

# DEER

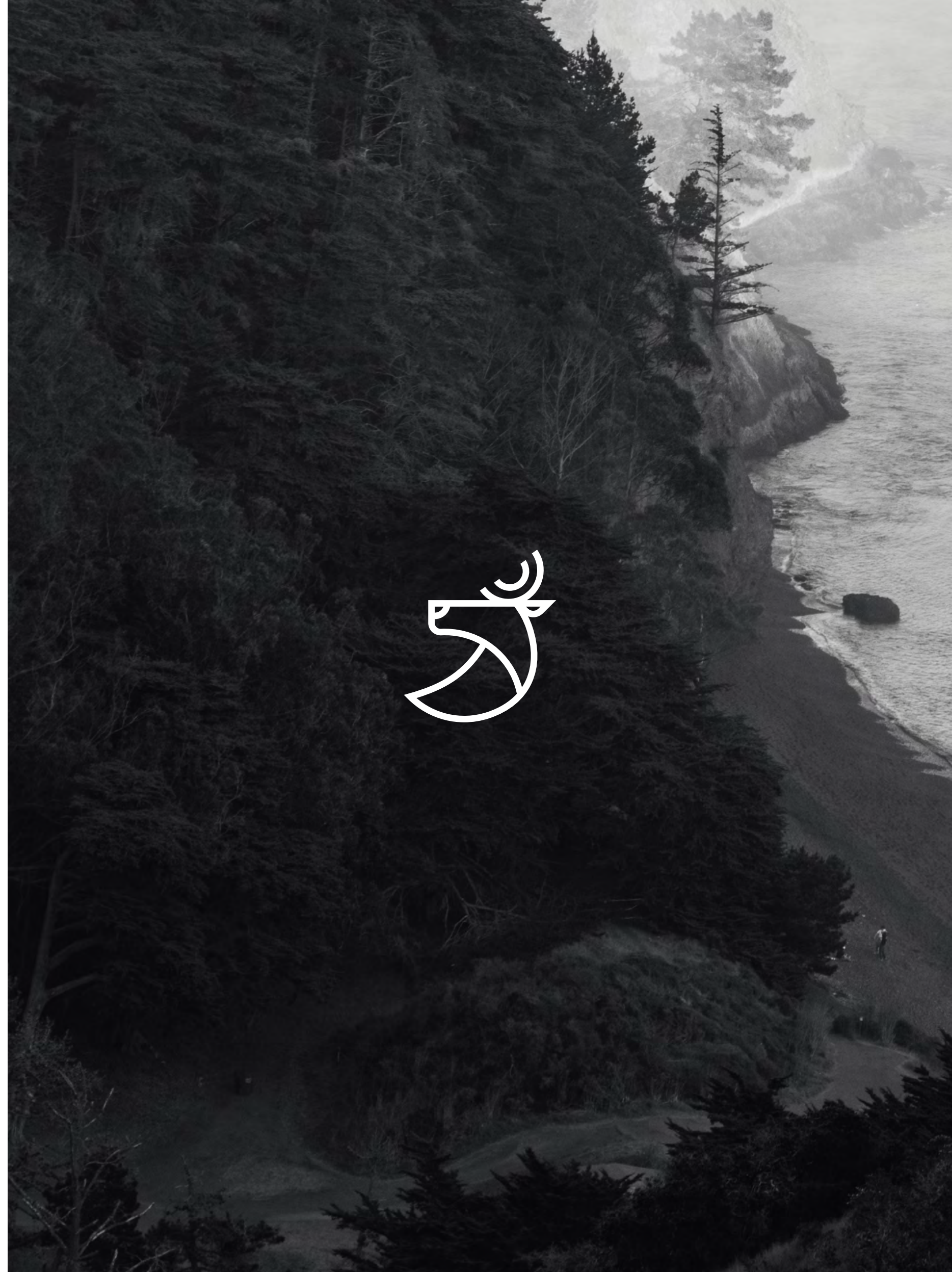
GRID



A dark, moody landscape photograph. In the foreground, there is a field of tall, green grass. A dirt path winds through a dense, low-lying green shrubbery in the middle ground. The background is a steep hillside covered in a thick forest of dark evergreen trees. A layer of mist or low clouds hangs over the upper part of the forest, partially obscuring the sky. The overall tone is somber and atmospheric.

**NATURE,  
WELCOME  
BACK**







# OUR VISION

Deer develops **architectural, water-permeable grass pavers** and tiles of reinforced concrete that create or restore the delicate balance between people, nature and water in urban environments. Our products blur the boundaries between pavement and greenery and so give water the chance to penetrate the soil.

We believe in shaping a future in which paving goes hand in hand with both sustainability and aesthetics. So our structures are more than purely functional; they uncompromisingly integrate **design, functionality and sustainability**.

Deer strives to:

**Embrace innovation:** we challenge the status quo and design modern solutions for a changing city. So we don't see water as an obstacle, but an opportunity.

**Connect ecology and architecture:** Deer's solutions are characterised by their variety of design options and their broad range of applications. They are the perfect solution for quickly making large public paved surfaces sustainable and adding an extra dimension to architecture.

**Improve the quality of life:** Deer strives to create spaces that are not only functional, but also aesthetically attractive. We believe that an attractively designed open space directly contributes to the wellbeing of an environment.



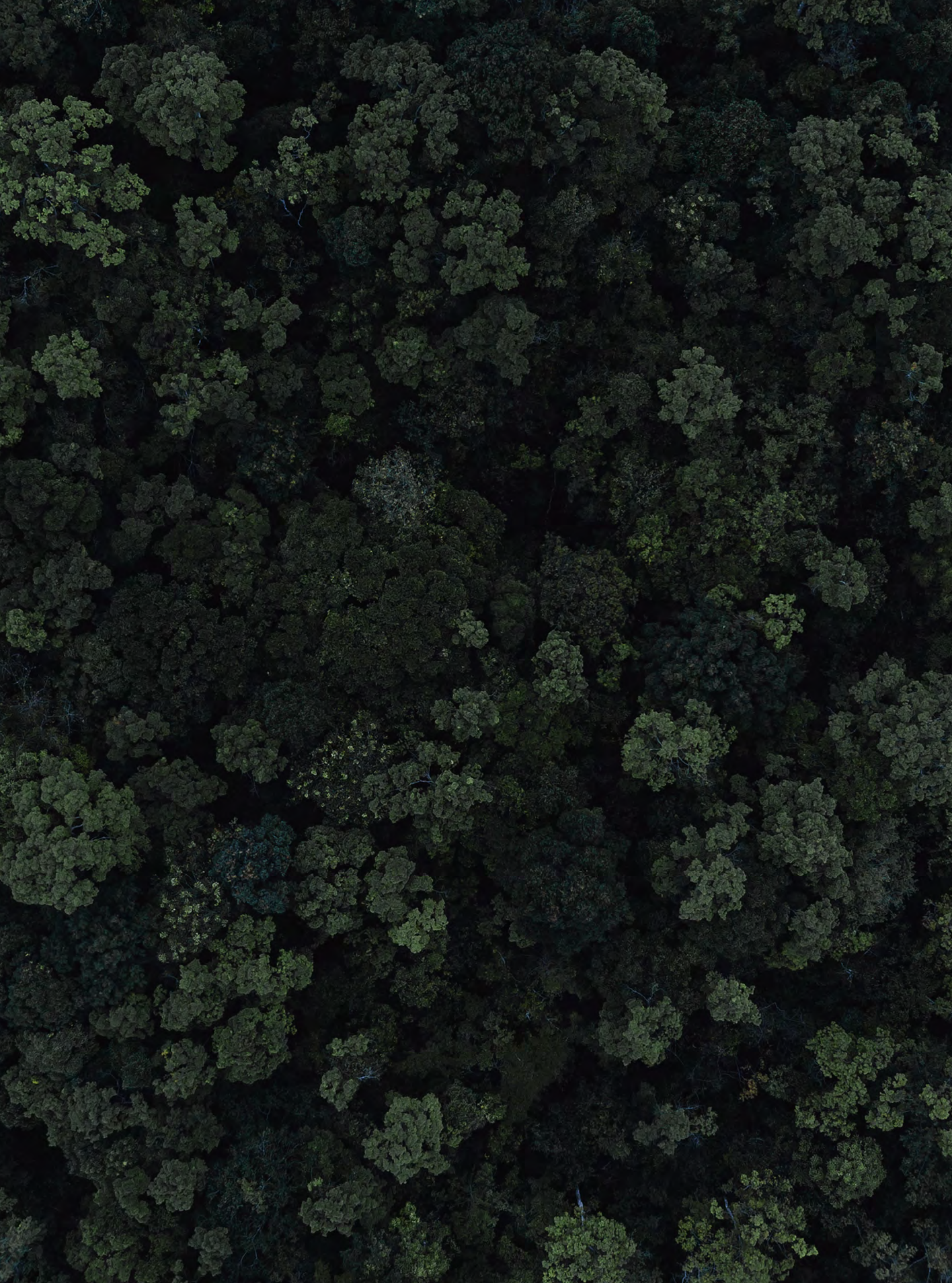
Deer - founder  
**Jeroen Decock**



Deer - designer  
**Benjamin Van Geem**







# A SUSTAINABLE SOLUTION

In a world where there is more and more building, the awareness of **restoration of natural elements** to our urban landscape is also growing today, with **sustainable solutions** for new projects and **removal of pavement** in existing projects. The process of removing paved surfaces such as concrete and asphalt offers the solution for this. Deer embraces this philosophy and focuses on more balance between urban infrastructure and natural environment with **premium high-quality grass pavers**, the perfect tools for creative architects and urbanists in general who want to merge **strong design and functionality**. With an open mindset and a progressive vision, Deer wants more greenery in the streetscape, with a view to a more sustainable future.







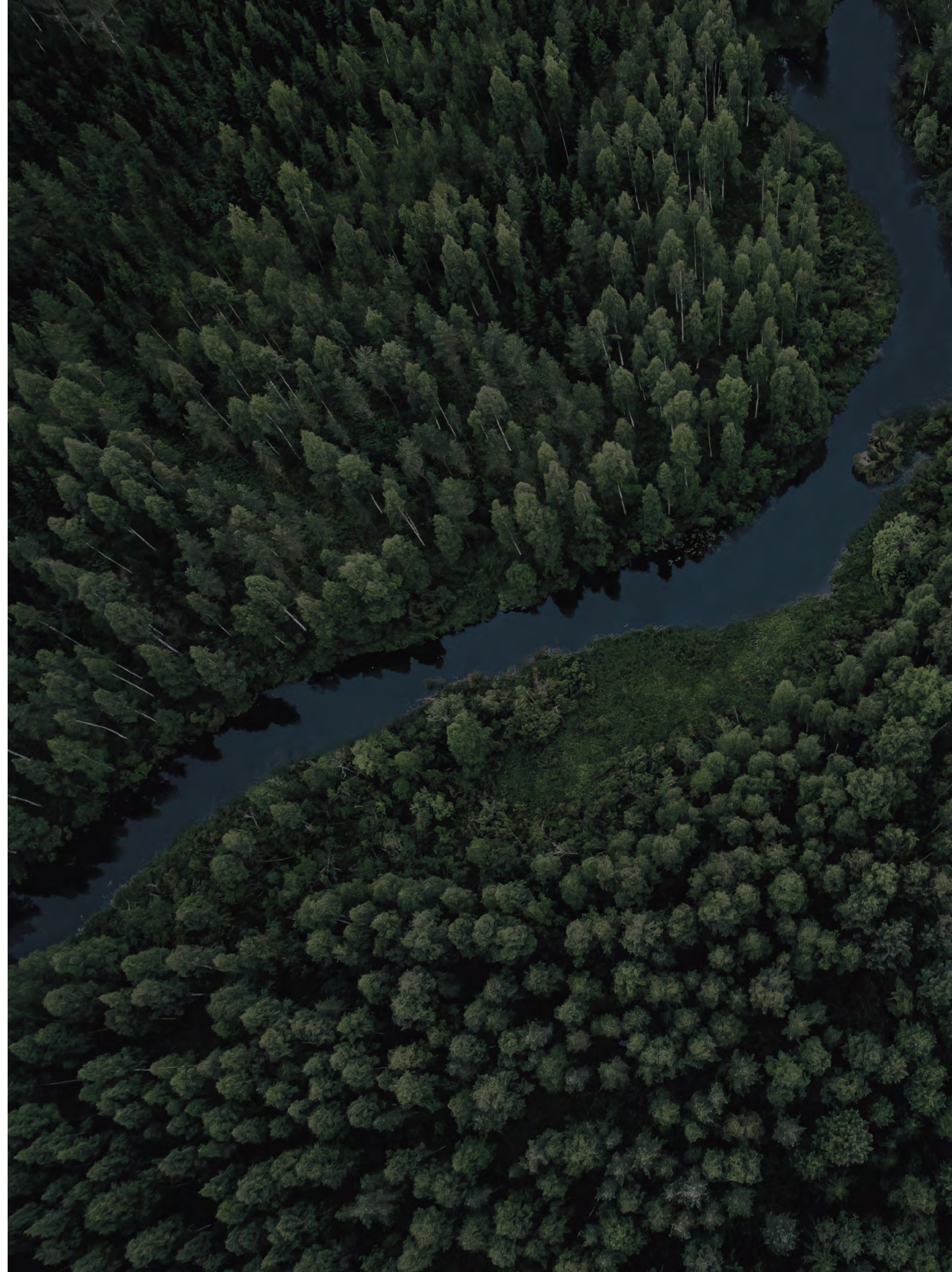


## DESIGNED TO LAST

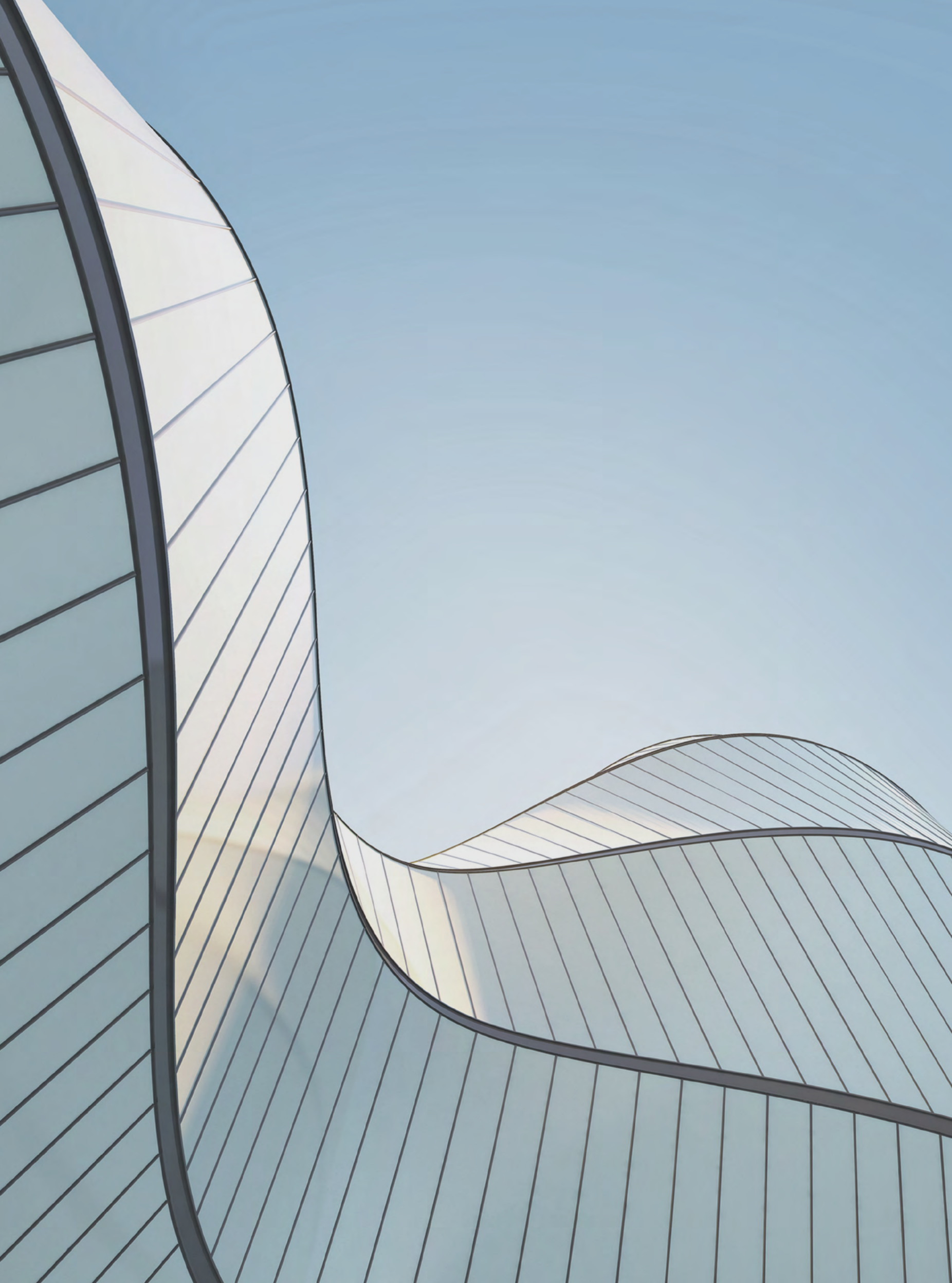
The sustainability and high quality of our concrete grass pavers is their strong point. Deer's innovative elements combine **the robustness of reinforced concrete with a smart design** that offers room for grass growth or a filling of your choice. The superior quality of the concrete can be guaranteed by our **in-house production**, in which we coordinate the entire process ourselves. Thanks to our **high quality requirements**, Deer grass pavers are also resistant to the challenges of daily use, ranging from vehicle traffic to various weather conditions.



**NATURE DOESN'T  
GROW IN  
STRAIGHT LINES**







# URBAN PLANNING

Our grass pavers are an essential element in the modern approach to urban planning, where **functionality and aesthetics** go **hand in hand**. They not only offer support and stability, but seamlessly incorporate green spaces into the urban landscape. By creating a **perfect balance** between solid concrete and space for greenery, Deer grass pavers contribute to an urban environment focused on **both structural necessity and liveability**, with urban planning as the key to reconciling practical infrastructure, **timeless design** and integration of **greenery into the city**.



**VARIATION AS A  
MEANS OF WEAVING  
NATURE INTO THE  
URBAN FABRIC**











# THE OPPORTUNITY TO REDEFINE THE URBAN LANDSCAPE

Deer offers **various artistic patterns and colours** that add undeniable value to your design and give you the opportunity to **depart from traditional concepts**. The various patterns open doors in terms of design because they are innovative, but also because they can be placed in **different directions**, with endless variations tailored to each specific project you develop. You yourself decide what you fill the grass pavers with: **grass, clover, sand, gravel, etc.** Enjoy the freedom of fully developing your idea as you wish with grass pavers of the very highest quality.



**ARCHITECTURE  
BEGINS WHERE  
ENGINEERING  
ENDS**

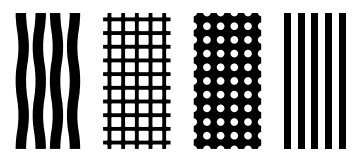








# CHOOSE YOUR PATTERN



Our grass pavers are characterised by their design in addition to their aim of sustainability. With various distinctive patterns, **Brutal, Straight, Beach and Halftone**, we change the streetscape and give architects the opportunity to play more with their ideas. Because they can be placed in different directions, you can **tinker to your heart's content** until you achieve the desired result. Timeless, unique and stylish.



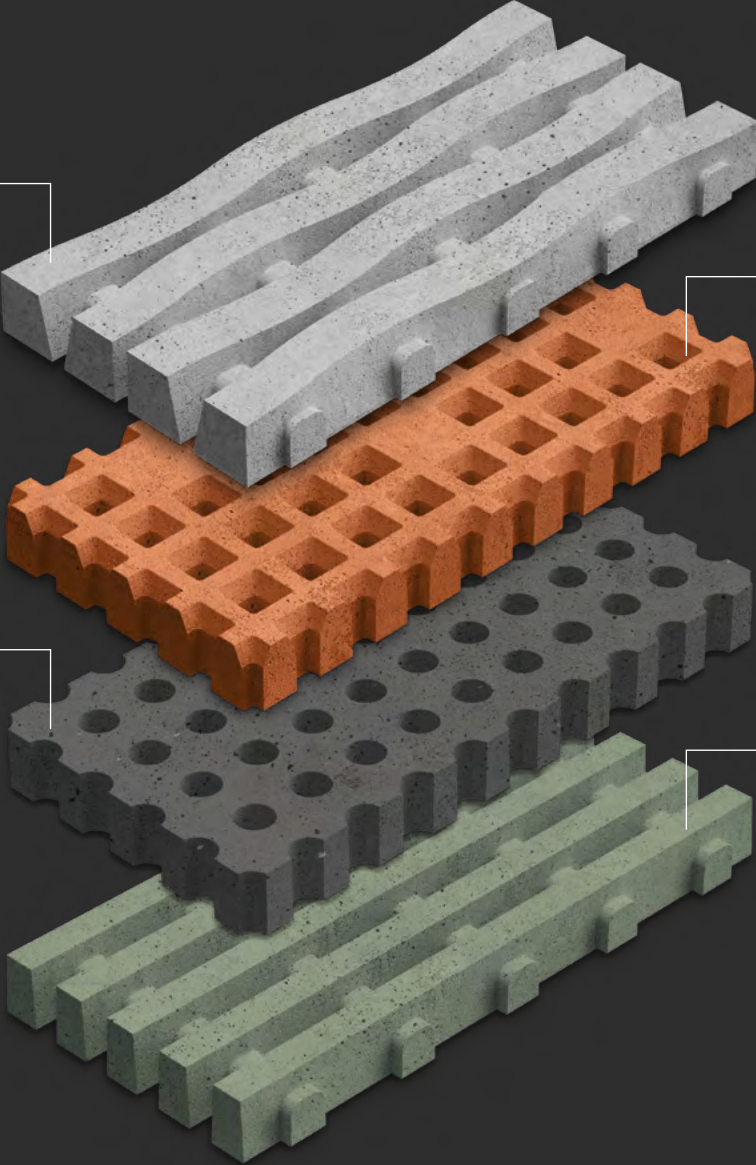
WINNER OF  
THE IF DESIGN  
AWARD 2024

BEACH

BRUTAL

HALFTONE

STRAIGHT







**LET'S PLAY**





## BEACH



### INSPIRATION

The name gives it away; our design is based on the ocean. Everyone knows the **wavy lines** that are left behind in the sand when the ocean recedes. It's a graphic pattern that recurs mostly in prints and the design world, and so is **unprecedented** in grass pavers. For the architect who wants to merge the **practical and aesthetic** sides of his/her design into an **attractive (and harmonious) whole**.

[deerconcrete.com](http://deerconcrete.com)



BEACH



BE2 BEACH BORDER LENGTH GREY

BEACH





BEACH

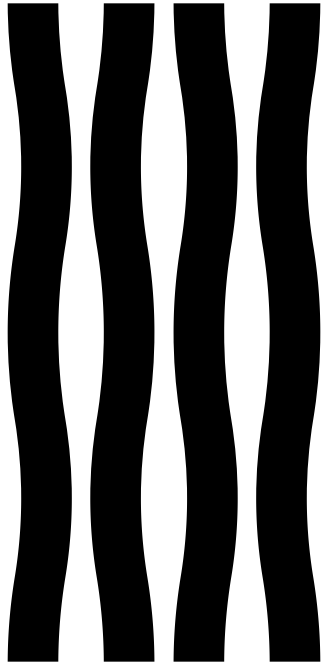


BE1 - BEACH STANDARD GREEN

BEACH



BEACH



BEACH





BEACH

BEACH





BE4 - BEACH BORDER CORNER L TERRACOTTA

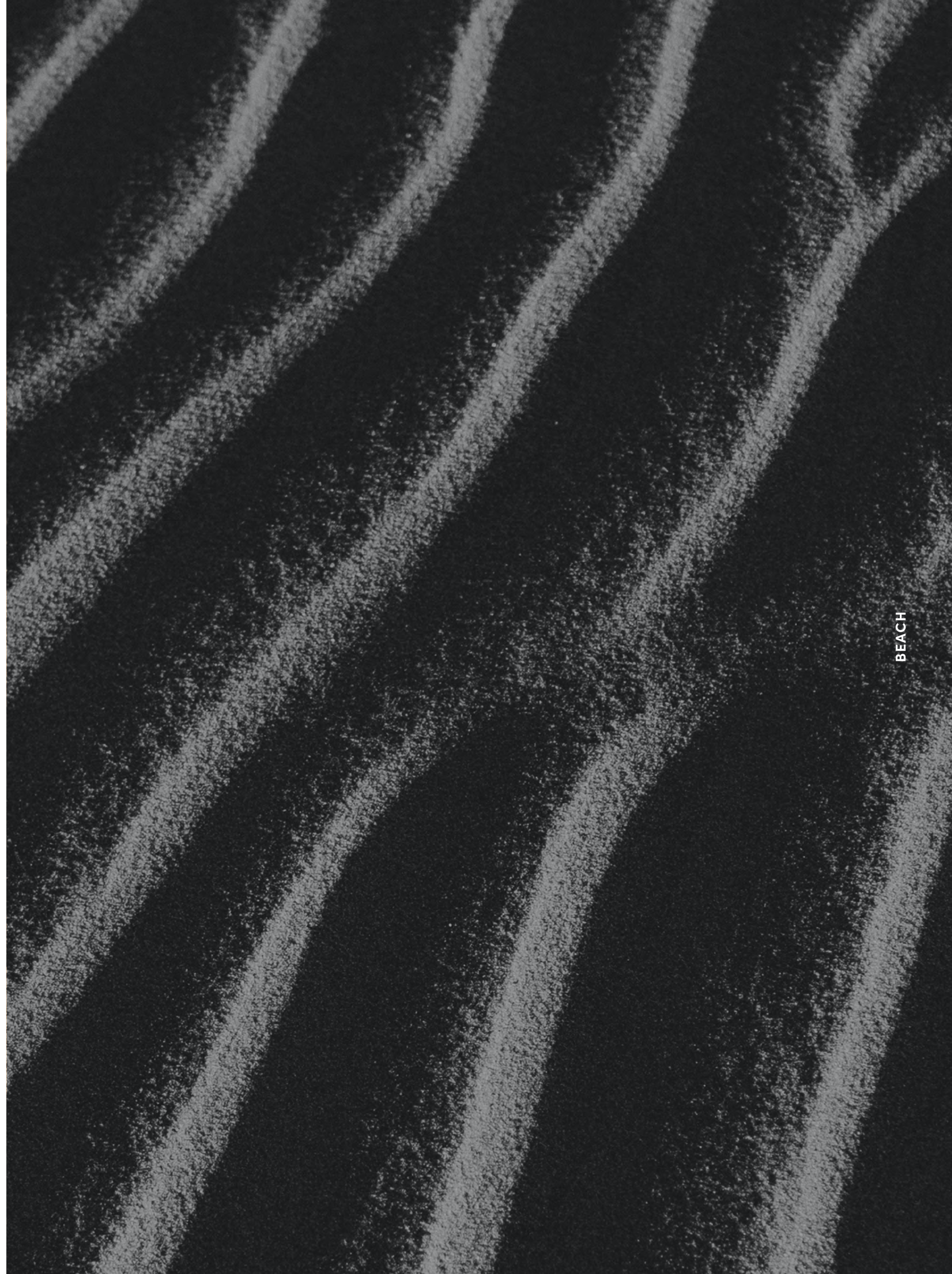


BEACH



BE3 - BEACH BORDER WIDTH ANTHRACITE

BEACH



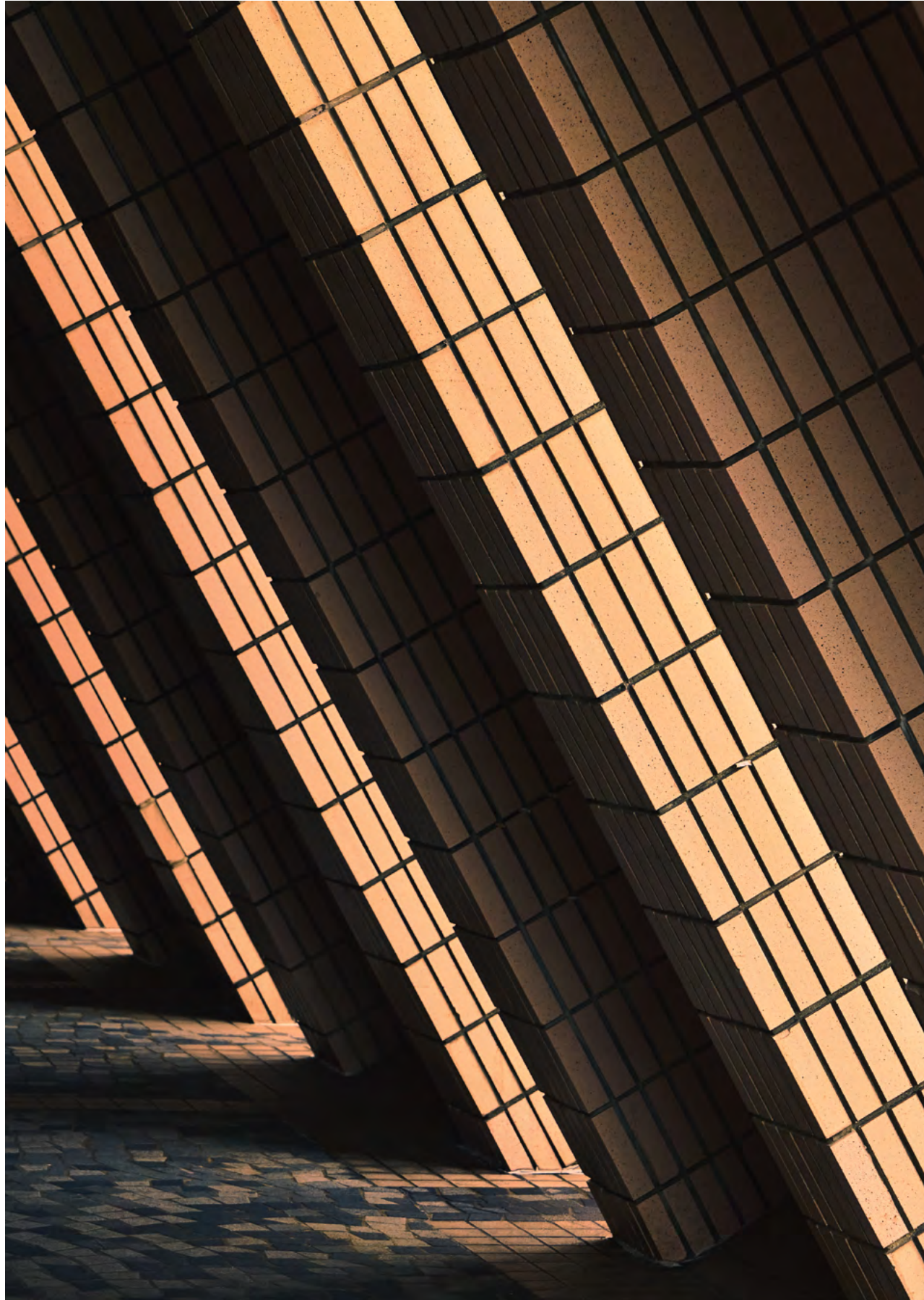


EVERY WAVE IS  
A BOLD DECLARATION,  
SCULPTING SPACES  
WITH UNAPOLOGETIC  
STRENGTH









# BRUTAL



## INSPIRATION

For the Brutal pattern we were inspired by functionalism and the **Japanese 'brutalist' style** that characterises the streets of the Japanese city of Okinawa. In this style, plain concrete surfaces are interrupted by equipping them with holes that form a **beautiful play of shadows** and a **dynamic end result**. It's a contrast to the classic Japanese style, and just for that reason so inspiring.

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BRUTAL



BRUTAL

B3 - BRUTAL BORDER LENGTH GREY

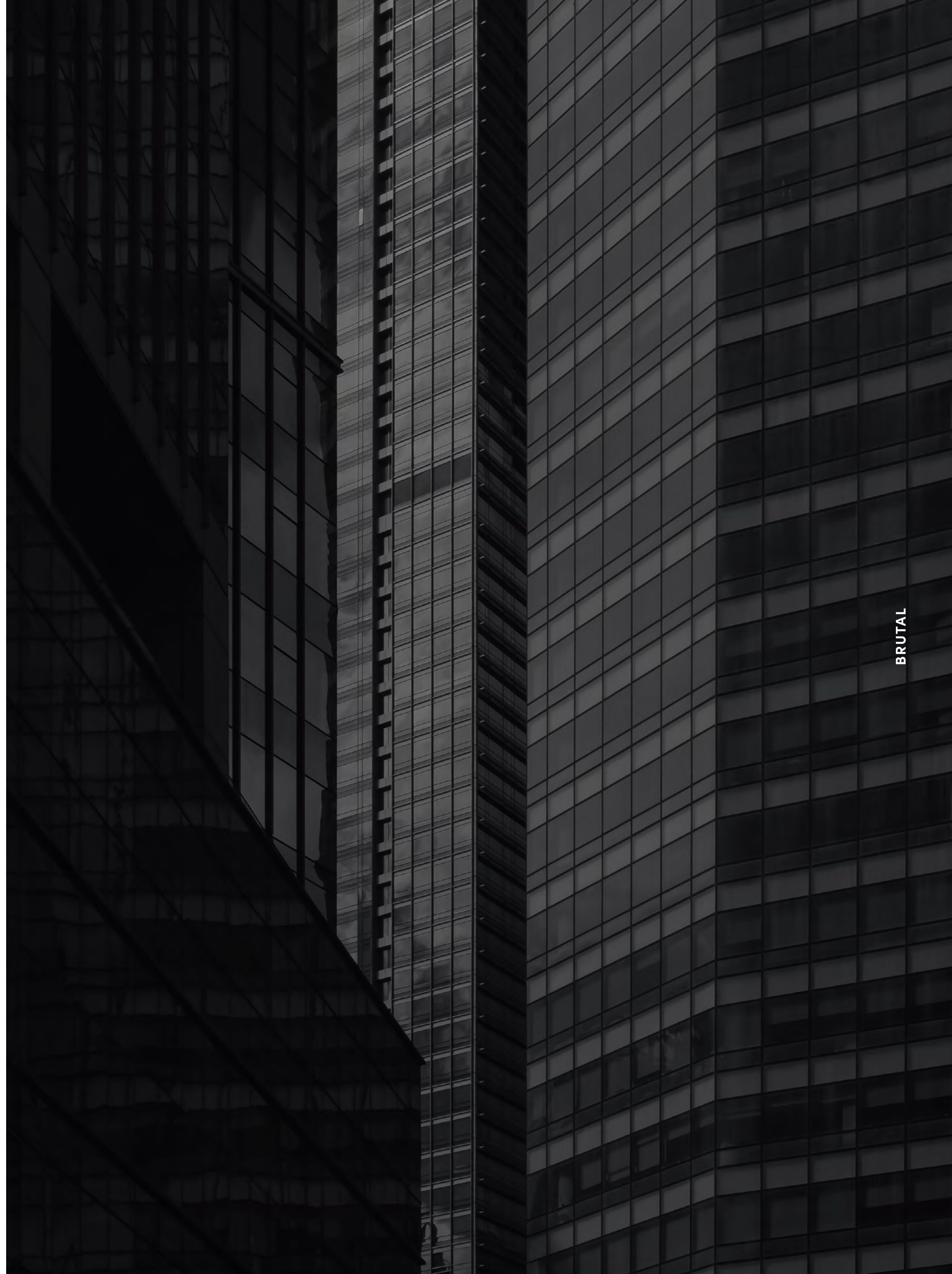


BRUTAL

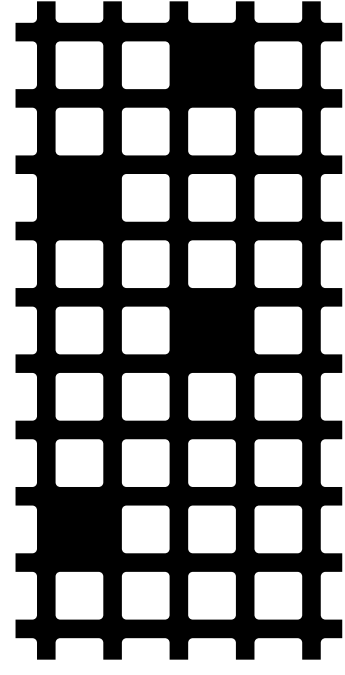


B4 - BRUTAL BORDER WIDTH ANTHRACITE

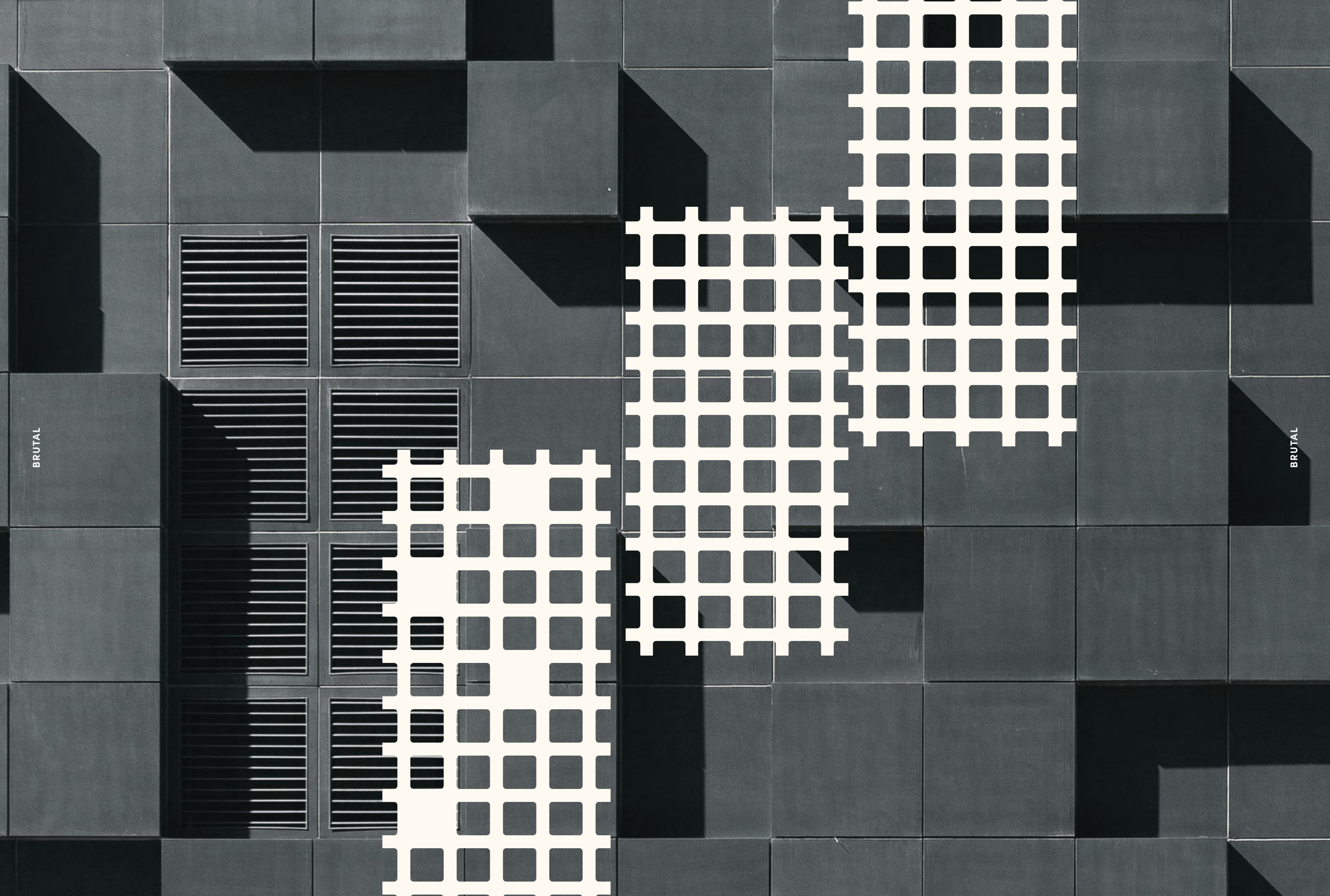
BRUTAL









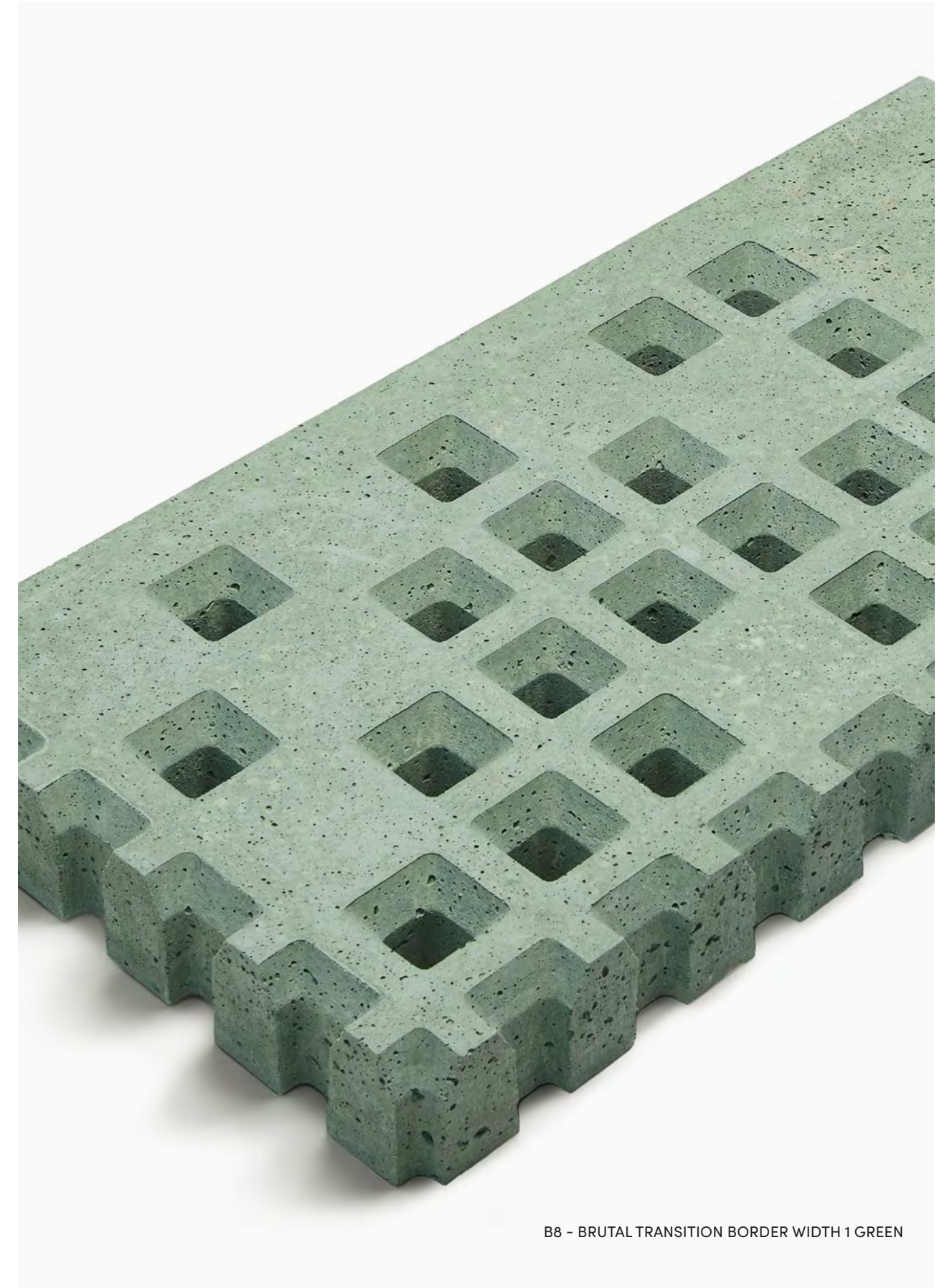


BRUTAL

BRUTAL



BRUTAL

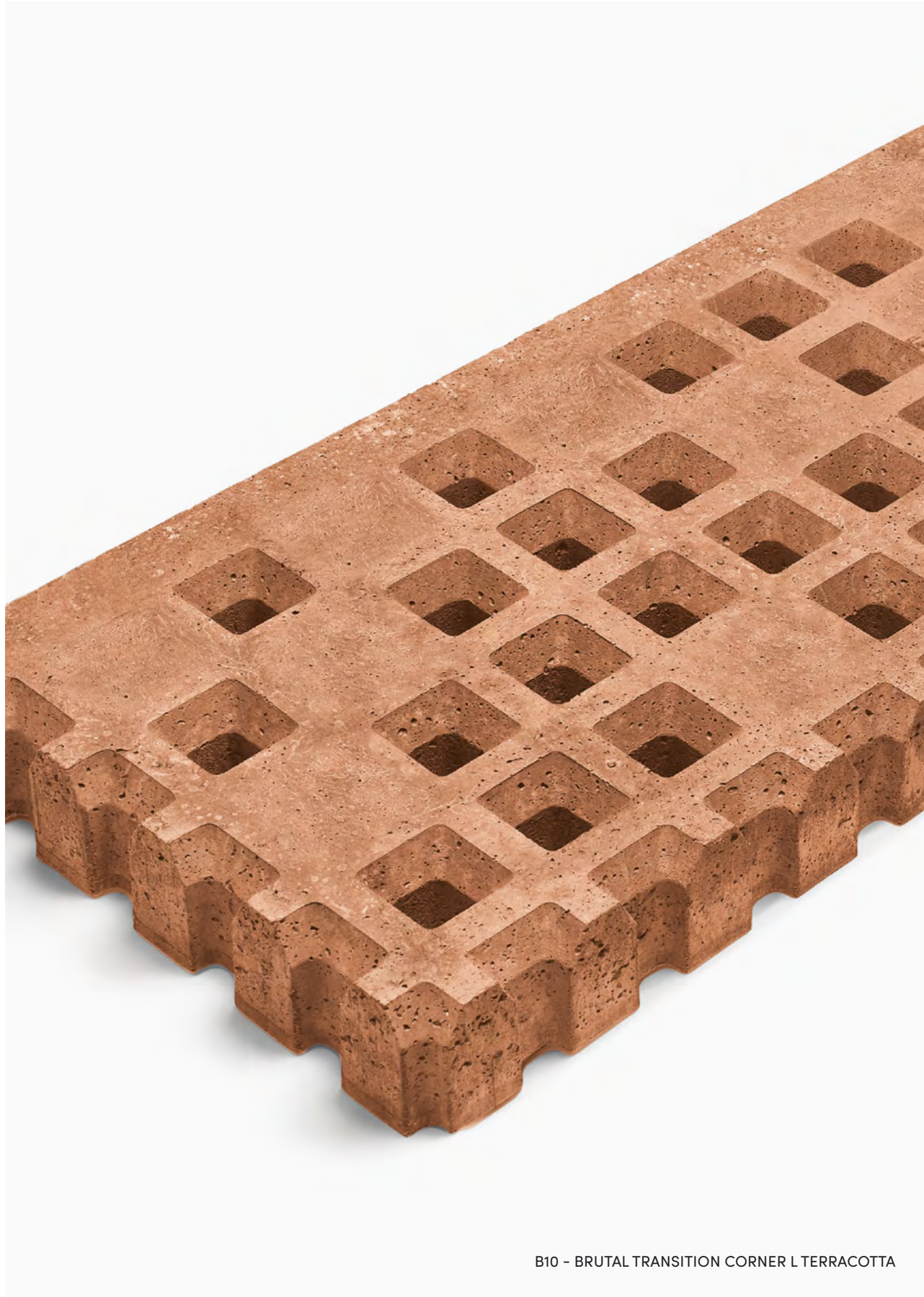


B8 - BRUTAL TRANSITION BORDER WIDTH 1 GREEN

BRUTAL



BRUTAL



B10 - BRUTAL TRANSITION CORNER L TERRACOTTA



BRUTAL



BRUTAL

NATURE'S DANCE,  
WHERE CHAOS FINDS  
ITS ELEGANT RHYTHM

BRUTAL







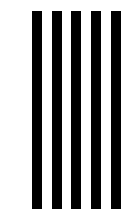
An aerial photograph of a parking lot. Two silver cars are parked on permeable pavers, which are light grey with a grid of small green holes. The pavers are arranged in two rows of four. Between the rows of pavers is a wide, light grey gravel area. The parking lot is bordered by lush green trees and shrubs. The text "TIME AFTER TIME A UNIQUE DESIGN" is centered in the gravel area.

TIME AFTER TIME  
A UNIQUE DESIGN





# STRAIGHT



## INSPIRATION

A contemporary pattern that lends itself to many architectural trends that make use of clean lines. It's **minimalist, timeless** and usable in a broad range of projects. This pattern is especially popular because it suits **various settings and applications** perfectly, but also because it is highly functional. Thanks to its clean lines, the Straight pattern gives your project more **structure and direction**. Perfect for quick borders.





IGHT



S1 - STRAIGHT STANDARD GREY

STRAIGHT



STRAIGHT

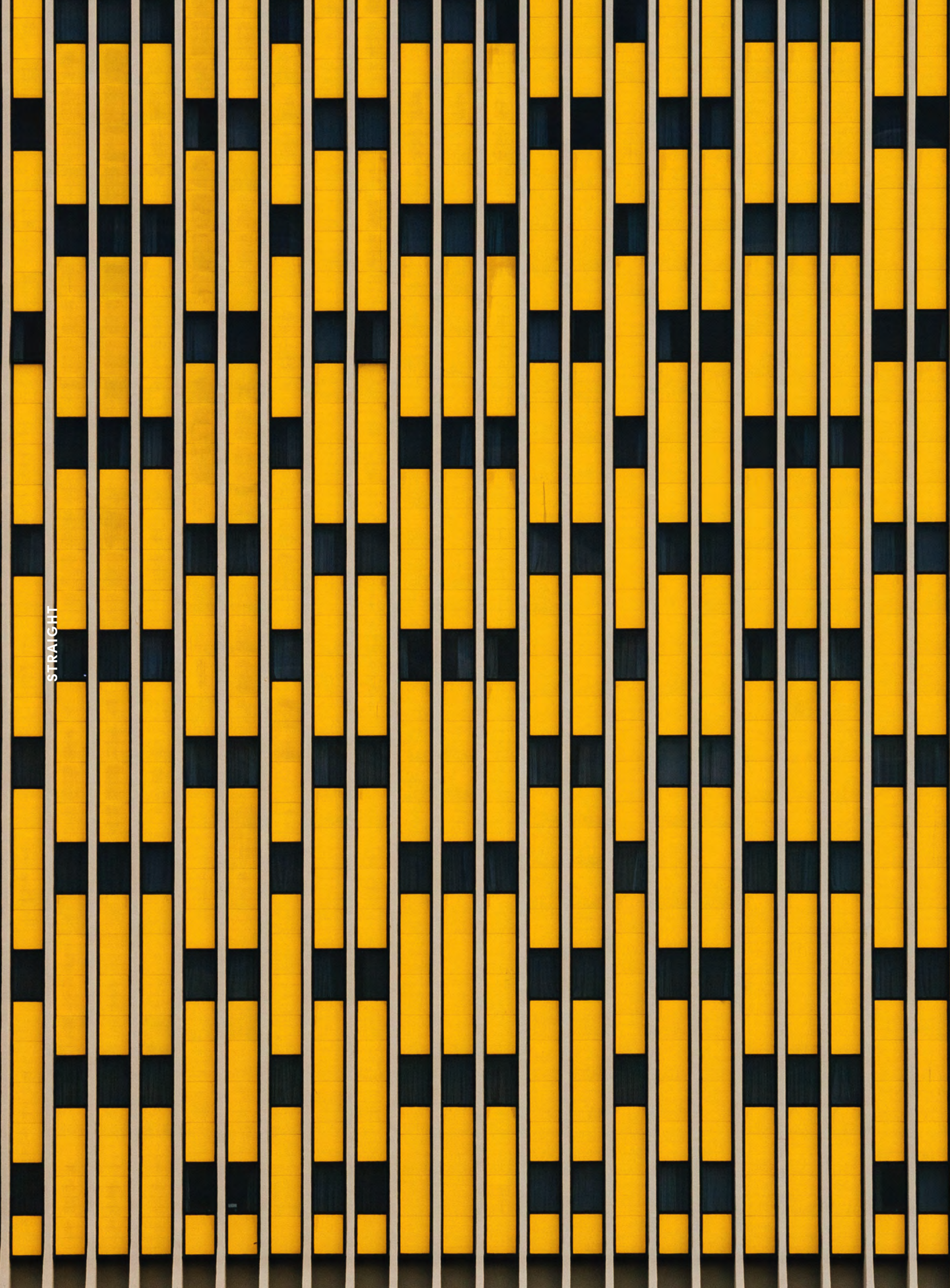


S3 - STRAIGHT BORDER WIDTH ANTHRACITE



STRAIGHT





STRAIGHT



STRAIGHT



S1 - STRAIGHT STANDARD TERRACOTTA



STRAIGHT





STRAIGHT

STRAIGHT S4 - STRAIGHT BORDER CORNER L GREEN



STRAIGHT

S4 - STRAIGHT BORDER CORNER L GREEN



STRAIGHT

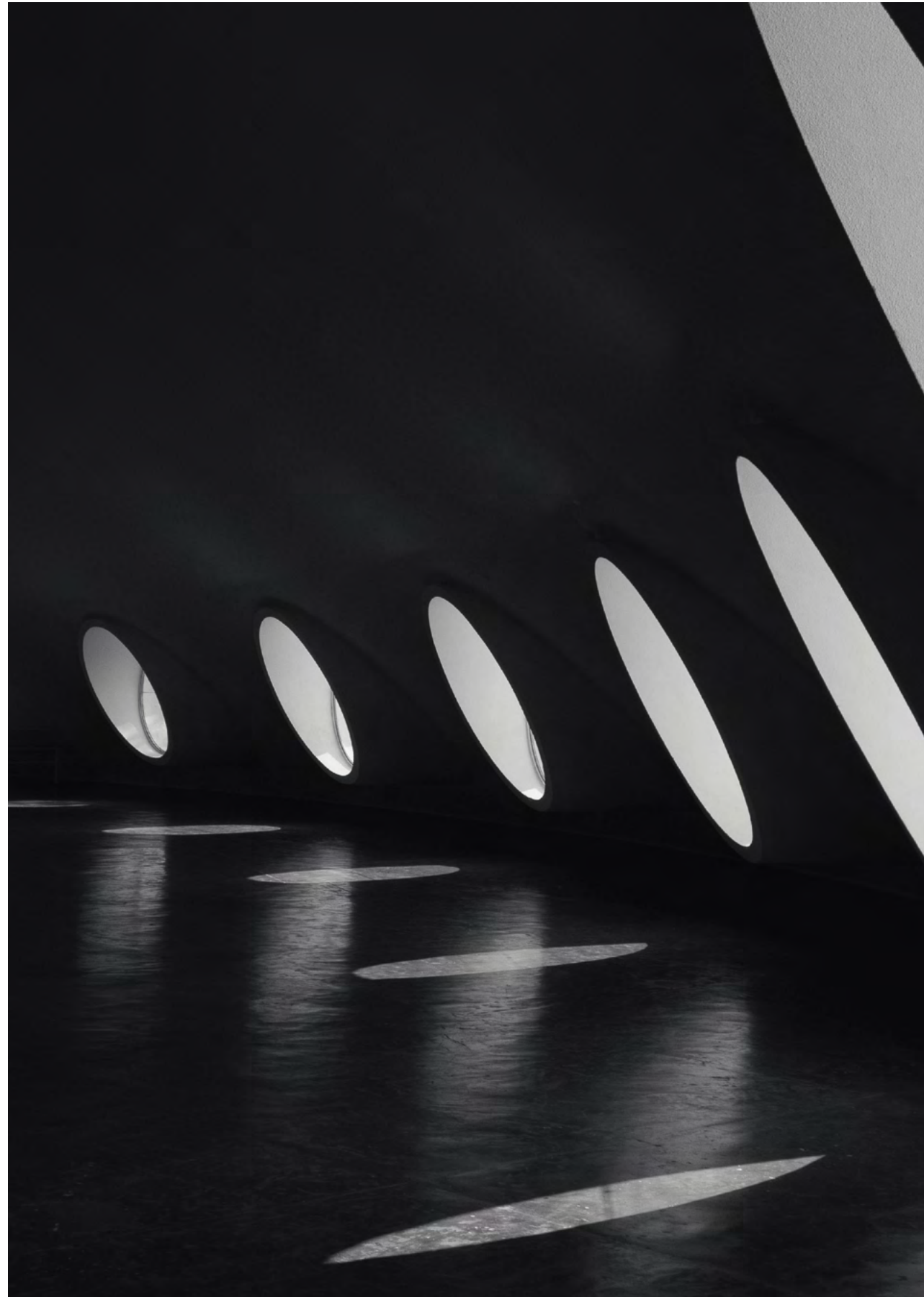
**MINIMALISM:  
WHERE EVERY LINE  
MATTERS**

STRAIGHT









## HALFTONE



### INSPIRATION

Our Halftone pattern is a derivative of the Brutal. 'Halftone' is familiar as a printing technique characterised by a **pattern of dots**, ideal for variation in a plain surface. Just as with Brutal, you can experiment with straight lines and borders. The Halftone pattern is distinguished by **smaller, rounded holes**. This has not only an **ergonomic advantage**, but also a practical advantage because the grass pavers feel very pleasant when **walking** or **cycling**.

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HALFTONE



HALFTONE

H2 - HALFTONE SPECKLED GREY

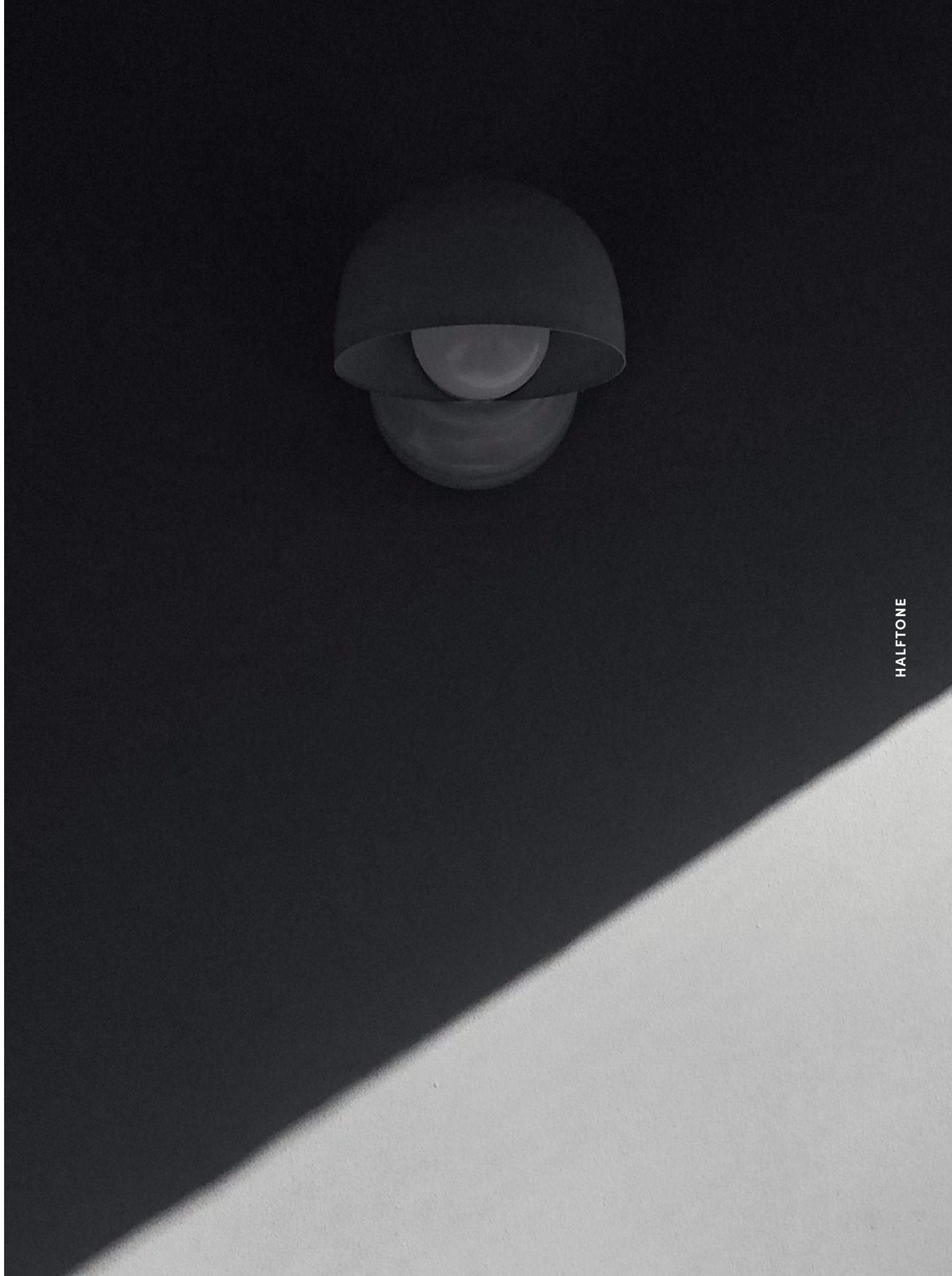


HALFTONE



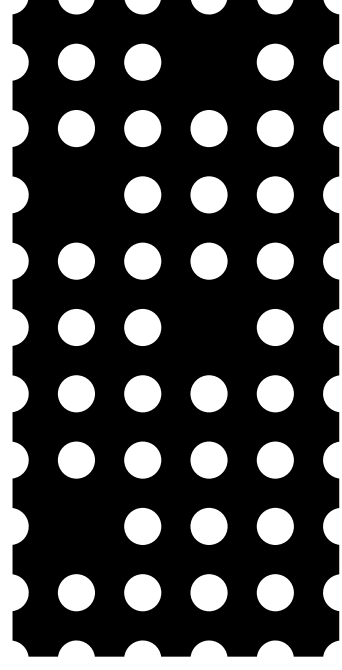
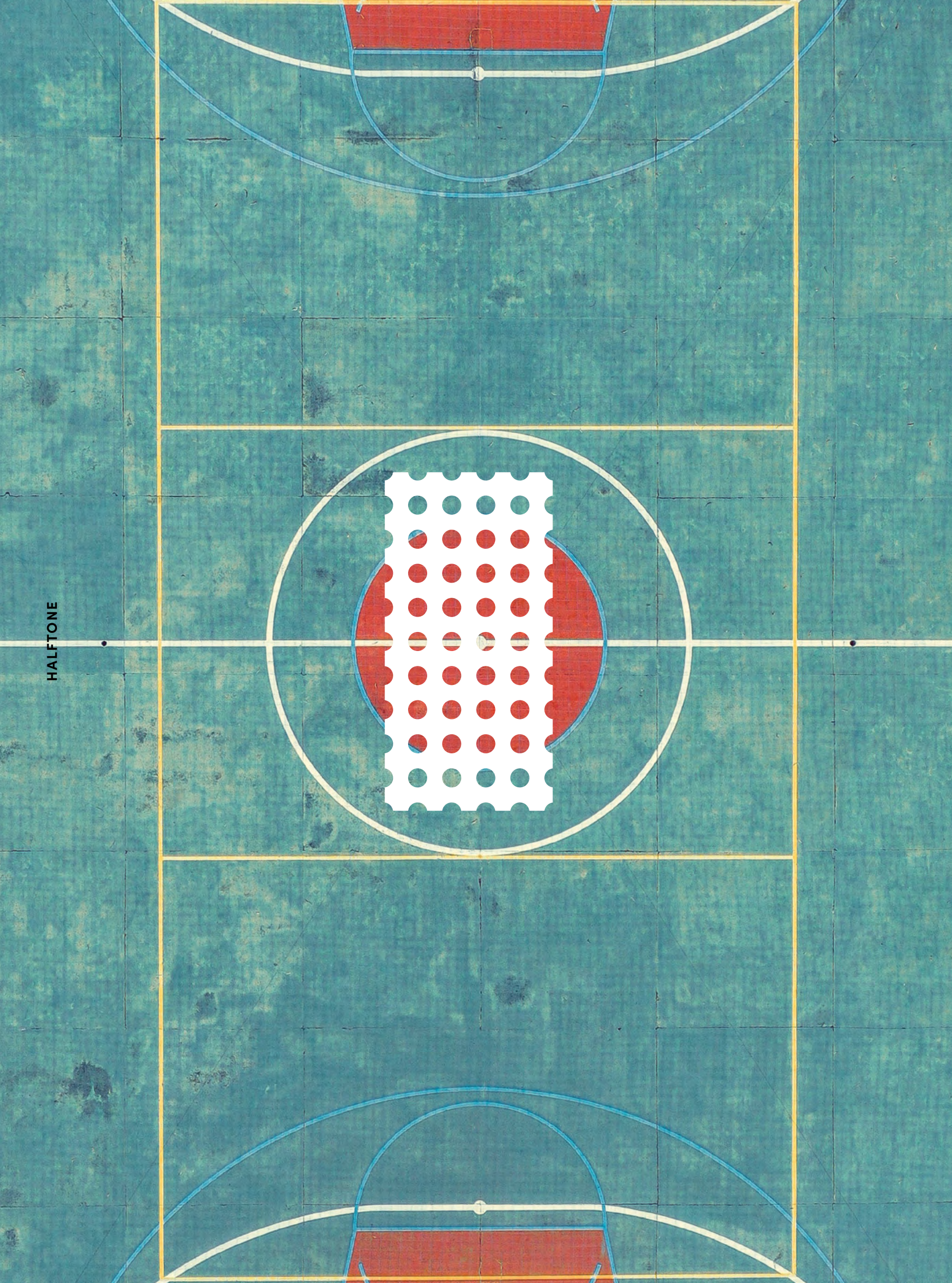
H10 - HALFTONE TRANSITION CORNER L ANTHRACITE

HALFTONE





HALFTONE



HALFTONE



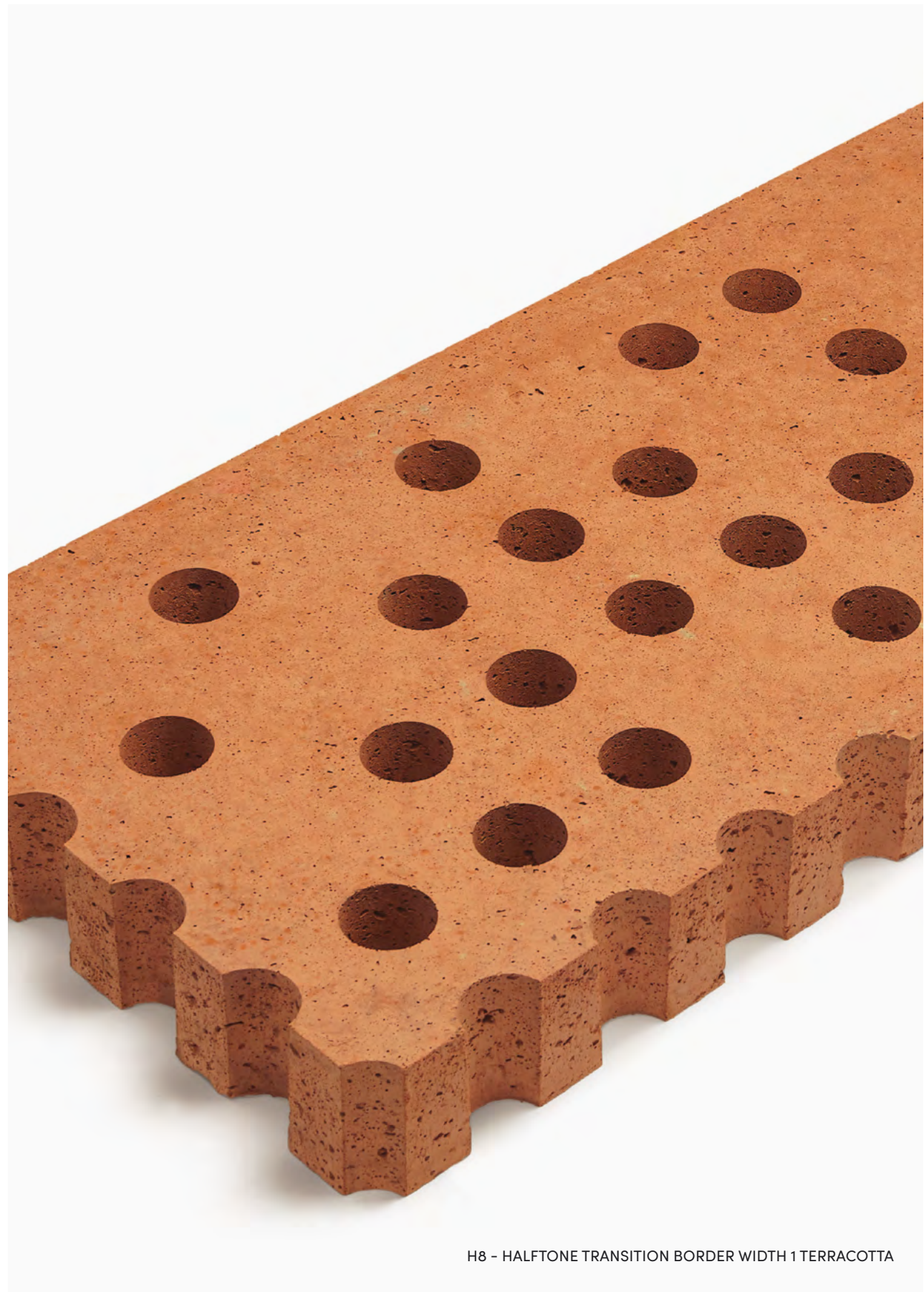


HALFTONE

HALFTONE

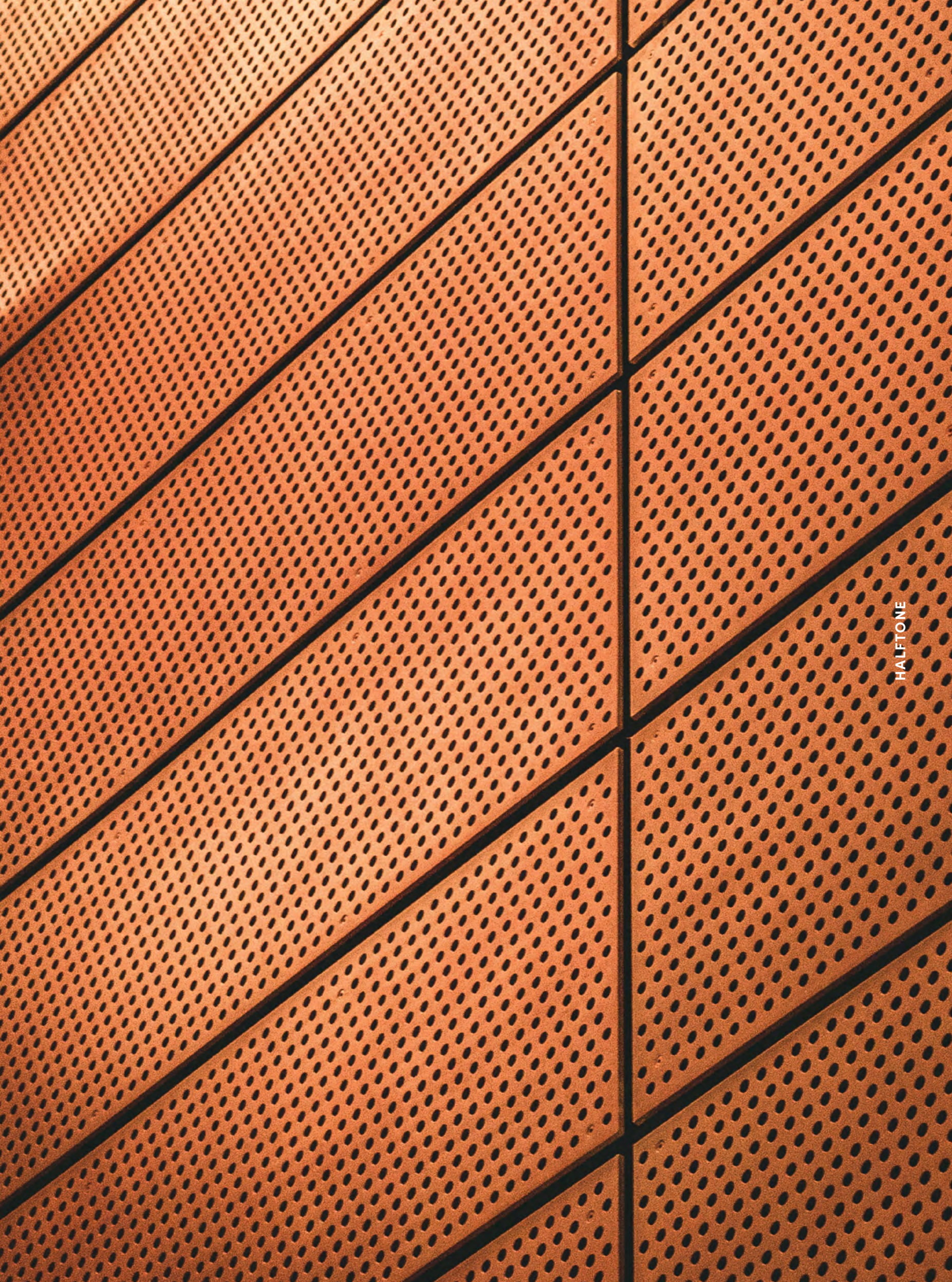


HALFTONE



H8 - HALFTONE TRANSITION BORDER WIDTH 1 TERRACOTTA

HALFTONE





HALFTONE



HALFTONE

H5 - HALFTONE BORDER CORNER L GREEN



**ARCHITECTURE IS  
THE LEARNED GAME,  
CORRECT AND MAGNIFICENT,  
OF FORMS ASSEMBLED  
IN THE LIGHT**







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## CONTACT

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[DEERCONCRETE.COM](http://DEERCONCRETE.COM)

## PARTNERS

Product design by Prodotto  
Branding & strategy by Plug



GOFORREST

Deer supports Go Forest