

01.
SPRUCE FOREST,
GREEN,
REBEL WALLS

02.
PINE, BLACK,
STRETCHER,
SANDBERG WALLPAPER

Gimmersta simplifies design workflow and boosts brand visibility with ARCHITEXTURES

Gimmersta Wallpaper, a multi-brand wallpaper manufacturer based in Sweden, is known for high-quality, design-led wall coverings used in both residential and commercial interiors. With a heritage rooted in craftsmanship and a growing international footprint, Gimmersta's brands, including Rebel Walls and Sandberg Wallpaper, are committed to innovation in both product and customer experience.

As requests for digital assets increased and workflows became more demanding, the Gimmersta team sought a more efficient and scalable solution for delivering design resources to interior professionals.

This is where ARCHITEXTURES came in.

Manual work, rising demand

Before launching on ARCHITEXTURES, Gimmersta relied on a manual, case-by-case process to provide interior professionals with texture files.

Gimmersta needed:

- A centralised platform to host and distribute texture files
- A user-friendly, professional interface tailored for architects and interior designers
- A scalable way to support increasing requests without overloading the design team
- Tools that could help grow brand visibility beyond their own channels

"We didn't really have digital assets in place."

"When architects or designers asked for files for 3D models or CAD software, our design team had to manually prepare them. It was time-consuming and inefficient."

Fanny Arturén
Key Account Manager at Gimmersta



A platform that aligned with their goals

Gimmersta had already been discussing internally the need for a solution when ARCHITEXTURES reached out.

“It was perfect timing,” says Fanny. “We were just starting to explore platforms that could help us raise awareness and offer added value to our clients. After the first meeting, it was clear ARCHITEXTURES had exactly what we were looking for.

What stood out?

- A modern, intuitive platform design
- Ease of use for both Gimmersta and their clients
- Unique features like editable patterns and customisation
- A manufacturer dashboard with real-time traffic and download stats

Onboarding and evolution

The process of uploading materials, particularly for Rebel Walls' complex murals, initially required some manual work. But ARCHITEXTURES responded quickly.

By the time Sandberg Wallpaper was added a few months later, the onboarding process had already improved significantly.



Impact and results

Time saved

The most immediate benefit was the reduction in manual work. “We no longer have to prepare every file ourselves,” says Fanny. “Now we can just direct clients to our ARCHITEXTURES page.”

Customer satisfaction


Clients have embraced the shift. “It’s made us more customer-friendly,” Fanny explains. “We’re now able to meet their digital needs quickly and easily.”

Website traffic

“Our e-commerce team has seen a noticeable increase in website traffic referred from ARCHITEXTURES. That’s a real win for brand awareness.”

Team adoption

Everyone at Gimmersta quickly got to grips with the platform. Designers especially appreciate how simple it is to upload and manage textures.



"We had unique requirements for non-repeatable patterns,"

“ARCHITEXTURES adapted really fast. Their flexibility and responsiveness have been fantastic.”

Fanny Arturén

Key Account Manager at Gimmersta





03.



04.



05.



06.



07.

03.
CHINOISERIE GARDEN,
EGGSHELL
SANDBERG WALLPAPER

04.
PETALS, SKY
REBEL WALLS

05.
GUSTAV, LIGHT BLUE
SANDBERG WALLPAPER

06.
PATINA
REBEL WALLS

07.
CUDDLE CLOUDS, PINK
REBEL WALLS

Looking ahead

Gimmersta is excited to continue using ARCHITEXTURES to support their growth.

“With features like the improved product pages with info sheets, info/price/sample request button and image uploads, we can now provide much more context around our textures and products and generate better quality enquiries. It’s a win for us and for our clients.”

Would Gimmersta recommend ARCHITEXTURES?

“Absolutely. We already do!”

Fanny Arturén

Key Account Manager at Gimmersta

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