



Under the Roof
Decorating



Media Kit

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1. Our Story

Interior Decorator and Canadian entrepreneur, Liette Tousignant opened her interior decorating business, Under the Roof Decorating, in 1996 with a simple mission to help people decorate their homes affordably by working with art and furniture they already owned.

One of Liette's most challenging and time-consuming decorating tasks was hanging pictures in exactly the right place, without putting a bunch of holes in her client's walls. She turned her frustration into a business by creating her own picture hanging tool, Hang & Level™, which marks exactly where the nail goes without any measuring.

Liette and her team are working on a full line of wall décor solutions with the same philosophy she started with, "This has to be easier".



Liette

Liette Tousignant
The Under the Roof Decorating founder

2. The Picture Hanging Problem



How do you hang pictures exactly where you want them on the first try without measuring, calculating or wasting time?



The problem results in extra holes and damage to the wall caused by rehanging misaligned frames.

The Solution: Hang & Level™ and Deco Nails™ !

3. Hang & Level™ - The Picture Hanging Tool



Hang & Level™ is the picture hanging tool designed to mark exactly where the nail or hook goes, making it quick and easy to decorate your walls like a pro. Hang & Level is simple to use and saves time, walls and frustration!

Benefits

- Eliminates “mistake” holes and scratches
- No measuring required
- Saves time, walls and frustration
- Easily hangs one or more pictures (horizontally or vertically)
- Works with all types of wall décor including pictures, clocks, mirrors and canvas
- Maximum weight 10 lbs (4.5 kg) for the single hook, 20 lbs (9 kg) for the double hooks

Capabilities

- Marks exactly where the nail goes
- Hangs pictures visually, without measuring
- Has built-in levels to ensure pictures are straight
- Can be used on all wall materials
- For picture wire, use single or double hooks
- For sawtooth, D-ring and Keyhole hardware, use single hook



Picture Wire



Sawtooth Hook



D-Ring



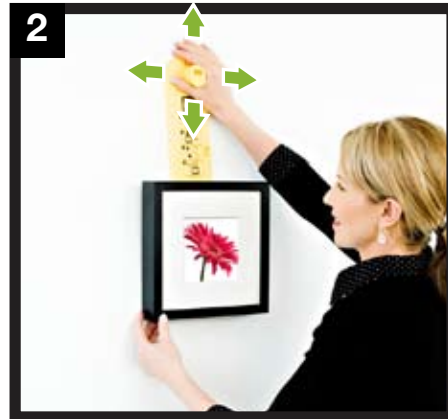
Keyhole

Patent Protected
Designed in Canada
Retail Price: \$19.99

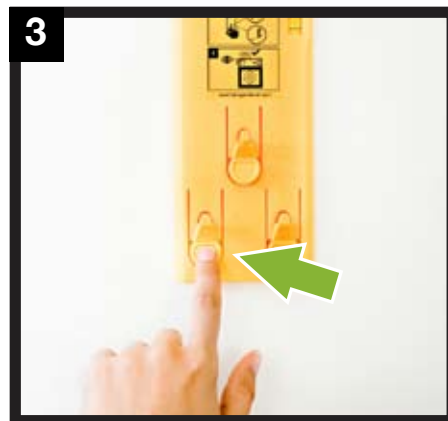
3. Hang & Level™ - How to Use



Place your picture on the hook(s). Use one hook for small or light pictures, two hooks for larger, heavier pictures.



Position your picture on the wall. Find the right spot. Remove the picture without moving the tool.



Press the button(s) to mark exactly where the nail(s) goes.



Hammer the nail into the wall.



Hang your picture and then level it using the tool.



Repeat to create groupings of pictures.

3. Hang & Level™ - Design Features



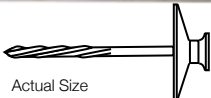
- 1 Handle**
Use the handle to hold the tool and to position your picture on the wall
- 2 Top Level**
Ensures tool is positioned straight on the wall
- 3 Single Hook**
Use to hang pictures that require a single nail (up to 10 lbs / 4.5 kg)
- 4 Double Hooks**
Use to hang pictures that require 2 nails (up to 20 lbs / 9 kg)
- 5 Side Level**
After you have hung your picture use this level to ensure it is straight
- 6 Measuring Grid**
Use the grid to measure the distance between pictures
- 7 V-Notch**
Use the V-notch to mark the tool's position on the wall if you need to remove both the tool and the picture from the wall
- 8 Cushions**
Protect the wall from scratches and prevents the tool from sliding
- 9 Metal Marking Pins**
When pressed the pins make a tiny mark on the wall to indicate the location of the nail(s)

4. Deco Nails™ - The Picture Hanging Nail



6 PCS

Retail Price:
\$ 3.99



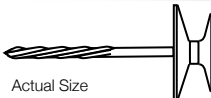
Actual Size

The Deco Nail is the only nail designed specifically for hanging wall décor. The two head sizes are designed to properly secure all picture hanging hardware and ensure that pictures stay firmly in place. Each nail supports 20 lbs (9kg) and is perfect for hanging pictures, mirrors, clocks and more.



6 PCS

Retail Price:
\$ 3.99



Actual Size

Benefits

- Holds with the strength of a wall anchor, and leaves only a tiny hole
- Does not need to be secured in a stud so you can hang your picture wherever you want
- Over-size nail head protects your fingers when hammering
- Attractive design, can be used as a decorative nail
- Perfect for hanging pictures, mirrors, clocks and more



12 PCS

Retail Price:
\$ 7.49



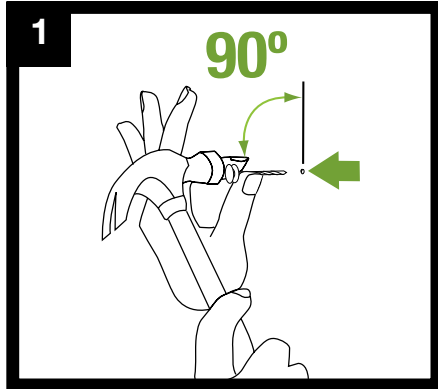
Actual Size

Capabilities

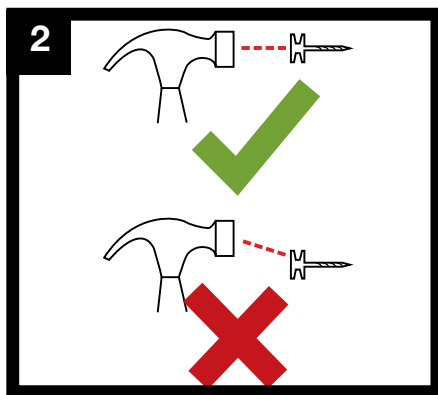
- Nails secure like an anchor and won't dent or damage walls
- Two different head sizes to fit all picture hanging hardware
- Unique nail head prevents hardware from sliding off
- Spiral shank (much like a screw) increases its holding power in the wall
- Each nail supports 20 lbs (9kg)

2008 Patent Pending
Designed in Canada

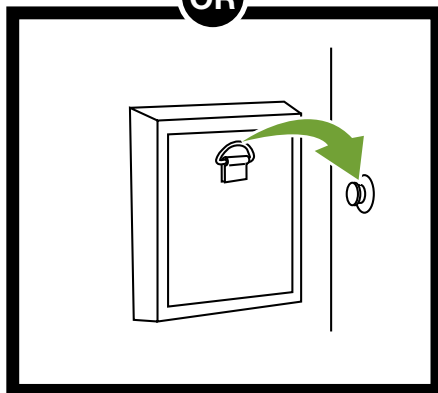
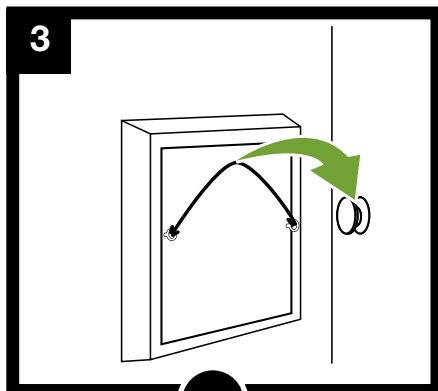
4. Deco Nails™ - How To Use



1) Hammer the nail directly into the wall at a 90 degree angle.



2) Hit the nail squarely in the center of the head - avoid hitting the edges of the nail head.



3) Hang the item directly in the groove of the nail head. Works with all types of picture hanging hardware.



Picture Wire



Sawtooth Hook



D-Ring



Keyhole

4. Deco Nails™ - Design Features

Ideal for D-ring and keyhole hardware



Ideal for picture wire and sawtooth hook hardware



A Skirt

- Distributes force over greater surface area allowing increased weight load without causing damage
- Fits flush to wall making it easier to guide hanging hardware onto the nail
- Prevents nail from being hammered completely into the wall
- Protects fingers when hammering

B Groove

- Securely holds picture hardware in place

C Top

- Sized to fit all types of hanging hardware

D Nail Head

- Patented over-molded production process ensures nail body cannot separate from nail head

E Nail Body

- The spiral shank increases the holding power of the nail in the wall
- Small diameter reduces the size of the hole in the wall without compromising security

5. About Us

Website: www.utrdecorating.com
Toll Free: 866.428 HANG (4264)
Company Mission: To make wall decorating easy and affordable
Slogan: The Right Tools to Hang Stuff™
Leadership: Kelly Krake – Chief Executive Officer
Liette Tousignant – Founder
Ownership: Privately owned
Location: 400, 417 - 14th Street NW
Calgary, AB T2N 2A1
Canada

Distribution:

| | |
|--------------------------------------|--------------------|
| UNITED STATES: | CANADA: |
| Ace Hardware | Ace Hardware |
| ArtSelect.com | Bed Bath & Beyond |
| Bed Bath & Beyond (select stores) | Blacks Photography |
| Home Depot (select stores) | Canadian Tire |
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| | Pro Hardware |

Media Contacts:

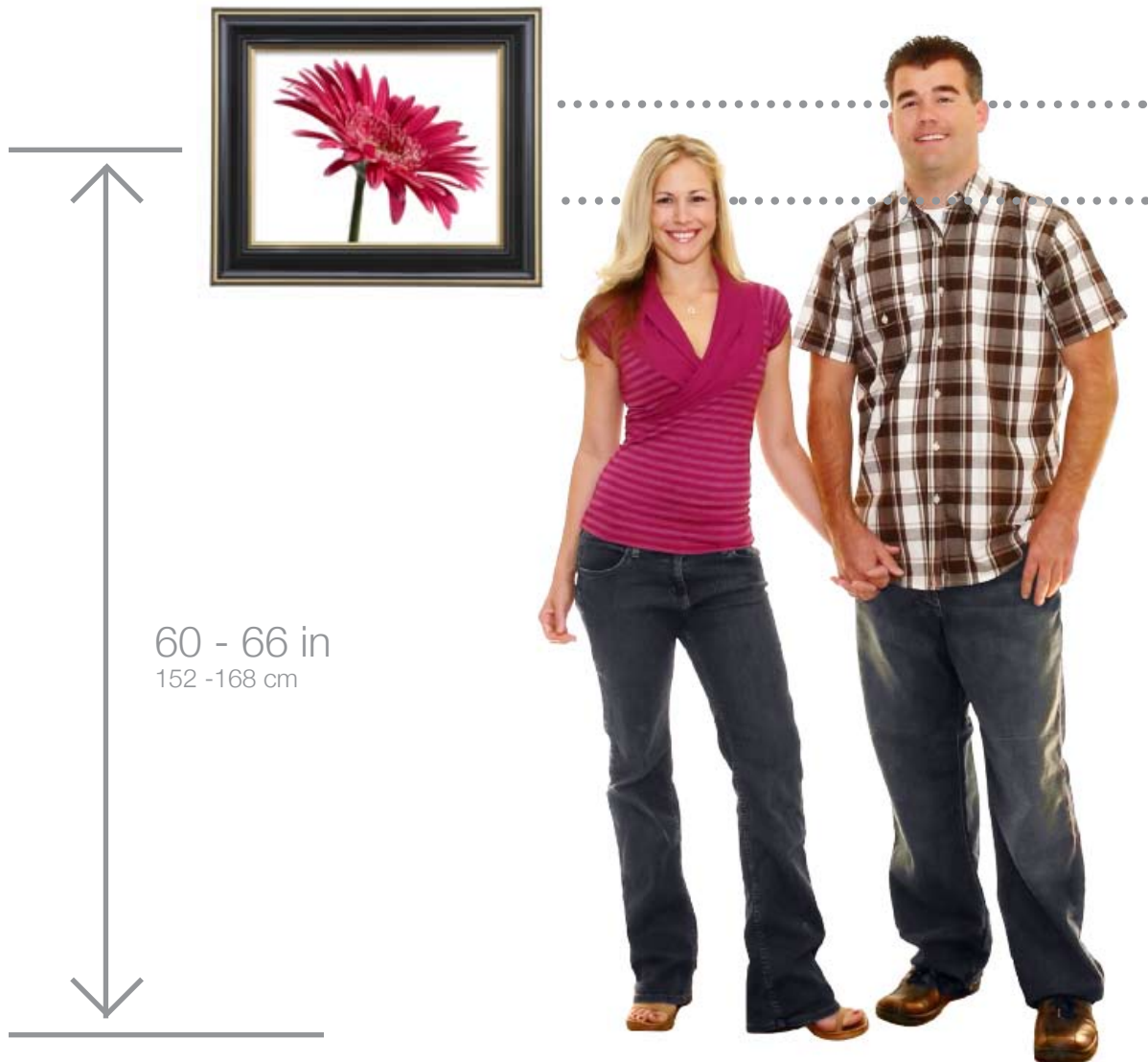
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| CANADA: |
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Decorating duo husband and wife
Kelly Krake and Liette Tousignant

6. Picture This

Picture hanging tips from interior decorator Liette Tousignant



Which eye level is the right eye level?

Hanging pictures at eye level can be very confusing ... especially if you are 5'4" and your spouse is 6'3". The best rule of thumb is to hang your artwork so its center hangs at approximately 60" to 66" from the floor. Please remember that in rooms where you spend the most time sitting; such as dining-rooms, living-rooms or offices, you should be hanging your art lower so that you can enjoy it without having to look up – way up.

For more picture hanging tips go to www.utrdecorating.com

6. Picture This

Picture hanging tips from interior decorator Liette Tousignant



Group Therapy

A foolproof approach that works exceptionally well.

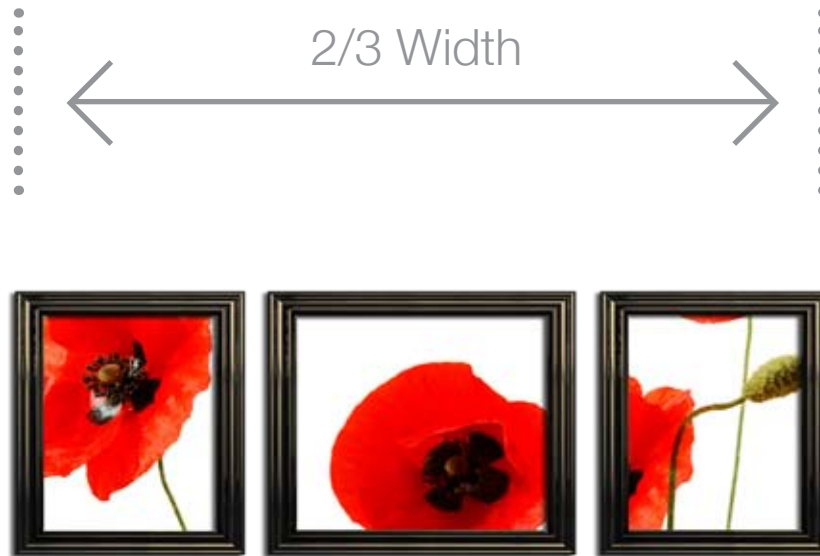
1. Lay all the pictures on the floor in front of the wall where you will display them.
2. Line up the outside borders of the imaginary square or rectangle with big pieces, then fill the inside with the remaining smaller pictures.
3. Imagine a vertical line running through the middle of your square or rectangle and see that the pictures on either side of it are visually equal in weight. Move them around until you get the right combo.
4. Hang pieces 2" to 4" from each other.
5. Take a picture and see for yourself how it looks!

For more picture hanging tips go to www.utrdecorating.com

www.utrdecorating.com

6. Picture This

Picture hanging tips from interior decorator Liette Tousignant



Art and the Sofa

Remember that art in a living room is enjoyed from a sitting position, so keep your wall arrangements hanging low.

1. Your art should be 2/3 the length of your sofa to create balance between your wall arrangement and sofa.
2. The bottom of your frame(s) should be 8" to 10" above the back of your sofa. Of course there are exceptions depending on whether you are hanging 1 piece or a combination of 2, 3 or more. You might have to play with those measurements a bit.
3. If you are hanging a grouping, frames should be 2" to 5" apart, and 8" to 10" above the sofa.

For more picture hanging tips go to www.utrdecorating.com

7. Image Gallery

Click an image below to download a high rez version



UTR 9 Frame White



UTR 2 Frame White



HL Package



HL Technical Front



HL Technical Back



Place



Position



Press



Hammer



Hang



Repeat



Liette HL Multi



Liette HL Single



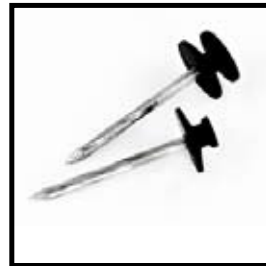
Kelly and Liette



Liette Frame 1



Liette Frame 2



DN No Package



DN Single Large



DN Single Small



DN Double Pack



DN and Liette



HL Holiday 08



UTR Holiday 08



UTR Logo

Additional media images are available at: media.utrdecorating.com