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## Background

Otto Studio renter-friendly, peel-and-stick wallpaper is a women-led, design-forward small business created by Hannah and Jen. It was launched in 2022 with the mission of helping renters and homeowners find joy in their space. Driven by a passion for art and design, we create unique prints in-house and collaborate with artists and influencers to help everyone love the space they're in.

We know all too well how our home spaces are increasingly multi-purpose—we're taking Zoom calls, yoga classes, hosting game nights, building businesses, raising kids, spoiling pets, pursuing hobbies, and moving through whatever life hands us. Our spaces should grow and change along with us, and with Otto Studio you can find easy-to-use wallpaper that helps to create a space that's you.

Otto Studio operates on the traditional, ancestral, and unceded territories of the  $x^w m \theta k^w \acute{e} y \acute{e} m$  (Musqueam),  $s \acute{e} l i l w \acute{e} t a \text{?} \text{?}$  (Tsleil-Waututh),  $S t \acute{o} : l \acute{o}$  (Stolo), and  $S \acute{k} w \acute{x} w \acute{u} 7 m e s h$  (Squamish) peoples, otherwise known as Vancouver, British Columbia, Canada.

## Founder Bios

### HANNAH LEE

With elite business credentials from both BCIT and UBC's Sauder School, plus years of diverse operational experience across multiple industries, Hannah Lee is perfectly positioned to guide Otto Studio from startup to success. Originally from Los Angeles, California, Hannah now resides in the hills of North Vancouver, British Columbia, where she enjoys exploring new cuisines with friends, reading a book on a rainy day (there are plenty), and spending quality time with her husband and twins.

### JEN COOK

Jen lives at the intersection of creativity and productivity, bringing more than a decade of experience in design, strategy, branding, and leadership in a wide range of industries, from fashion to technology. Beginning with a strong foundation in art and design from world-renowned Emily Carr University of Art & Design, Jen has evolved into a highly sought-after Creative Director, an enthusiastic knitter and ceramicist, and possibly the most graceful roller skater in Vancouver, British Columbia, according to her husband.



## FAQ

### **What is renter-friendly wallpaper?**

Renter-friendly wallpaper is removable wallpaper that doesn't require the typical glue used for traditional wallpaper. This makes the process easier and less messy to install and it can be removed to satisfy most rental agreements, leaving no marks on walls when you move out.

### **Why is your renter-friendly different from others?**

Other peel-and-stick wallpapers tend to be cheaply made, not so durable, and feature the same old designs. Otto Studio wallpaper uses premium, thick materials for lasting quality and texture, featuring bold, maximalist not for the average wallflower, transforming your home into a space as unique as you are—without losing your damage deposit.

### **Why is your wallpaper so expensive?**

Otto Studio wallpaper is made using superior materials including:

- Non-toxic, water-based latex inks
- VOC- and PVC-free premium paper options
- Natural reinforcing fibers

The premium paper option is also fire retardant, LEED accredited, dimensionally stable (non-shrinking), printed in British Columbia, and extremely durable over the course of multiple applications to different surfaces. All of this means that Otto Studio wallpaper is a premium product that lasts a lifetime.

### **Is Otto Studio wallpaper eco-friendly?**

Yes, Otto Studio's premium paper product is made with natural reinforcing fibers and non-toxic, water-based latex inks. It also:

- Contains no IARC Group 1 Carcinogens
- Contains no OSHA Regulated Toxic metal or Carcinogens
- Contains no USEPA Toxic Release Inventory Substances
- Complies with European REACH Standards
- Is ASTM E-84 Class A approved (Type II)
- Is VOC- and PVC-free

In addition to these certifications, Otto Studio wallpaper is printed on demand, which means there is very little waste—every bit of printed product goes to happy home decorators.



### **Where does Otto Studio wallpaper ship to?**

We ship to Canada, USA, Australia, and the United Kingdom. For commercial inquiries, please contact us at [support@thisisottostudio.com](mailto:support@thisisottostudio.com).

### **How long has Otto Studio been in business?**

Otto Studio launched in 2022

## **Testimonials**

"I wanted to make sure the wallpaper lined up perfectly, so once my partner started helping me, the install took 20 minutes flat! It was also a lot easier than expected when it came to adjusting the wallpaper."

-Miranda

"I was able to install the OTTO product on my own without any problems in half the time I had expected. The wallpaper was easy to adjust if needed, proving that it isn't stuck there for life. Super impressed all around!"

-Ryleah

"I was able to cover my accent wall perfectly. Definitely recommend to a renter as it's so simple to take down when moving time comes around!"

-Brooke

"I will say without a doubt, the quality of Otto's peel and stick wallpaper improved my ability to install it myself. Overall, I'd give the wallpaper quality from Otto Studio a 10/10 - it is both thick and luscious, plus, has a nice texture."

-Samantha

### **MEDIA CONTACT**

[hello@thisisottostudio.com](mailto:hello@thisisottostudio.com)

[thisisottostudio.com/media](https://thisisottostudio.com/media) for more information and images