

*Scandinavian Character meets Sustainable Design*



*Citrus Vibrant Bloom on the walls*

## EXECUTIVE SUMMARY

Norrviva is a Swedish wallpaper company that brings the captivating beauty of nature and Scandinavian design to homes, offices, hotels and retail stores worldwide. Combining traditional craftsmanship and modern, sustainable design, Norrviva offers enchanting patterns inspired by Scandinavian design heritage. The company uses high-quality, sustainable materials and traditional printing techniques to create wallpapers with a unique hand-painted feeling. Early 2023 Norrviva launched its first collection of 14 wallpapers based on four original patterns. Norrviva is committed to responsible production, ensuring transparency and sustainability at every step of the manufacturing process.

This document covers the following sections:

1. *The story behind Norrviva and key facts about our wallpapers* *p. 2*
2. *Q&A-section covering essential aspects of our brand* *p. 5*
3. *Team bios and contact information* *p. 7*

## HOW IT STARTED

Norrviva was founded by Karolina and Jérémie, who share a passion for nature and design. Karolina and Jérémie met by coincidence in a photo lab when Jérémie, a Frenchman settled in Stockholm and working in finance, was desperately looking for an analog photography film. Karolina, a Swedish-born designer, was managing the lab during the summer. Their love story started a few weeks after, and soon arose the wish to build something together.

A year later, Karolina attended a course in pattern design and fell in love with the craft. She started to create intricate pattern sketches inspired by Sweden's vibrant flora and botanical gardens. She designed seamless, effortlessly flowing floral patterns, and that is where the collection started to take its first shape. With Jérémie's encouragement, the duo established Norrviva in 2022 to share their unique designs with the world. Norrviva was born out of a desire to transform blank walls into beautiful and inspiring spaces, paying tribute to the traditional craftsmanship of Scandinavia while embracing a modern and playful spirit.

## DESIGN PROCESS

The design process at Norrviva begins with hand-sketching ideas inspired by various sources, such as surrounding nature, illustrated books, and Karolina's boundless imagination. The sketches are refined for several weeks or months, until a perfect pattern emerges. Karolina mixes colours by hand, creating a range of hues and shades that bring depth and vibrancy to each pattern. This meticulous approach ensures that each design is a timeless expression of Scandinavian elegance, perfect for contemporary and traditional interiors alike.

In collaboration with Ulricehamns Tapetfabrik (where wallpapers from Svenskt Tenn are produced), we manufacture our wallpapers using traditional techniques such as surface print.



*Early sketch of Krokus*

Surface print is the most traditional way of printing wallpaper. The print is transferred to the wallpaper by engraved rollers. The surface underneath the paper is soft, adding a little unpredictability to the ink transfer. The wet-on-wet printing occasionally makes the colours bleed and creates a hand-painted effect. We love this technique, which dates back to the early 1800s and gives an incredibly distinctive appearance.

Looking at the wallpaper closely, you will notice minor variations, a vibrant expression distinct from modern printing techniques. Although it is a mechanical process, many adjustments are manually made by hand at the factory. Colour mixing, for example, requires years of experience to hit the right nuances.

Our traditional manufacturing technique allows us to create wallpapers that are truly special and imbued with character. Each roll is crafted with great care and attention to detail, ensuring the final product is of the highest quality. Our wallpapers offer a unique depth you won't find in mass-produced, digitally-printed wallpaper. With a focus on quality and sustainability, we strive to produce wallpapers that are not only beautiful but also responsibly made.



*Citrus-rolls with surface print machine in background*

## RESPONSIBLE CRAFTSMANSHIP

Norrviva is committed to responsible production and sustainability, ensuring that every wallpaper is crafted with care for people and the planet. Norrviva uses a paper mass of FSC-certified pulp and recycled materials and water-based dyes in their wallpapers, which are OEKO-TEX® Standard 100 certified and free from harmful substances. The company's transparency and dedication to ecological responsibility extend to every aspect of the manufacturing process, including CO2-compensated energy sources, The Nordic Swan Ecolabel-certified transport, and organic packaging materials.

*Join us on our journey to create sustainable wallpapers that inspire and delight.*



*Krokus Forest Green at close*

## FACTS ABOUT OUR WALLPAPERS

- The rolls have European standard size: width: 53 cm (20.87 in.), length: 10.05 m / roll (32.97 ft.) and a half-drop pattern match.
- We use only high-quality 150 g/m<sup>2</sup> non-woven paper, made to last and easy to apply.
- The non-woven material comes from Germany, the colours come from the Netherlands and the packaging material is made in Sweden.
- The synthetic fibres in the non-woven material are derived from recycled material, including plastic bottles, while the pulp comes from FSC-certified forests.
- The wallpapers' colours and coating are water-soluble. They are completely free of PVC, heavy metals and other environmentally hazardous substances.
- Water is the only solvent used at the factory. Any residue dyes are reused. Production waste is incinerated to produce energy. The energy used during production is carbon offset.
- The non-woven material complies with OEKO-TEX® Standard 100 Certification (certifying no harmful substances in the product) and the European Fire Classification EN 13501.
- We ship to the EU, UK, USA, Australia, Japan, Norway and Schweiz.
- We offer a 60-day open purchase and return policy.

## ABOUT NORRVIVA - Q & A

*- What sets Norrviva apart from other wallpaper brands?*

Norrviva's unique selling point lies in our commitment to genuine design, fine craftsmanship, and responsible production. Our wallpapers combine traditional printing techniques with modern, artistic patterns, resulting in truly one-of-a-kind creations. Additionally, our focus on sustainability and responsible practices ensures that our products not only enhance your space but also contribute to limiting our impact on the planet.

*- Where do you find inspiration for your designs?*

Our inspiration comes from various sources, most notably from the enchanting beauty of flowers and greenery, and the rich heritage of Scandinavian design. We draw inspiration from classically illustrated books, nature, and our boundless imagination. This diverse range of influences allows us to create wallpapers that evoke a timeless elegance and playful charm.

*- Are people willing to invest in premium wallpaper during challenging economic times?*

We believe investing in high-quality, responsibly made products is wise, even in uncertain economic climates. A well-designed wallpaper has the power to transform a space, adding character and warmth that will last for years to come.

*- How does Norrviva ensure the sustainability of its products?*

Sustainability is at the core of our production process. Our wallpapers are made of a paper mass of FSC-certified pulp, recycled materials, and water-based dyes. They are also certified OEKO-TEX® Standard 100, meaning they are free from harmful substances. We constantly strive to improve our production process and reduce our ecological footprint, partnering with suppliers who share our commitment to environmentally responsible practices.

*- How does Norrviva maintain the quality and uniqueness of its wallpapers?*

We take pride in our attention to detail and respect for wallpaper heritage. Our traditional printing techniques, combined with the expertise of our colour specialists who hand-mix dyes, result in a vibrant pattern expression that stands out. Each roll is crafted with great care, ensuring the final product is of the highest quality and imbued with a unique depth and character.

*- Can customers incorporate Norrviva wallpapers into various interior design styles?*

Our range of designs and rich colour palette allows our wallpapers to seamlessly complement various interior styles, from contemporary to traditional. Our patterns offer a playful twist on organic-inspired designs, adding a touch of sophistication and timeless elegance to any space. By selecting a wallpaper that resonates with their personal style, customers can create an inviting atmosphere that reflects their unique aesthetic. We encourage our customers to dare to mix and match different styles. When you decorate with your heart, you create the most meaningful spaces.

- *What future plans does Norrviva have for expanding its product offering?*

As Norrviva grows, we envision expanding our product line to design a thoughtfully curated collection of furniture and fabrics that reflect our commitment to fine craftsmanship and responsible manufacturing. The fabrics will be crafted with our signature patterns and in the same spirit of craftsmanship and responsible and devoted production. Our goal is to offer a comprehensive range of home decor solutions that celebrate the beauty of nature and the heritage of Scandinavian design.

- *What does the name “Norrviva” mean?*

Norrviva is a creative representation of our fascination for the natural beauty and charm of the North. The name evokes the essence of a delightful flower native to northern regions, thus connecting the brand to the rich botanical heritage of Scandinavia.

Norrviva is more than just a name; it represents our passion for creating exceptional designs that evoke the serene and captivating spirit of nature, bringing a touch of its timeless beauty to every space.



*First collection of Norrviva*

## TEAM BIO

### *Karolina Reit, Designer & Co-Founder*

Karolina began her career in the photography industry and as a freelance graphic designer before earning her bachelor's degree in industrial design. With the desire to create and expand her expertise, she took pattern design courses, inspiring her to found Norrviva. Karolina's passion for photography is reflected in her exclusive use of analogue techniques. As the creative force behind Norrviva, she dreams of eventually expanding the brand by applying Norrviva's signature patterns to fabrics and, in the future, also introducing a furniture collection in Norrviva's name. Karolina likes climbing, attending music shows and spending time with family and friends. Her favourite place in Stockholm is the Bergianska Trädgården (Bergius Botanic Garden).

### *Jérémie Hoffsaes, Co-Founder*

Jérémie has worked several years in the financial sector. His passion for entrepreneurship and innate curiosity for interior design led him to join Norrviva. An avid fan of analogue photography, Jérémie has delved into the study of photographic art. Alongside Karolina, he has sharpened his skills as an assistant to a renowned Swedish photo artist to whom they printed analogue images. Outside of his work at Norrviva and time spent in the darkroom developing films, Jérémie enjoys climbing, hiking, and cherishing quality moments with his family and friends. His favourite place in Stockholm is the natural reserve of Erstavik.

## CONTACT DETAILS

|             |  |
|-------------|--|
| WEBSITE     | <a href="http://www.norrviva.com">www.norrviva.com</a>                     |
| INSTAGRAM   | <a href="http://www.instagram.com/norrviva">www.instagram.com/norrviva</a> |
| FACEBOOK    | <a href="http://www.facebook.com/norrviva">www.facebook.com/norrviva</a>   |
| EMAIL PRESS | <a href="mailto:contact@norrviva.se">contact@norrviva.se</a>               |
| KAROLINA    | <a href="mailto:karolina@norrviva.se">karolina@norrviva.se</a>             |
| TELEPHONE   | +46 70 434 25 25   |
| JÉRÉMIE     | <a href="mailto:jeremie@norrviva.se">jeremie@norrviva.se</a>               |
| TELEPHONE   | +46 73 908 02 29   |



*Karolina & Jérémie*

## HIGH RESOLUTION PICTURES & PRODUCT CATALOGUE

|          |  |
|----------|--|
| URL      | <a href="http://www.norrviva.com/press">www.norrviva.com/press</a> |
| PASSWORD | NorrvivaPressKit23   |