

Series A - Vancouver, Canada

Pinewick Studio

Photoreal product images and room scenes from CAD files for furniture and home-goods brands



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The problem

What's broken today

A mid-size furniture brand launching 300 products a year in a dozen fabrics and finishes needs thousands of images, and a studio shoot costs US\$1,100 to US\$2,900 per hero product. Samples arrive late from factories, so listings go live with flat-looking renders or no room scenes at all, and conversion suffers.

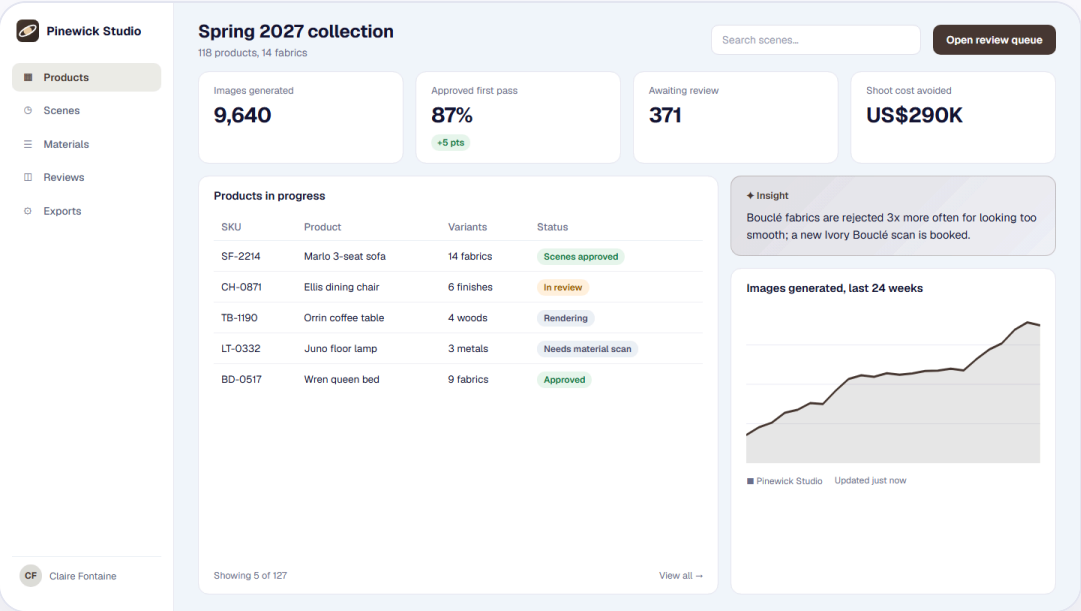


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Our solution

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Pinewick turns a brand's existing CAD or 3D files into photoreal product shots and styled room scenes, rendering every fabric and finish from scanned material swatches. Dimensions and colours stay true to the spec sheet, merchandisers approve scenes in a review queue, and approved sets export to the product catalogue in every required size.



Scene review

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Products

Scenes

Materials

Reviews

Exports

Scene review

Marlo 3-seat sofa, Moss velvet

Scenes
12

Approved
9

Changes requested
3

Colour difference
 ΔE 1.4

Search scenes...

Approve 9 scenes

Review notes

Scene	Room style	Reviewer note	Status
S-01	Warm minimal living	None	Approved
S-04	Loft, brick wall	Cushions look too firm	Re-render
S-07	Scandi, daylight	None	Approved
S-09	Family room, rug	Rug pattern too busy	Re-render
S-11	Studio white	Leg finish too dark	Re-render

Showing 5 of 137

View all →

✦ Insight

Moss velvet stays within ΔE 1.4 of the swatch in daylight scenes; evening scenes drift warmer.

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CF

Claire Fontaine

Why now

The timing

Most furniture brands now design in 3D, so the source files already exist, and image models can now hold exact dimensions and material colour, which earlier tools could not.

Market

Furniture, lighting and home-goods brands and retailers selling online in North America and Europe, about 8,000 companies spending an estimated US\$3B a year on product imagery.



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How we make money

Annual subscription priced by active SKUs, from US\$36K a year for 500 SKUs, plus a per-swatch fee for scanning new physical materials.



Traction

Where we are

67

Brand customers

US\$7.4M

Annual recurring revenue

185,000

Images delivered per
month

131%

Net revenue retention

- 67 brands on annual contracts, 131% net revenue retention
- US\$7.4M ARR, with gross margin above 70% since Q2
- 185,000 images a month, 87% approved on the first pass



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Team

Who's building it

CF

Claire Fontaine

CEO and co-founder

JP

Jae-won Park

CTO and co-founder

SA

Simone Adebayo

VP Customer Success

HL

Henrik Lindgren

Head of Materials



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Next

Where we're going

Not raising

- Second material scanning lab, in Europe
- Short video and 360° spins for product pages
- Self-serve plan for brands under 200 SKUs

