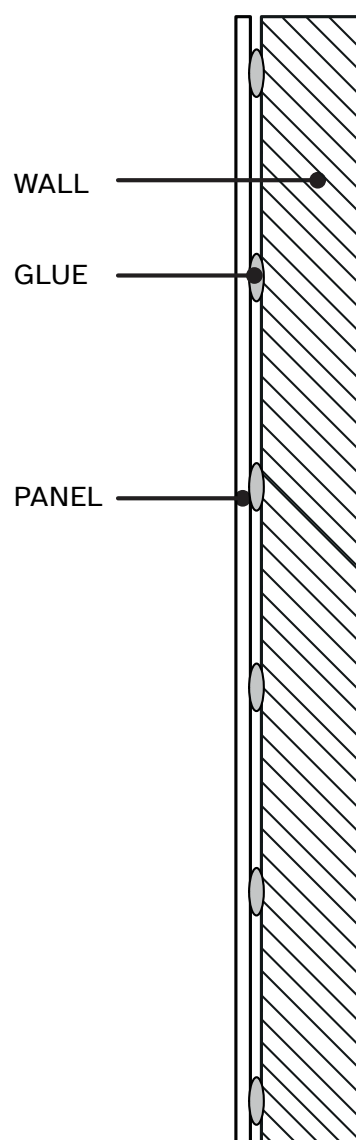
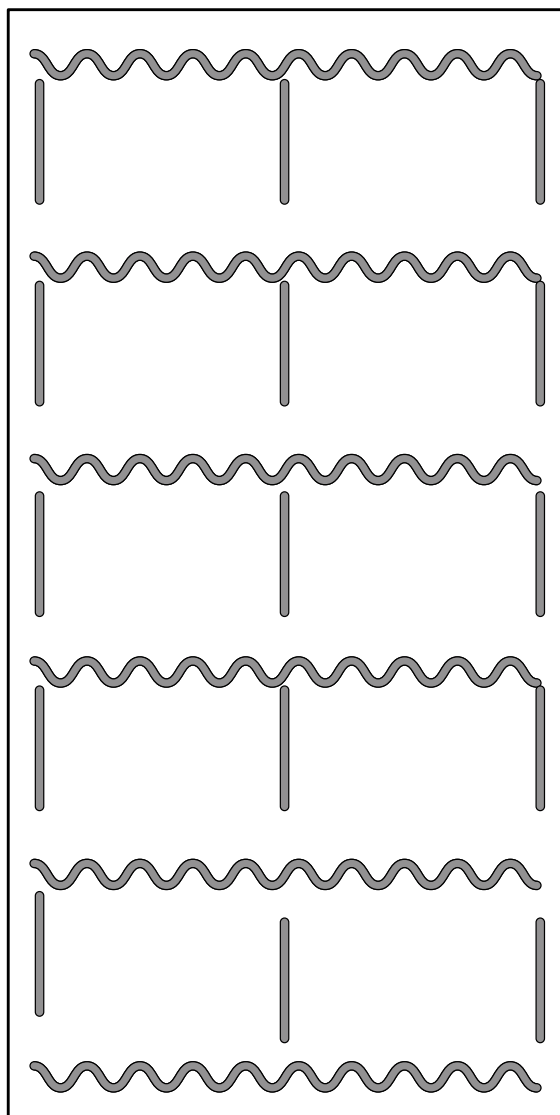
Mogu KANA panels can be installed with any commercially available glue, suitable for generic type of materials.

For wall applications, Mogu recommends using **Tytan 'Fast&Strong' Glue**.

Make sure to distribute a sufficient amount of glue on the panel as shown below.

Distribute the glue close to the edges, leaving 2-3 cm of distance, so that when force is applied, the glue will not seep out of the panel.

BACK PANEL



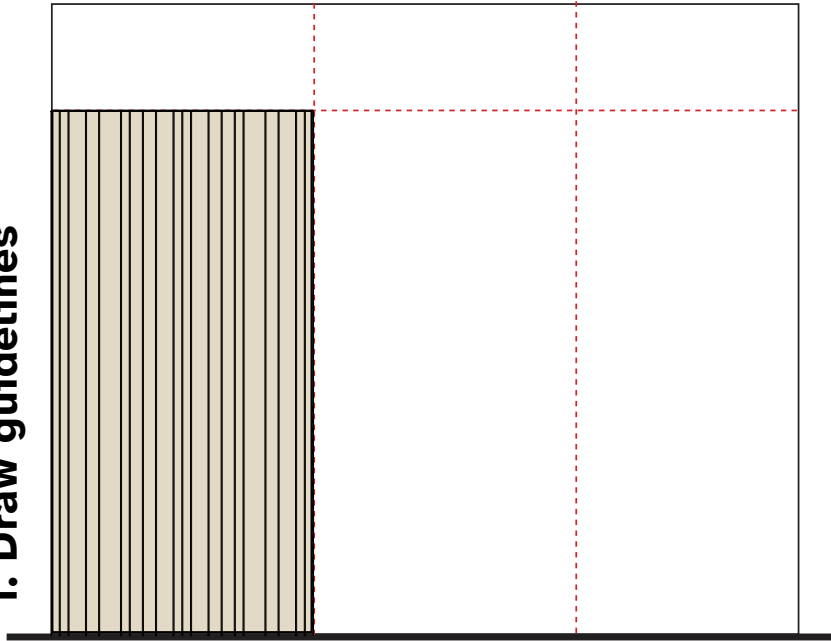
Gluing Layout for a KANA JUMBO

Guidelines

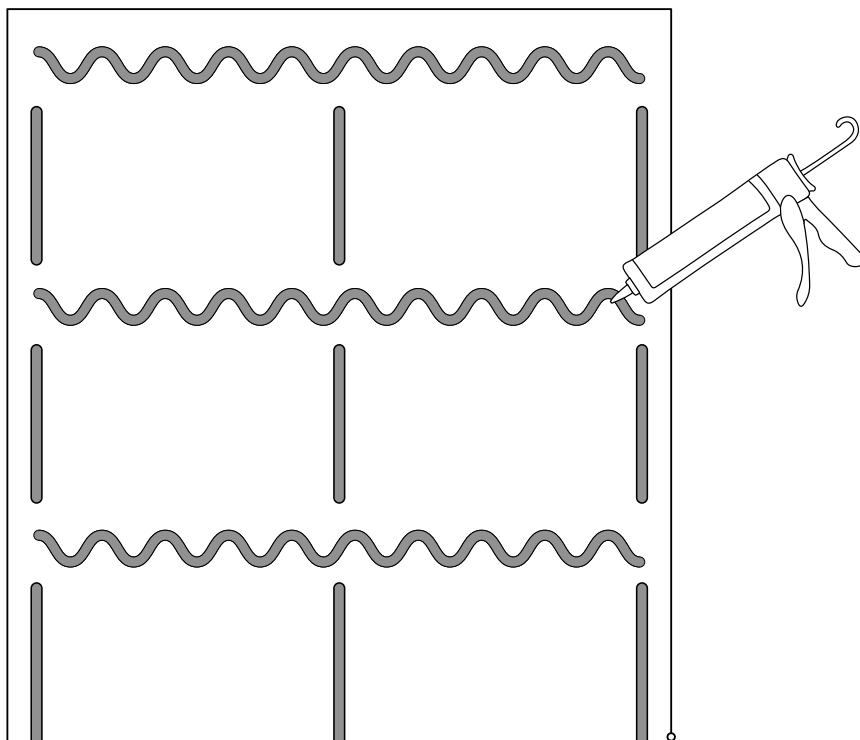
Before starting, read and follow the General Instructions in this document, the guidelines for Glue application and the Care & Maintenance Instructions available on Mogu website.

1. It's advisable to draw guides on the wall so that the panels can be applied straight. It is recommended to start the alignment from the corner of the wall.
2. Apply the amount of glue to the back of the panels as shown in the picture above.

1. Draw guidelines



2. Apply glue



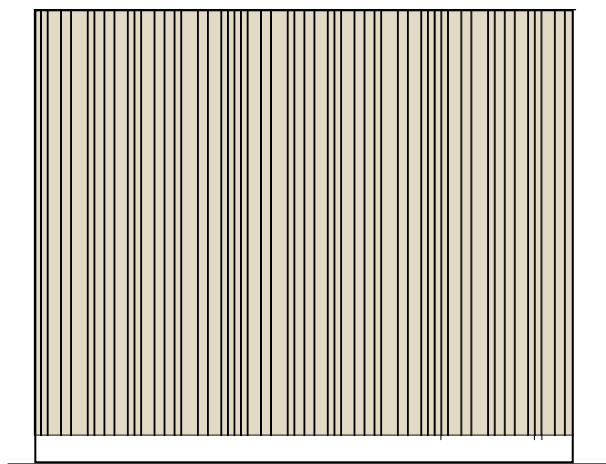
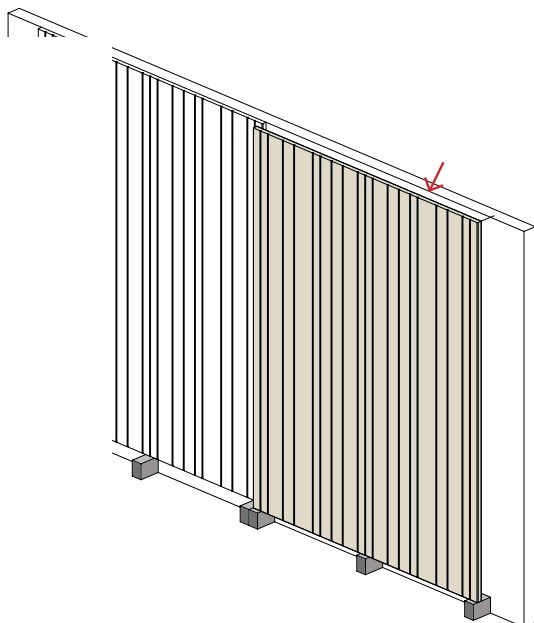
Guidelines

Attach the panel by pressing gently the entire surface of the panel especially on the edges.

N.B. it is advisable to hold and lightly press the panel for at least 1-2 minutes for the glue to dry.

Tip: For floor-level compositions, use a positioning spacer to ensure proper alignment and stability while the adhesive cures.

Remove the spacer after 12 hours.
Wait at least 1 minutes before continue with the next one.



Cutting KANA

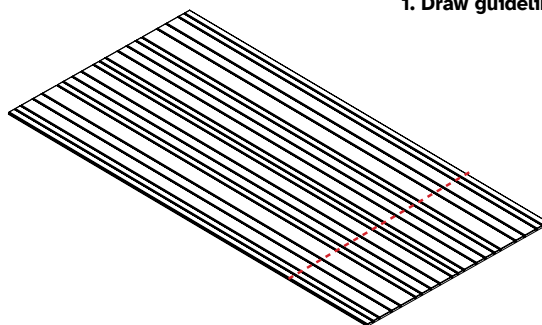
Draw guides on the panel where cuts are going to be done

It is advisable to use a squaring machine for wood. If this is not possible you can use a manual circular saw with a guide (see image 2.).

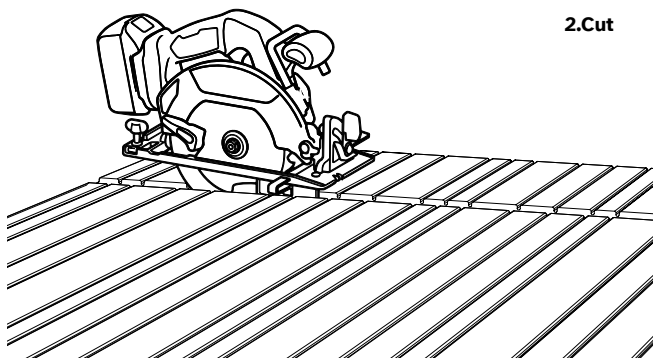
N.B. if possible use a blade with a diameter of around 350 mm and with 100 teeth.

If necessary, trim the edges with a scissor.

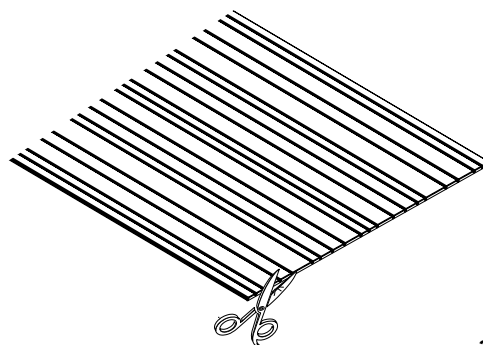
1. Draw guidelines



2.Cut



3. Trim



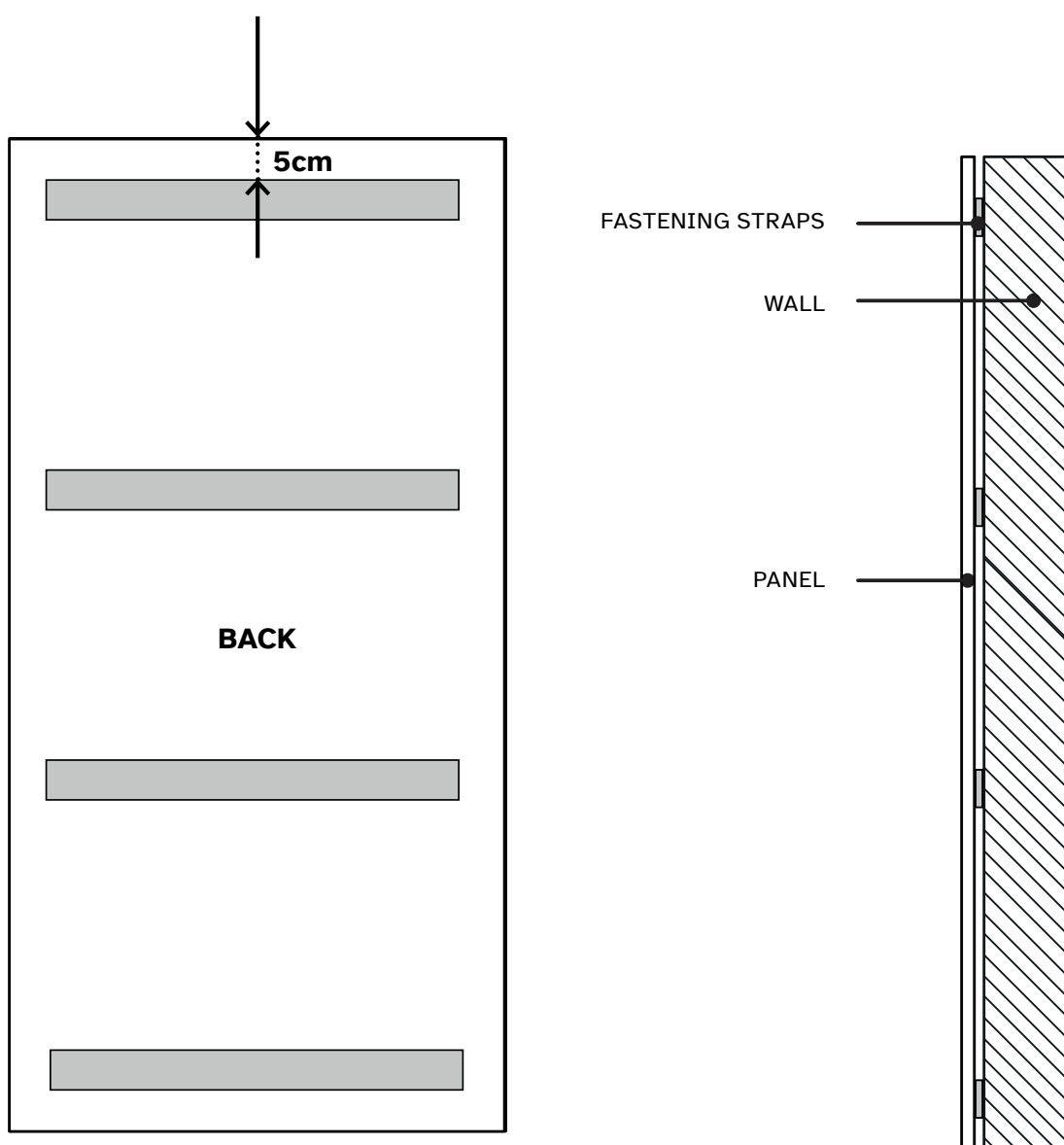
Final composition

Continue with the other panels in the same way and complete your composition!



FASTENING STRAPS FIXING - Wall

To provide you with a simple, mechanical fixing, we choose an easy and commercially available solution with adhesive strips.



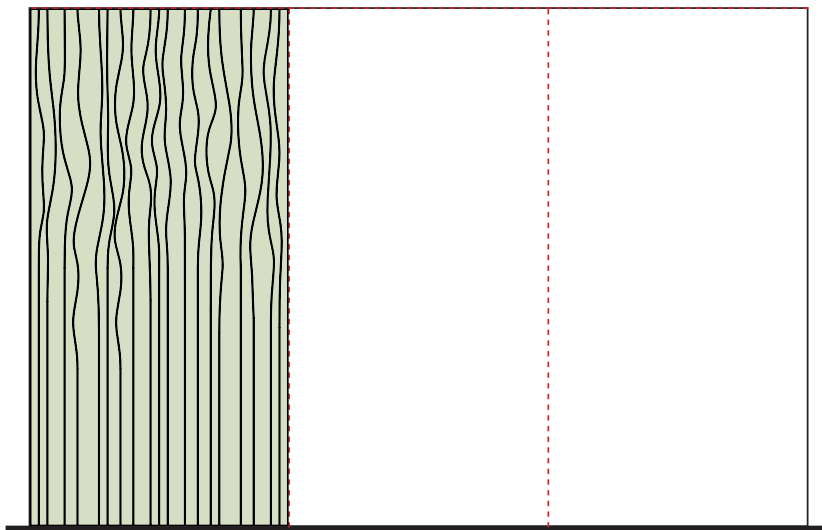
Fastening Straps Layout for a KANA XL

Guidelines

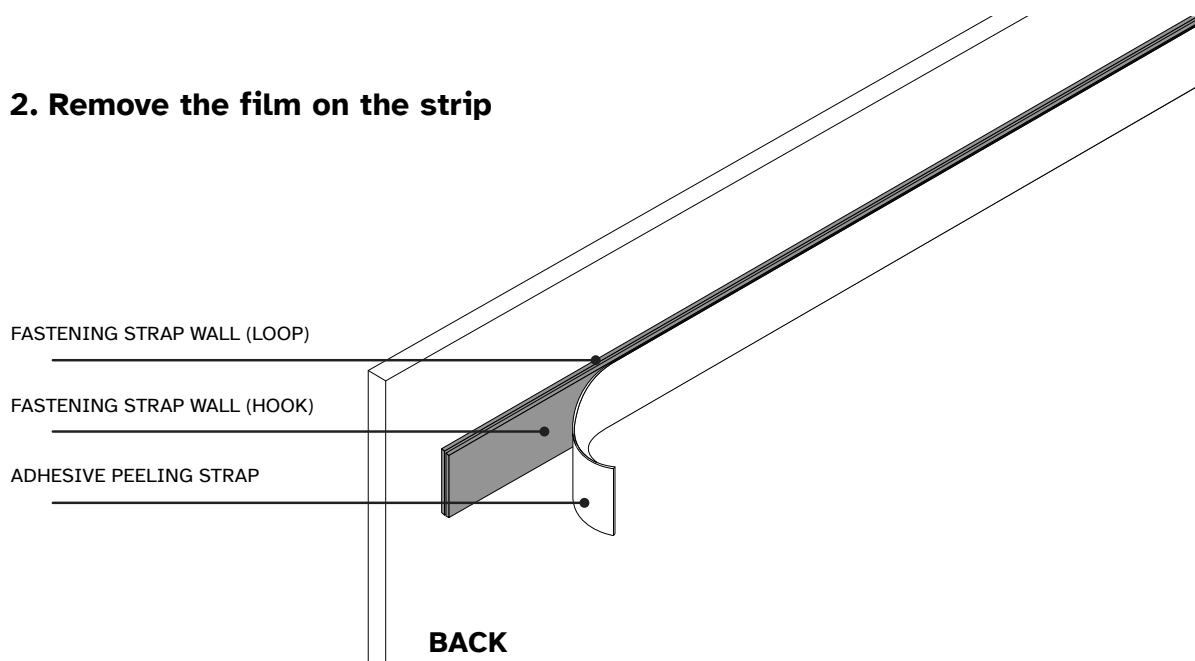
Before starting, read and follow the General Instructions in this document, the guidelines for Glue application and the Care & Maintenance Instructions available on Mogu website.

- 1.** It's advisable to draw guides on the wall so that the panels can be applied straight. It is recommended to start the alignment from the corner of the wall.
- 2.** To make the installation of the adhesive strips easier and faster, we provide the panels with already the adhesive pair attached to the panel (see image 2). As first step it is only necessary to remove the film of the strips. N.B. Before starting to attach the panels make sure to have a smooth, clean and planar wall surface to improve adhesion. To ensure the correct installation of the Fastening Strap.

1. Draw guides



2. Remove the film on the strip

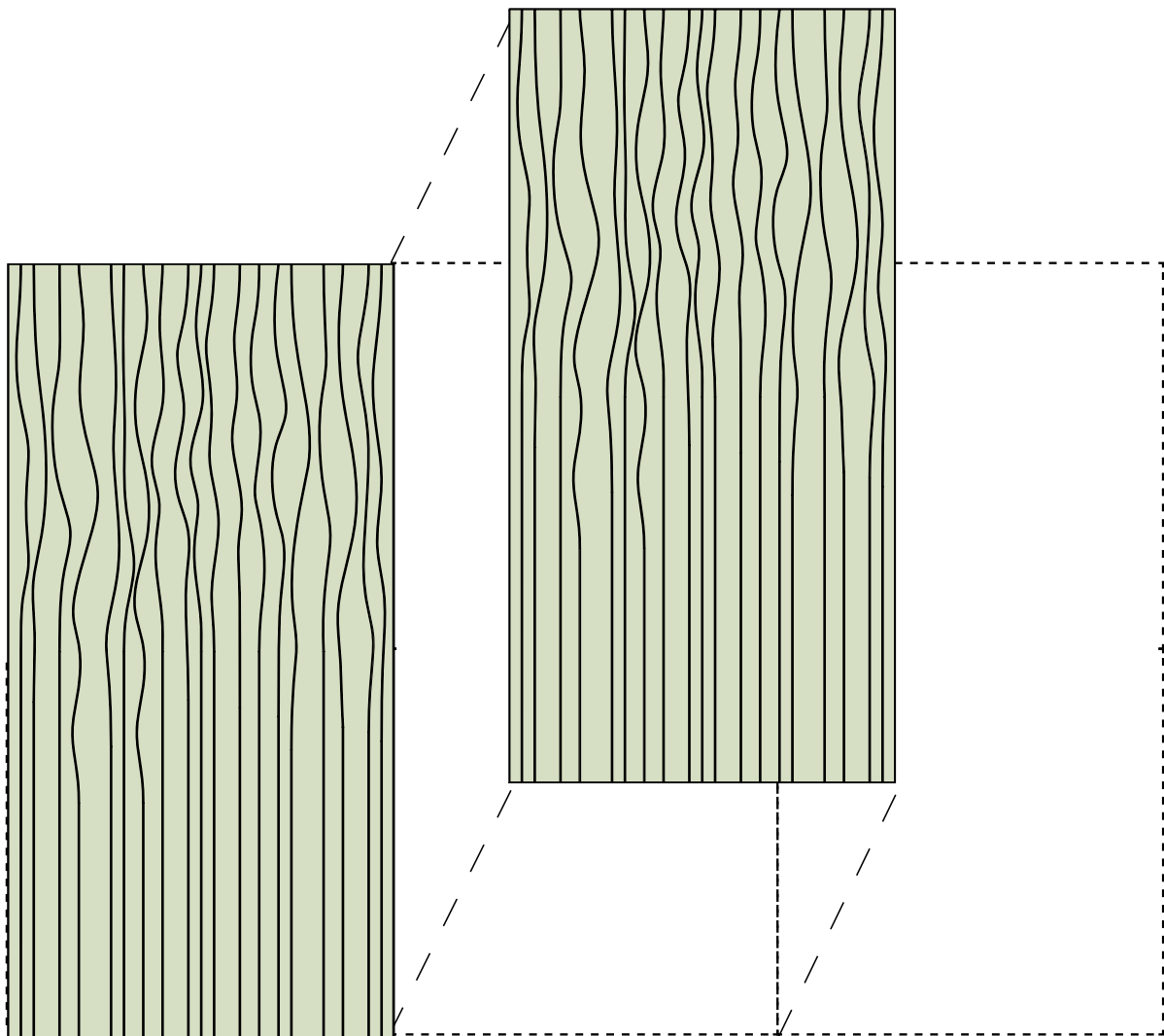


Guidelines

3. Once you have removed the film, carefully place the first panel of the composition, it is advisable to start at one end and continue in a linear direction.

To stick the panel to the wall, simply press the surface of the KANA lightly for at least 10-20 seconds, making pressure where the adhesive is. At this point you only need to keep going in the same way and fix all the panels to get your composition.

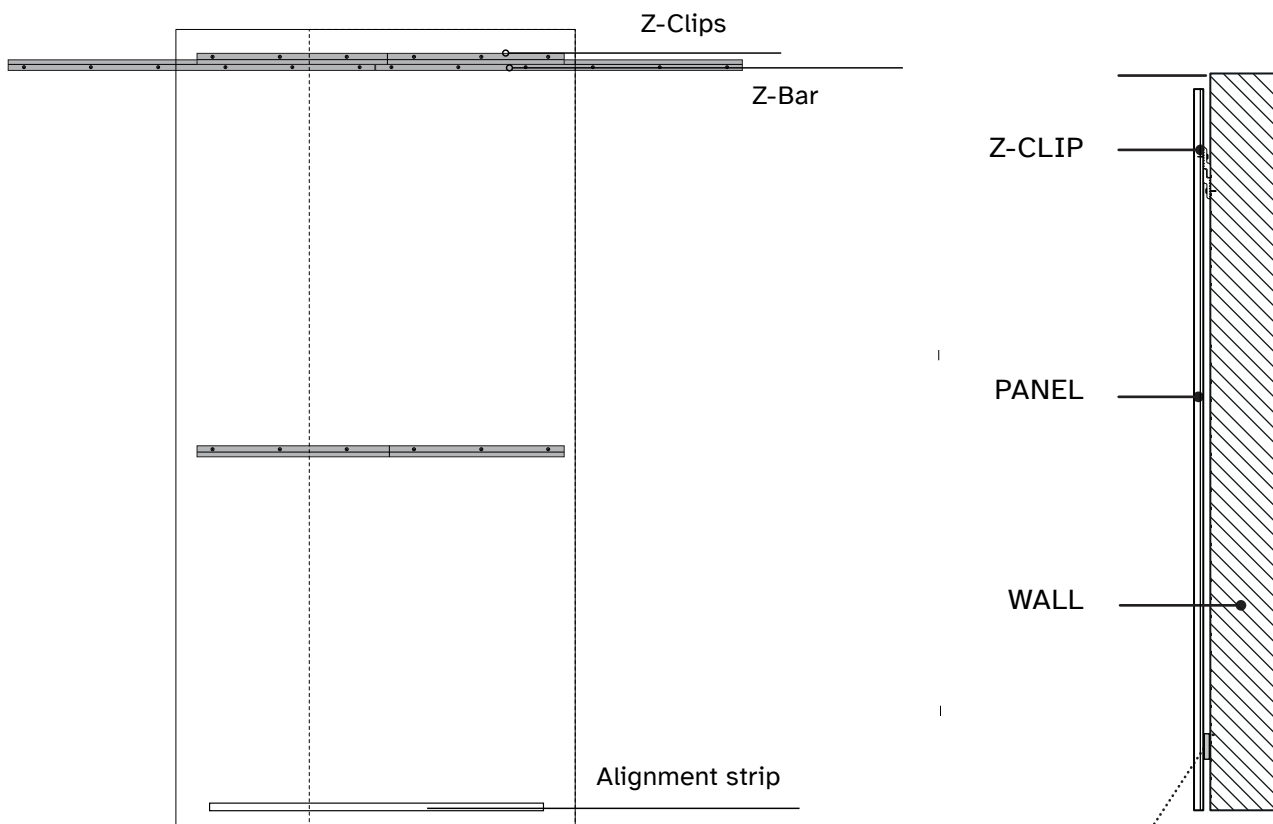
N.B. It is advisable not to remove the panel more than two times as it may alter the adhesion between the strips.



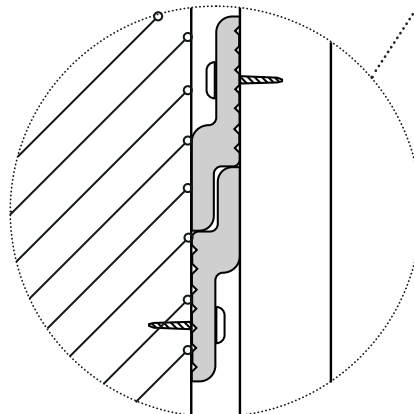
Z-CLIP FIXING - Wall

Our panels can be ordered with a clip fixing system to simply attach it to the wall. With few hidden screws, the panels are hung to the wall with a stable and solid system.

The clip system is preferable for temporary installations or maximum design flexibility - it also allows to change color, arrangement and layout very easily.



*Z CLIP Layout for a KANA JUMBO
(XL and XXL dashed lines).*



Guidelines

Before starting, read and follow the General Instructions in this document, the guidelines for Glue application and the Care & Maintenance Instructions available on Mogu website.

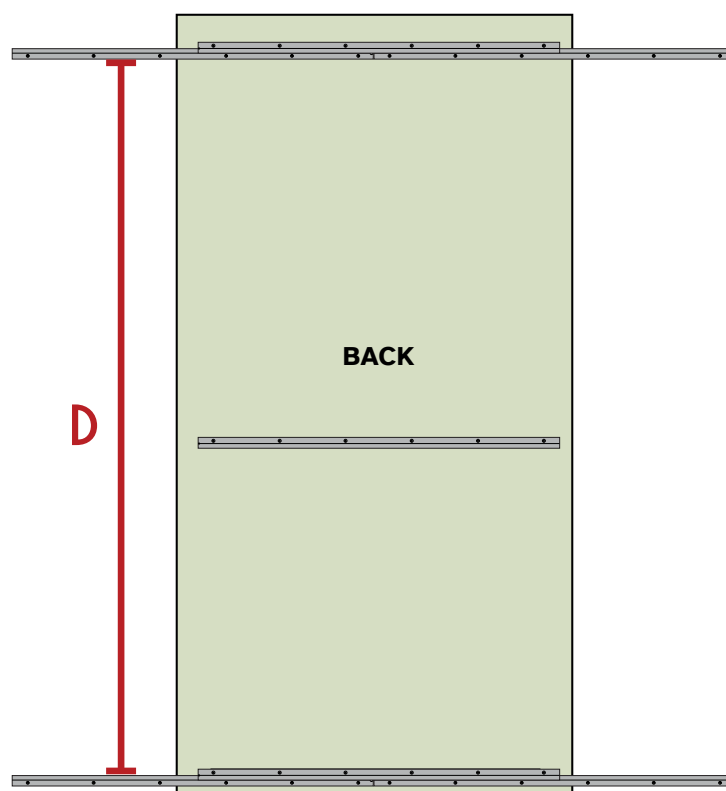
1. Carefully, lay two panels on the floor with the back side facing up.

Take two z-bars and fit them into the z-clips already mounted on each panel.

At this stage, measure the distance **D** (see image 1.), you will need it for the next step. Here below are the indicatives values for **D**, however, due to the nature of the panel it may be slightly different.

	W (mm)	H (mm)	D (mm)
XL / XXL / JUMBO	600 1200	2400	2365
OVERSIZE	600 1200	2800	2765

1. Place your panel at the desired height



SCREW-BASED

Z-clips Fixing System (Wall) + Additional Backing

Our panels can be ordered with a clip fixing system to simply attach it to the wall. With few hidden screws, the panels are hung to the wall with a stable and solid system. The clip system is preferable for temporary installations or maximum design flexibility - it also allows to change color, arrangement and layout very easily.

1. Start at the bottom of the composition. Place your panel at the desired height and draw a line (in blue). From that line calculate 125 mm below, and the z-bar should be attached at that distance (in orange). Checking the alignment by using a level;

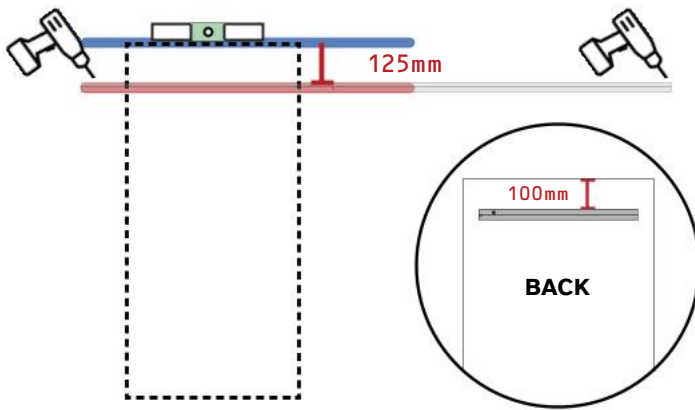


CLOSE UP SYSTEM SNAP

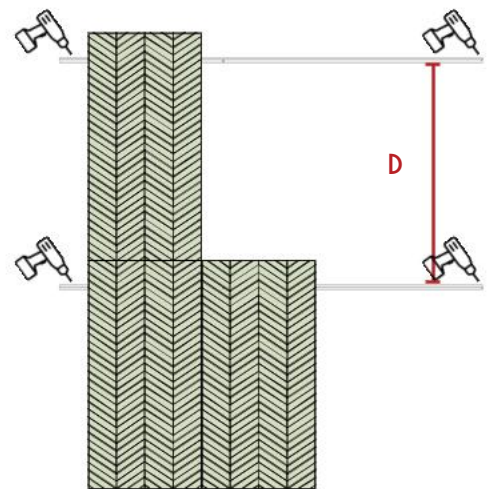
2. Fix the second z-bar at the same distance D taken just before. N.B. At this point it is recommended to install two panels and check if the z-bar distance is correct.

3. You can now install all the panels and reach your final composition!

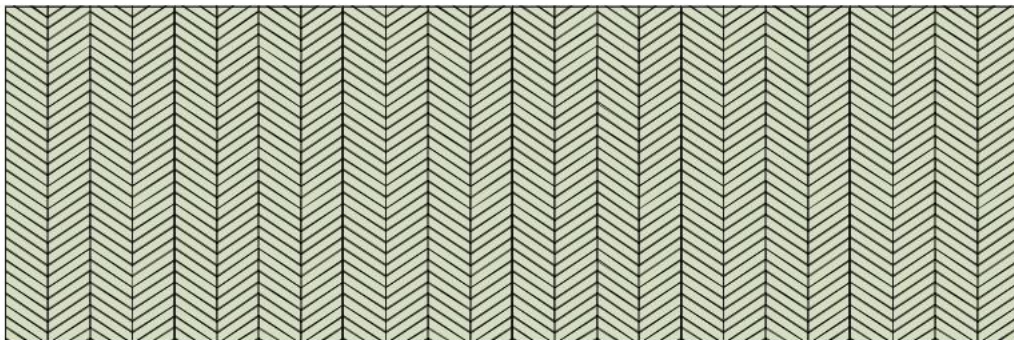
2. Fix the first z-bar



3. Install the second z - bar



4. Proceed with the installation



SCREW-BASED

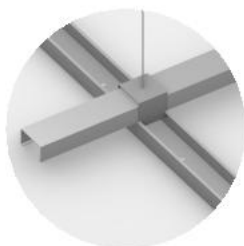
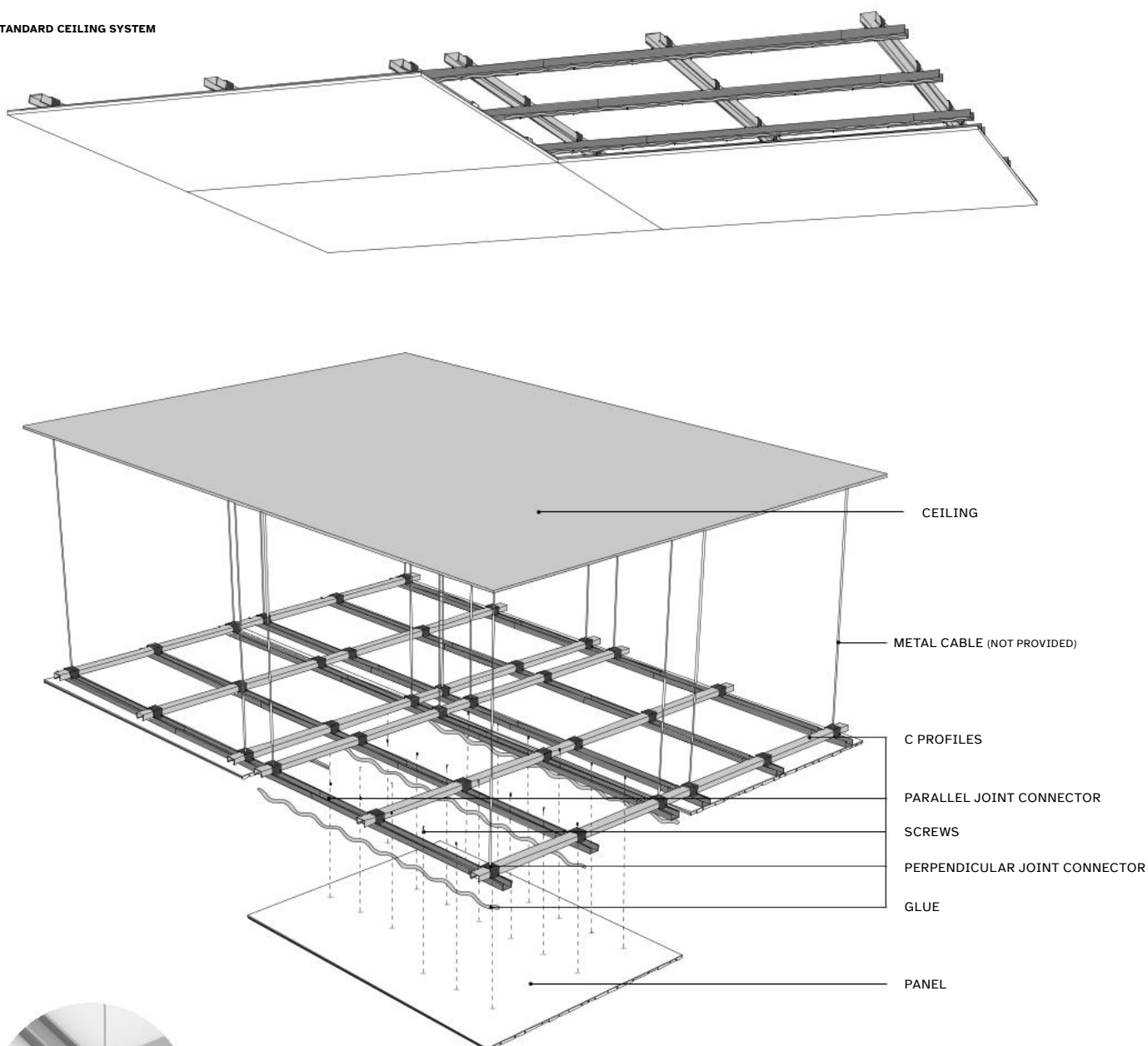
Screw Fixing for Ceiling Installation

Mogu KANA Panels can be installed also as a ceiling installation.

Standard commercial profiles and ceiling kit systems can be adapted very easily to our screw fixing system.

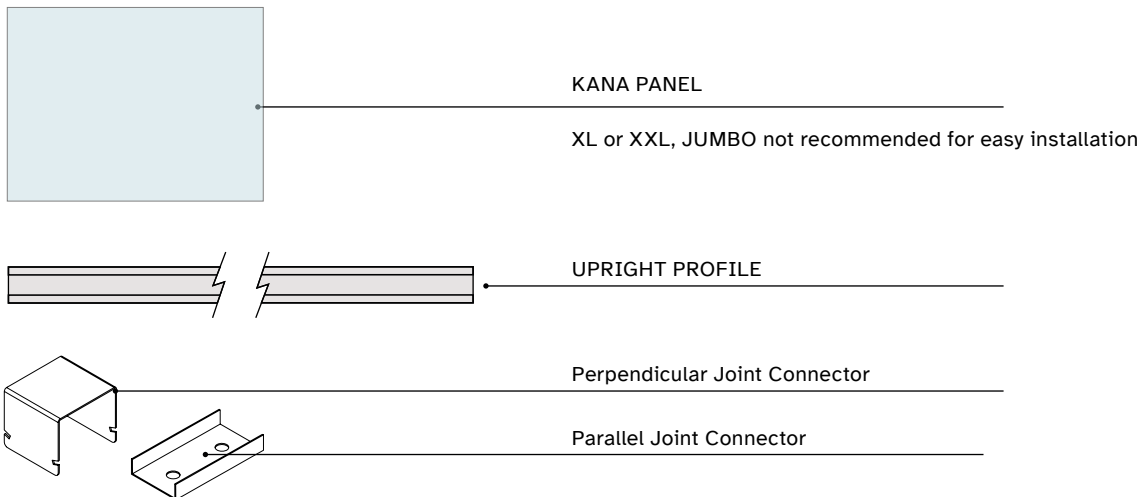
The system is very easy to assemble and install on-site, to create stand-alone, cloud-like installations of acoustic panels. This option works easily as the panels are mechanically fixed through screws directly to the commercial profiles.

STANDARD CEILING SYSTEM



PERPENDICULAR
JOINT DETAIL

Tools provided



N.B. Metal cables, plugs and screws for ceiling are not provided by Mogu

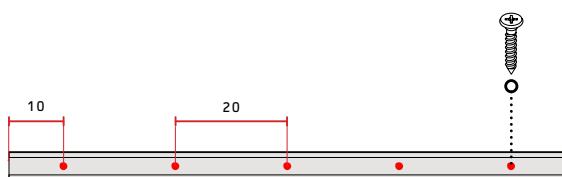
Place panels face down. Align profiles parallel to the long edge at the distance specified for each format. See in the image an example for KANA XXL. (Image 1).

Secure profiles to panels using M3x10 screws and glue (**Image 2**). It is recommended to have 5 screws for each profile on each panel. You can use the layout in detail 2.

Screw every 20 cm for structural integrity, starting 10 cm from the edge of the profile (Detail 2).

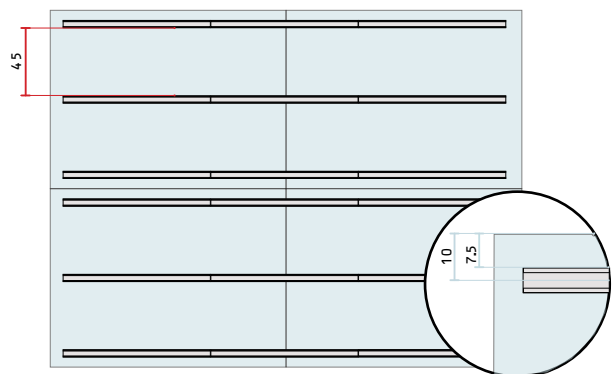
If required, install Parallel Joint Connectors between the 1-meter profiles during this step.

2. Screw distribution detail

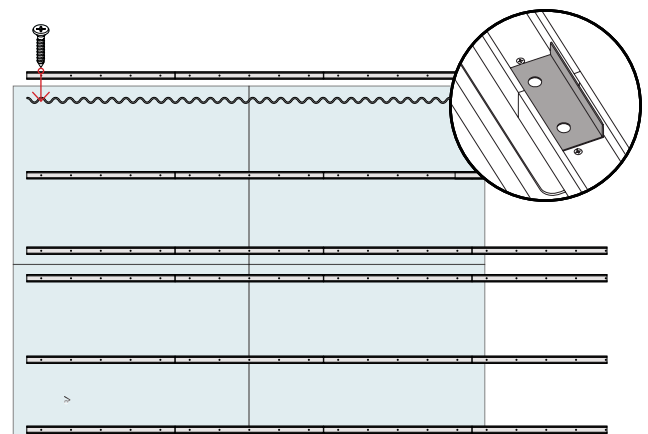


Unit: cm

1. Lay the panels face down

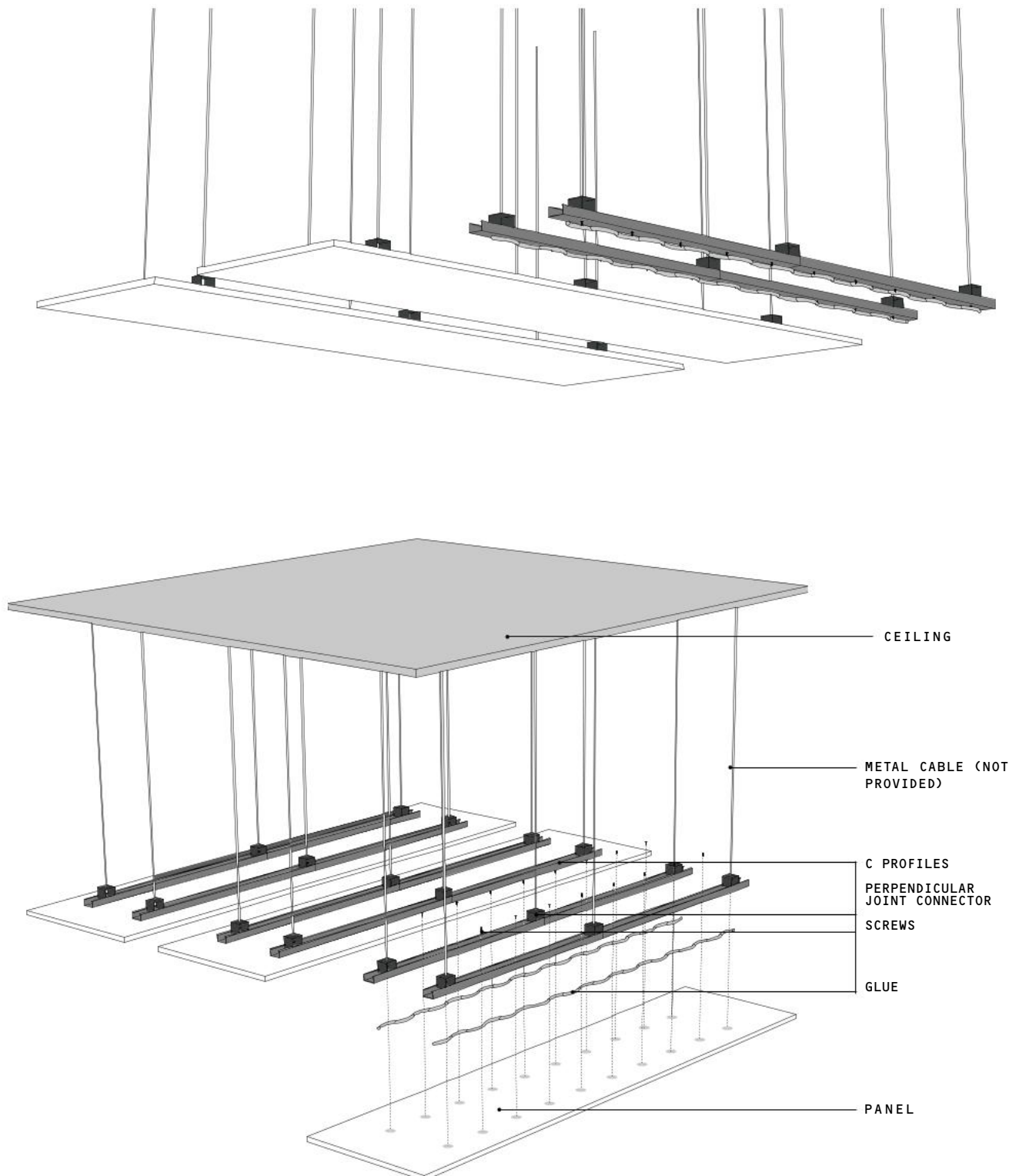


Unit: cm



Ceiling Single Installation

You can also hang them individually, utilizing the same methodology as in the ceiling installation without introducing the perpendicular C profiles to create the grid .

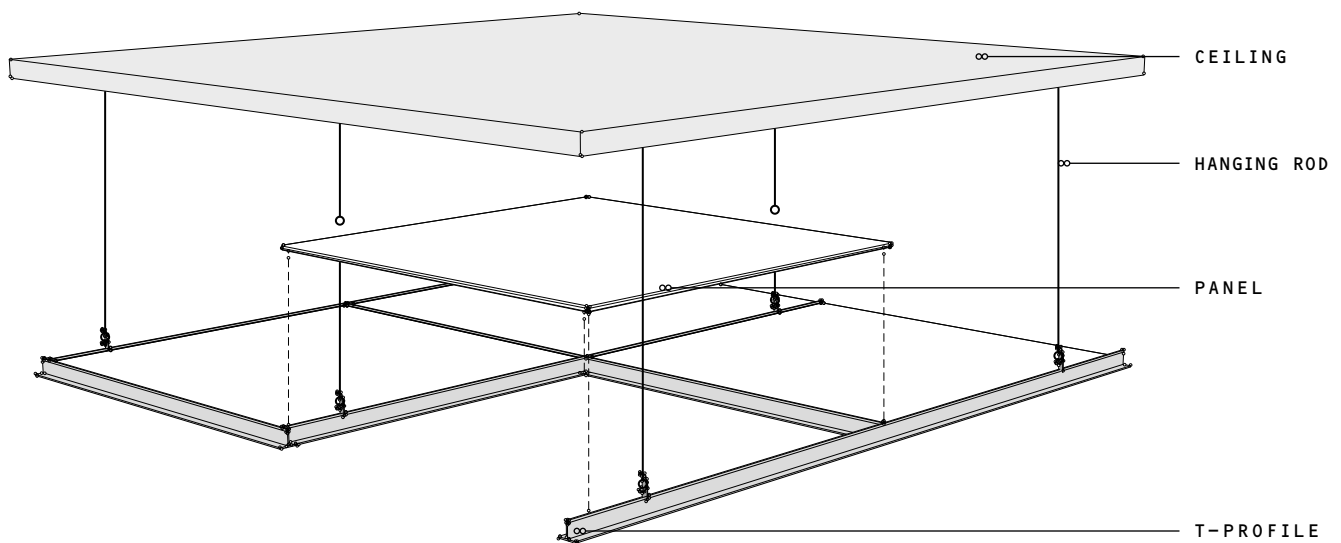
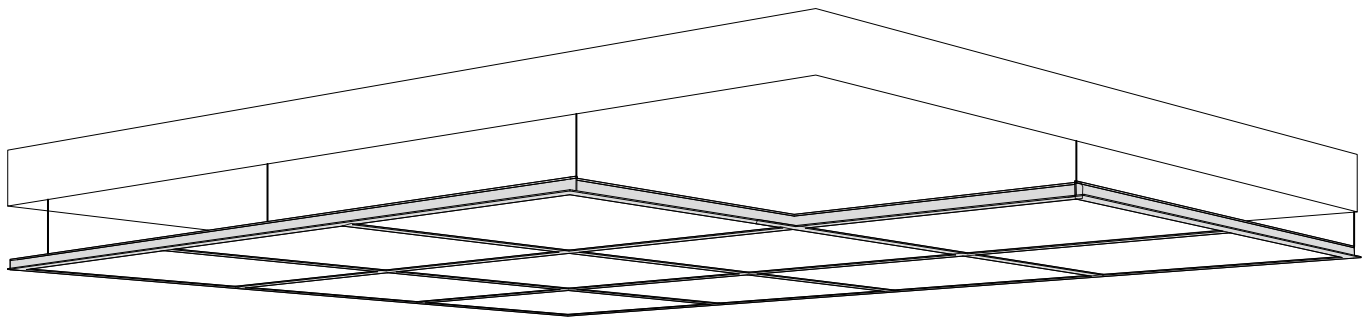


False Ceiling Installation

Mogu KANA Panels can be installed also in a traditional false ceiling.

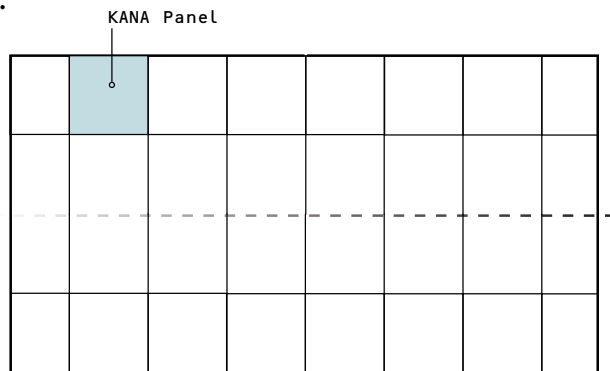
This system is perfect for upgrading works and allows easy access to installations behind them.

The system is very easy to assemble and install on-site, to create stand-alone, cloud-like installations of acoustic panels.

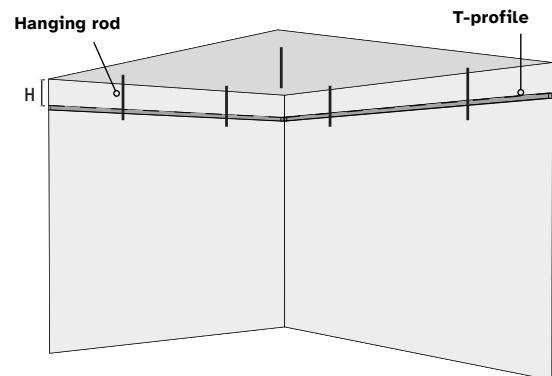


Guidelines

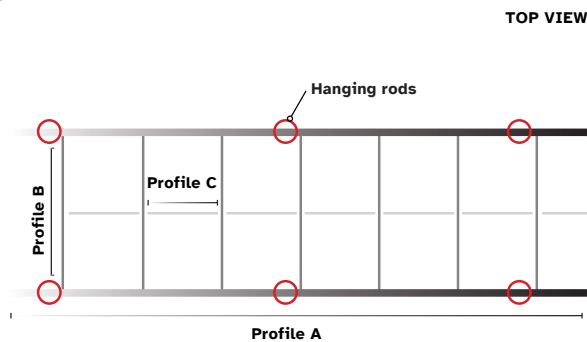
1.



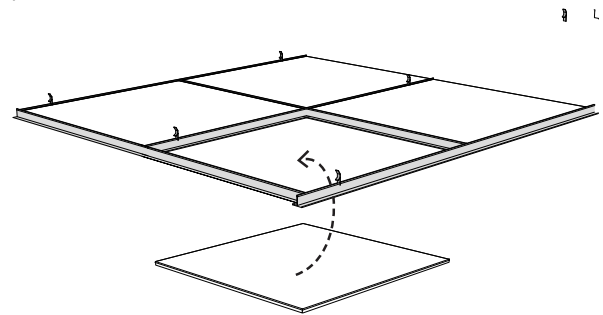
2.



3.



4.



1. First, draw the dimensions of the room on a sheet of paper and divide the area into squares according to the size of the selected panel.
In this way you can roughly quantify the materials needed.
2. Select the desired ceiling height (H) and fix T-profiles around the perimeter.
Then attach the hanging rods to the ceiling using the system of your choice
3. Install the long profiles (A) by fixing them to the hanging rods.
Then install the long transverse profiles (B) between the profiles A.
Next, install the short transverse profiles (C).

N.B. Always check that all profiles are level and perpendicular.

4. Wear gloves to handle the panels, installation is done from the bottom up by tilting the panel.
It is important to be careful not to damage the panels by beating them against the ceiling structure.

Care & Maintenance

Take care of your panels

Remember that sunlight affects any material; therefore, we suggest you to protect your products from direct sunlight and to bear in mind that even materials with good light resistance may fade in time. Take care to always protect your products from liquids and dirt. Always clean up spills immediately, by gently padding the product's surface with a clean towel

Cleaning Instruction

Mogu products offer a unique experience provided by their outstanding innovative character. Their surface, either painted or natural or Kiwi finishing, is delicate, be sure to read the following instructions before cleaning and attend to them carefully. Mogu products are naturally antistatic; hence they will accumulate little, almost no dust over time. Clean them only with a sweeper. Refrain from using a vacuum cleaner, in order to avoid damaging the product and its delicate surface.

Mogu KANA panels are not watertight. We discourage using any wet material to clean the products. Do not use wet mops, wet scrubbers or steam cleaners as these products may cause irreversible discoloration and damages. Do not use wax, polish, oil soap, abrasive cleaners, steel wool, scouring powder, or any appreciable amount of water. Never use solvents on the materials. Avoid spilling any liquid on the panels. In case of spillage or small stains on the painted panels, however it is possible to remove it easily thanks to Mogu unique coating. Let the product dry, leaving it open air until no moisture is visible on the product. Do not rub the panels, because this may damage the fibres composing the material.

Product Durability

Mogu KANA panels are crafted from natural hemp fibers. As a bio-based material, hemp is sensitive to environmental moisture and humidity. To ensure long-lasting durability, maintain a stable indoor relative humidity below 50% and avoid installation in kitchens, bathrooms, or non-aerated spaces. These panels must not be exposed to steam, stagnant air, or direct water.

Repair & maintenance

Any repair and maintenance services must be performed exclusively under MOGU's personnel supervision or by personnel trained and authorized by MOGU. For safety purposes, only original parts may be used for replacing parts relevant to safety (e.g. the timber framing or the fixing system).

Customer Support

In case of further questions about your Mogu product and about how to look after it, please contact contact@mogu.bio
For more information about Mogu and our extended line of products, visit us at: www.mogu.bio

© 2026 SQIM S.r.l.
All rights reserved.
Mogu® is a brand of SQIM S.r.l.

Mogu srl reserves the right to change, without previous notice, materials, covers, finishes and drawings of the products presented in this catalogue. The textures and colours of materials and finishes are indicative as they are subject to the tolerances of the natural production processes that characterise and enhance Mogu's products.

For trade inquiries: **contact@mogu.bio**