



# MAPIFUL

PRESS KIT  
2022





# WHAT IS MAPIFUL

Mapiful lets you create custom wall art that sparks pride in your journey, boosts confidence and increases self-esteem.

Frame your accomplishments and have pride in your unique story, or gift this wonderful feeling to the people you love.





# OUR MISSION

Here at Mapiful, we aim to provide unique meaningful products that boost people's confidence, self esteem and elevate their creativity. We want to be the place people come to celebrate what matters most to them and the people they love.

"We started Mapiful with the same purpose that still drives us today. To create products that bring that warm fuzzy feeling inside when you see them, and let you love the places where you spend your time in just a little bit more"



**Edvin Brobeck**  
CEO @ MAPIFUL



ABOUT  
**350K**  
PEOPLE MAKE UP  
OUR COMMUNITY

OVER  
**200,000**  
PEOPLE HAVE  
DESIGNED MAPIFUL  
PRINTS

# COMMUNITY STATS

**STOCKHOLM**  
IS OUR HOME

OUR TEAM IS FROM OVER

**10 COUNTRIES**

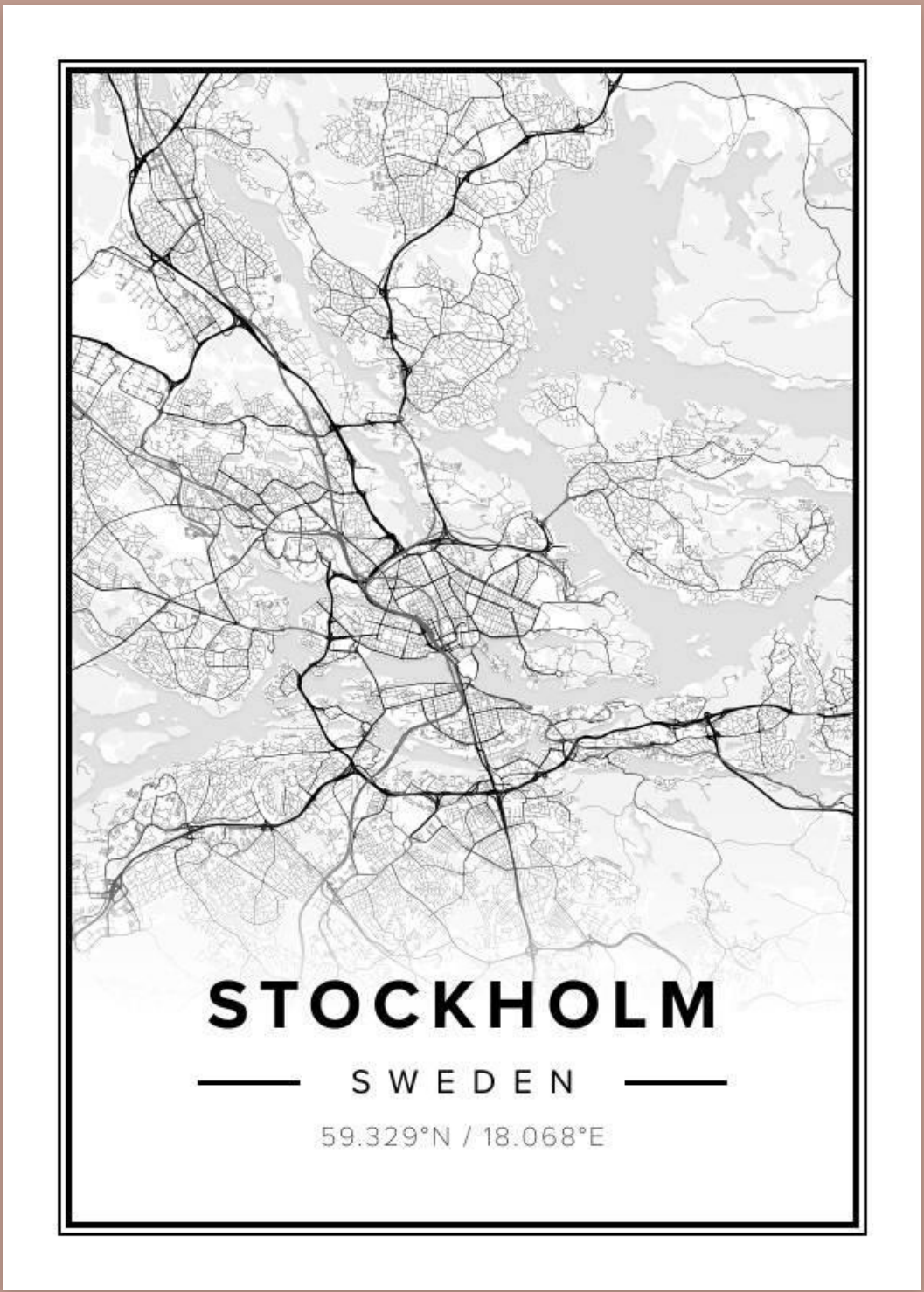
(WHICH MEANS YOU'LL HEAR OVER  
10 LANGUAGES IN OUR OFFICE!)





## STAR MAPIFUL

The Star Mapiful shows the unique alignment of the stars from any given time and place in the world. The labels and style can be edited to fully tell the creator’s story.



## CLASSIC MAPIFUL

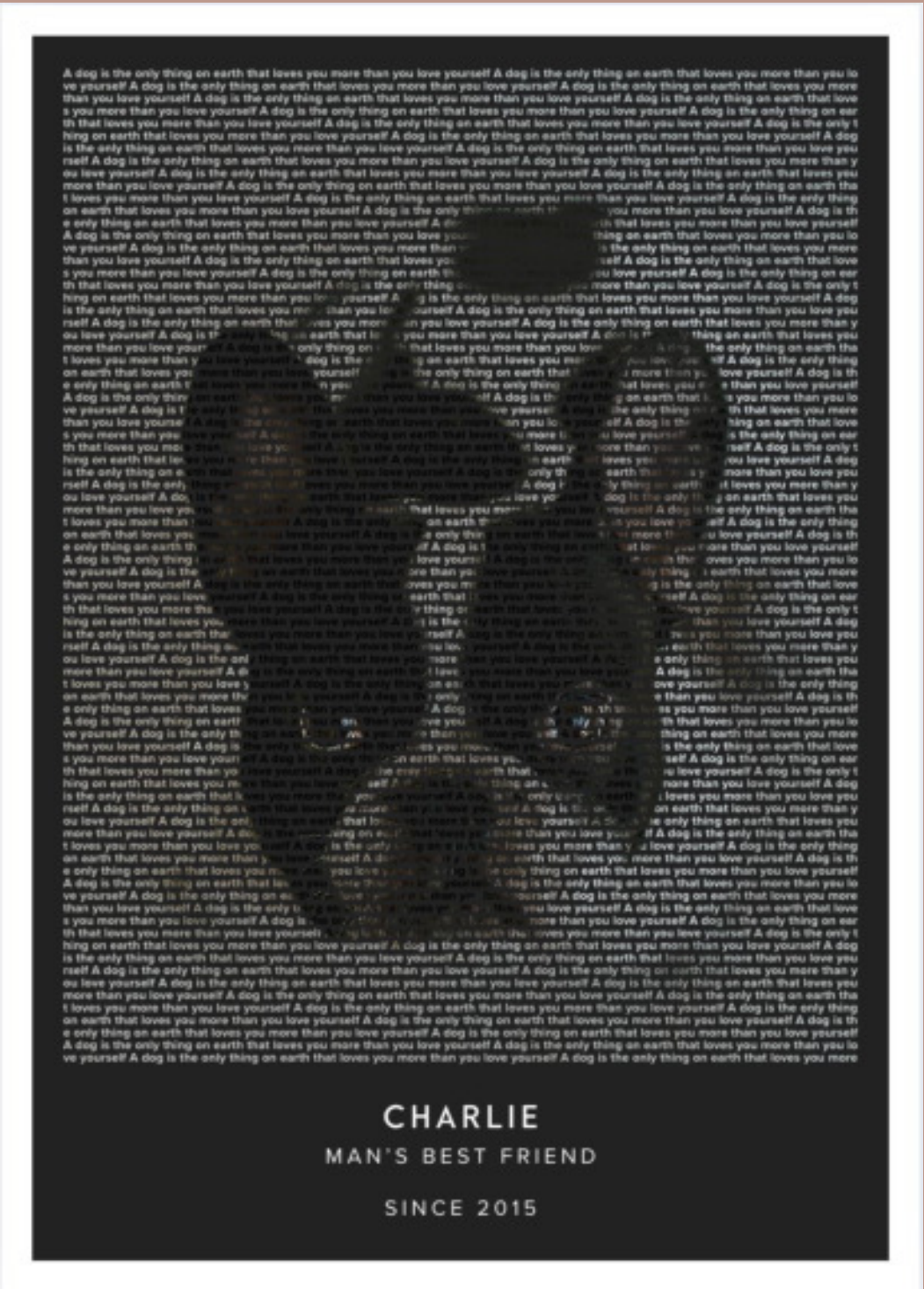
The Classic Mapiful is a traditional, but personalized map. The creator can choose anywhere in the world, customize the colors, and edit the lables.



## ZODIAC MAPIFUL

The Zodiac Mapiful is a personalized print of the creator’s star sign and given constellation. Like our other products, everything is customizable.

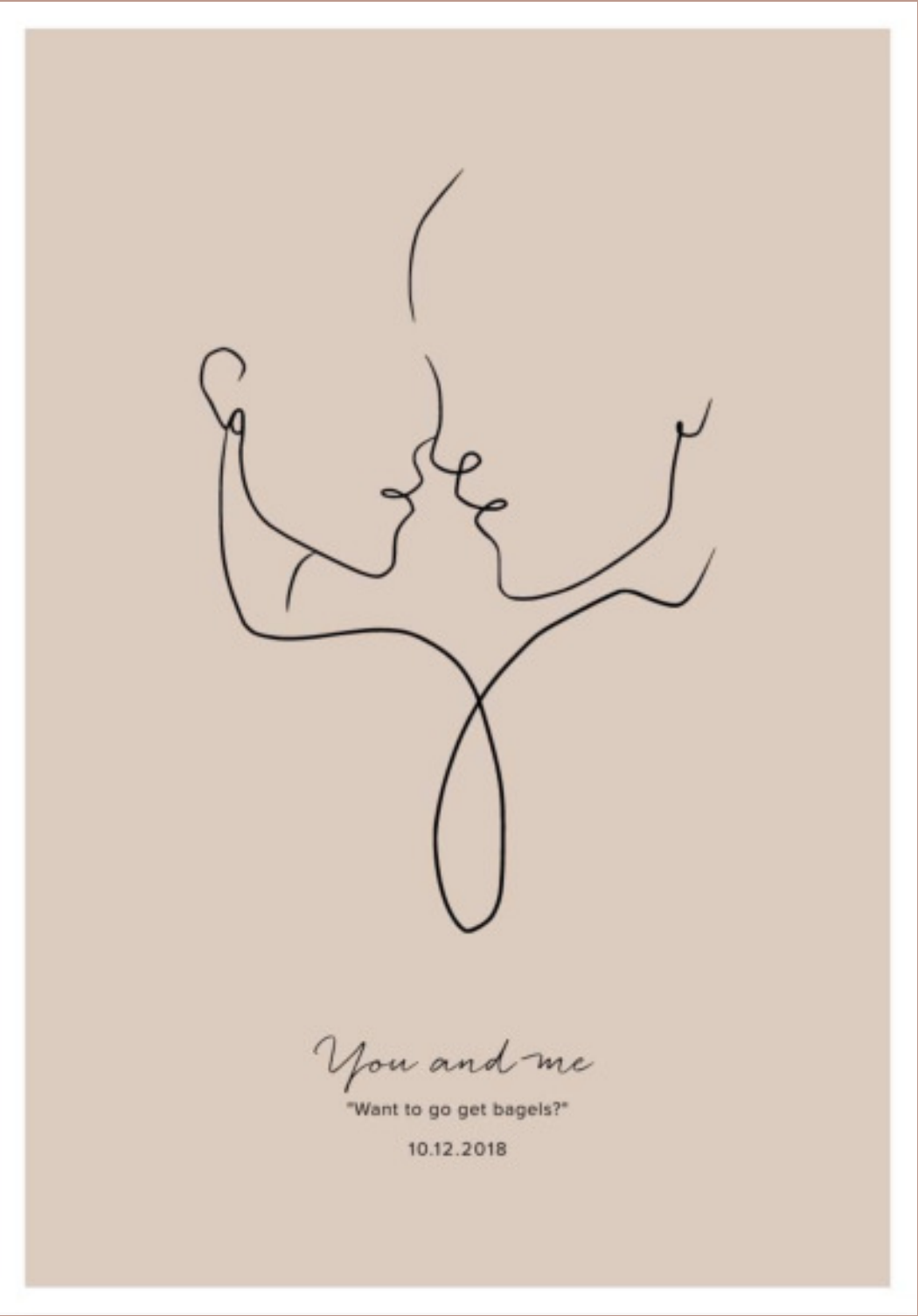




TEXT ART MAPIFUL

Text Art Mapiful lets you combine images and text together in a print.

Turn your favourite memories into pieces of art. Select one special word, or your favourite quote or song. From family photos and wedding memories, to travel snaps and pet pics, put any of your favourite things into a unique text artwork, and remember them forever.



LINE ART MAPIFUL

Illustrations and powerful quotes. Our personalisable **Line Art** prints based on carefully selected illustrations and personalizable text. Available in many colours.

Launched in May 2021.



## NURSERY COLLECTION

Personalize high-quality and consciously-created accessories for your baby. From stylish posters to practical tote bags and cozy onesies, make each item unique to you and your little one.



# SUSTAINABILITY

From our carefully selected and sustainably sourced paper and wood materials, to our local production facilities, we want to make sure that, little by little, the stories behind our products make them worthy of telling yours.

## Press kit

Our Mapiful posters are thoughtfully printed on FSC-certified® paper, which guarantees that the paper is sustainably sourced, and meets the highest environmental standards.

Wood materials for our hangers and frames also meet FSC® standards. Learn more about the Forest Stewardship Council® [here](#).

Plus, we offer local production in more than 30 countries, reducing our CO2 emissions by more than 67%.





# TESTIMONIALS

Almost 2000 satisfied customers on Trustpilot



## Amazing service

I cannot praise this company enough. I've just ordered my third map from them, customised, and every time they have gone above and beyond in terms of customer service. A fabulous company, with a high quality product, that makes me happy every day. Excellent value, too. Really, really recommend them - keep up the good work!



## Amazing Quality

We are completely in love with our map print. It's so special to be able to see such an important place to us everyday in our lounge! The design process was lovely and the print itself is great quality. Will purchase again soon!





PROGRAM

IMPACT  
RADIUS

Initial Program terms:

- 10% commissions
- 12% commissions on all orders above 120\$
- 15% commissions on all orders above 170\$
- 15 days cookie referral



# LIKE WHAT YOU SAW?

Reach us at:

[patricia@mapiful.com](mailto:patricia@mapiful.com)

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

[instagram.com/mapiful](https://www.instagram.com/mapiful)