



FABRIC VINYL INSPIRATION OUR STORY

Welcome Genevieve!



Folio is here to empower creative fabric lovers like you, whether you're collaborating with professionals or working DIY. We've got you covered with fabric samples (called Snips!), fast shipping, and an unmatched satisfaction guarantee.

Let's kickstart your first project!

10% OFF

WITH CODE: `Ten_Percent_Off_First_Order-PREVIEW`

[START SHOPPING](#)

The Folio Difference



50-Year Warranty

We stand behind the quality of our fabrics & vinyl. Enjoy your material for life!



Free Snips of Any Item

Touch, feel, fall in love with free samples. 10 free snips per order + \$5 shipping.



Loyalty Rewards & Pro Discounts

Earn rewards towards future orders every time you shop with Folio. Pros also receive exclusive discounts (designers, architects & upholsterers).

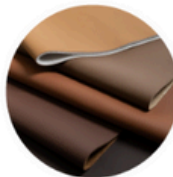


Same Day Shipping with Tracking

Orders placed Monday-Friday before 3:30pm CST ship same day as ordered.



[SHOP FABRIC](#)



[SHOP VINYL](#)

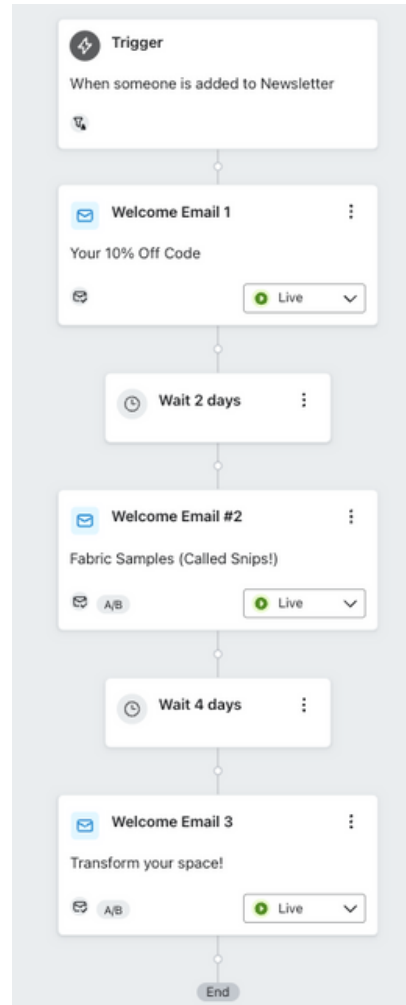


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Welcome flow for email marketing subscribers. 10% off lead magnet.



First 30-Day Performance

Welcome Email 1

Your 10% Off Code

Open rate	63.9%
Click rate	4.2%
Placed order	3.8%



FABRIC VINYL INSPIRATION OUR STORY

Touch.
Feel.
Fall in
Love.



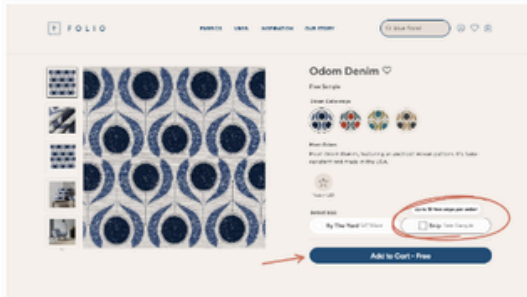
At Folio, we believe fabric shopping should be fun, not stressful. That's why we offer fabric samples called 'Snips.' No more second-guessing or hoping for the right match – Snips allow you to touch, feel, and fall in love with the perfect fabric before buying yardage.

10 per order + \$5 shipping, credited to your account for future fabric purchases

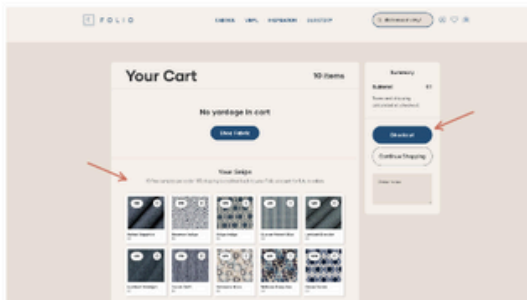
START SNIPPING

Ordering Snips Online

Simply add a Snip to your cart from a fabric product page



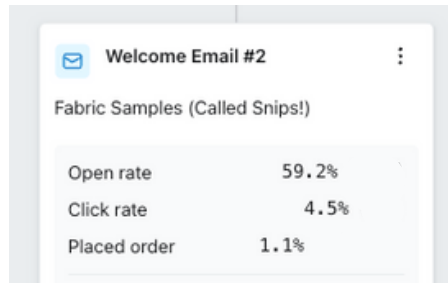
Add up to 10 Snips to your cart & check out!



SHOW ME THE FABRIC



First 30-Day Performance



A/B testing subject line





FOLIO

FABRIC

VINYL

INSPIRATION

OUR STORY

Your 3 Must-Read Resources

The Ultimate Guide to Upholstery Fabrics

From bouclé to velvet, learn all about upholstery fabrics and their uses. By the end of this guide, you'll be equipped to choose the perfect fabric for your projects.



READ NOW

Calculating Fabric Yardage for Your Next Project

We created this chart of fabric and vinyl upholstery guidelines especially for you to estimate the yardage you need. Simply match your specific project type with the corresponding yardage recommendation.



READ NOW

A Beginner's Guide to Upholstery Tools: Everything You Need to Get Started

There's no limit to what you can achieve with the right tools and a willingness to learn! If you're new to upholstery, these are the tools you'll need to get started.



READ NOW

First 30-Day Performance

Welcome Email 3

Transform your space!

Open rate	53.1%
Click rate	5.3%
Placed order	1.3%

Be Inspired on Social Media

Collaborations with creators, inspiring before and afters, gorgeous fabric shots, and more!

BEFORE



AFTER



Meet the Maker: [Cristal Frederick of The Frederick House](#)

Meet the Fabric: [Matias Lily](#)

SEE MORE INSPO



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