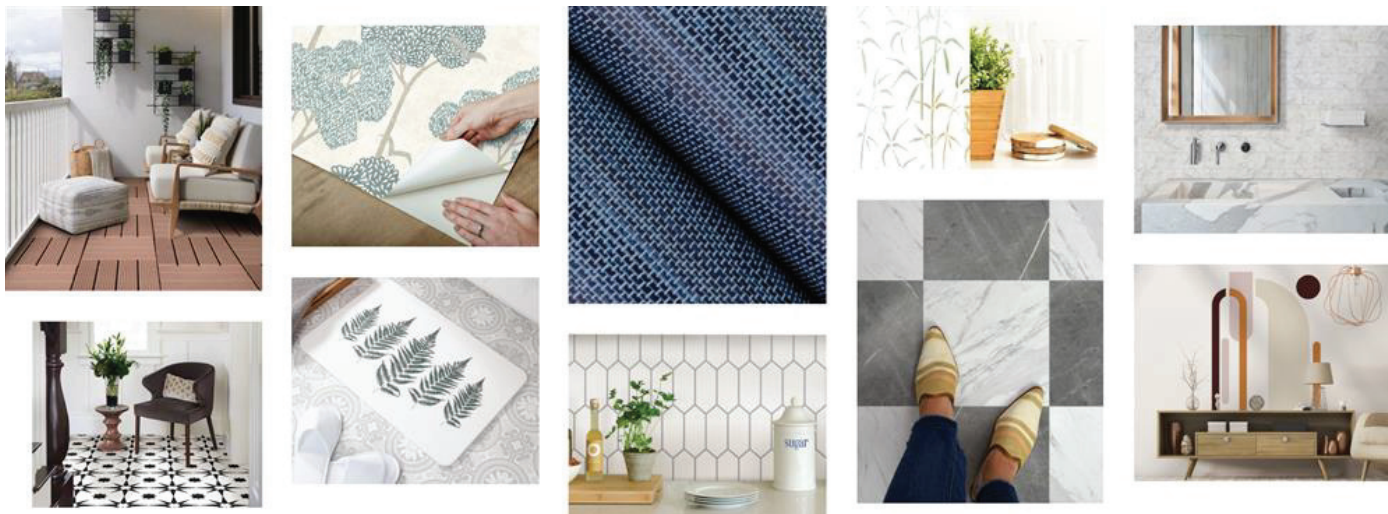


✦ ROOM PREVIEWER: Instantly preview our products in your space!

## ABOUT US



*Do it Yourself, Decorate it Yourself® with WallPops.*

## WHO WE ARE & WHAT WE DO

At WallPops, our mission is to create high-quality and affordable home décor products that are accessible to the design-focused DIYer. We believe beautiful design does not have to be out of reach on a budget, beginner skill level, or timeline; it can be achieved with WallPops. We offer something for every style and home, empowering individuals to transform their spaces easily and confidently. Whether your style is modern, whimsical, traditional, or grounded in the latest trends, we provide inspiration, education, and the perfect tools to create a space you can be proud of.

WallPops was founded in 2006 in Randolph, Massachusetts under Brewster Home Fashions, with the goal of creating a product that appealed to consumers curious about wallpaper but seeking a more approachable, renter-friendly, and affordable way to achieve the same look. We aimed to develop a product that was easy to use, easy to remove, and budget friendly.

The original WallPops collection featured dots, blocks, and stripes in a palette of solid colors and simple designs, catering primarily to kids, tweens, and college students. As the college market grew, we introduced more functional products, such as peel and stick dry-erase boards and wall art kits, expanding naturally from our mix-and-match program. Peel and stick technology quickly gained popularity, capturing the attention—and hearts—of a growing audience, and fueling our DIY studio to expand our product line with design-forward home décor items like NuWallpaper, peel and stick backsplashes, and beyond.

In 2018, we launched FloorPops, a peel and stick tile product that allows DIYers to easily transform their floors with bold designs that don't break the bank. FloorPops became a standout addition to the WallPops brand, combining fashion-forward patterns with easy installation, making stylish flooring accessible to all.

Today, WallPops has evolved into a leading DIY home décor brand, offering a wide variety of easy-to-use products for every space and budget.

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