

# High-style, high-volume sales, simplified by PayPal Open

The Wallpaper Company does a lot more than wallpaper. Begun in 2011 as a family business by Guillermo Urbina and Guimar Urbina, the company's real passion is individualized decor projects requiring design solutions of all shapes and sizes.

With every custom project, they not only consult on style and products, but manage the logistics of delivery and installation. From a two-person startup, they've grown to 22 employees with four locations across South Florida. Their showrooms feature both exclusive collections alongside popular interior decor brands, so residential and commercial customers alike can find exactly what they need to transform their spaces.

Since the beginning, The Wallpaper Company has trusted PayPal to accept payments. What started with basic payment processing has evolved to PayPal Open solutions that now power their growing business.



**“PayPal has been integral to our growth, from our first transaction to now being one of Florida’s top wall covering companies.”**

**Guillermo Urbina**  
Co-founder,  
The Wallpaper Company

# High-value sales need high trust

The Wallpaper Company supports clients in creating their dream interiors, even complicated spaces that require consultations and tailored solutions. With average transaction values in the thousands, customers need to trust where their money is going.

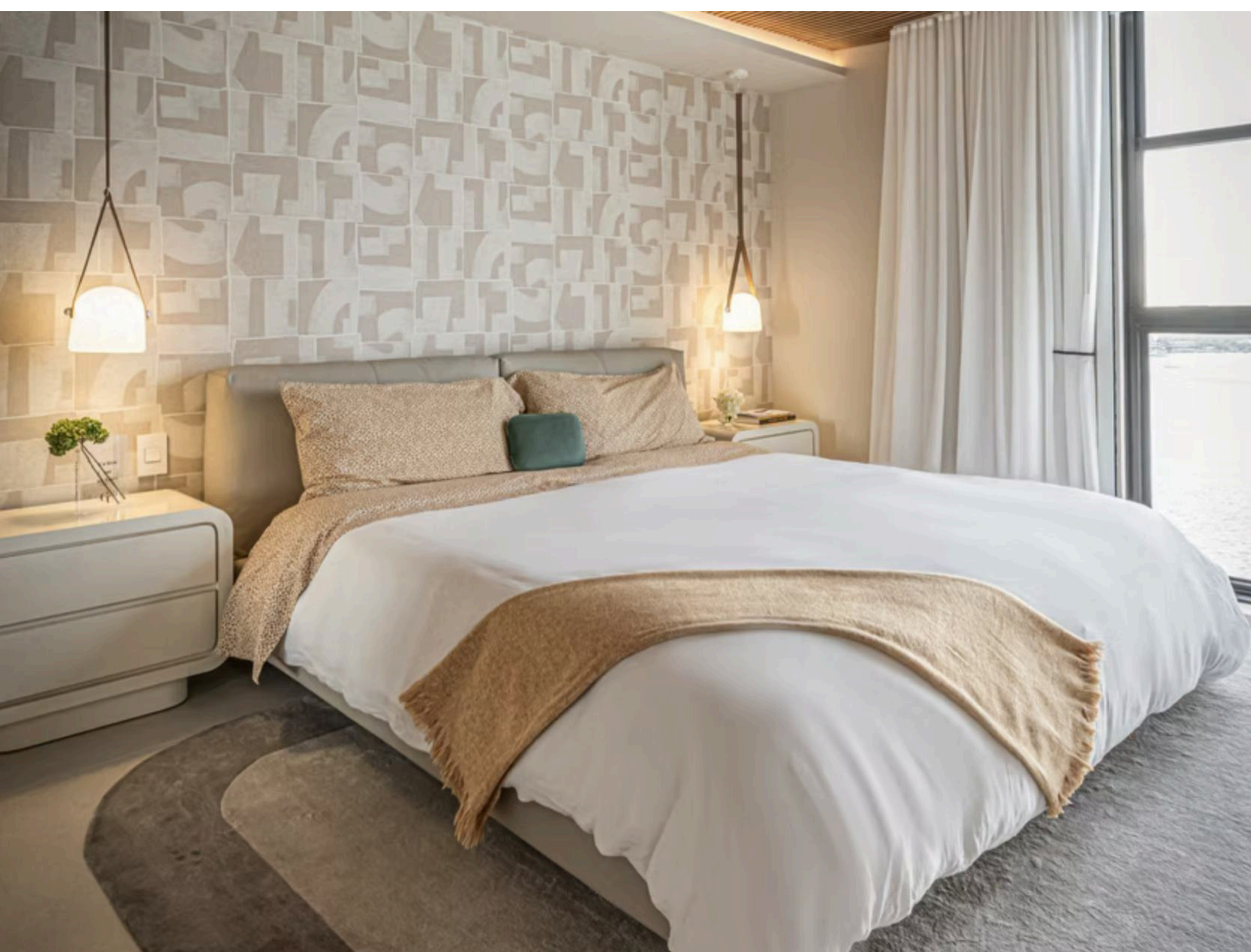
Traditional POS systems, manual invoicing, and checks created friction in the process, slowing deal cycles and increasing administrative overhead, especially across The Wallpaper Company's multiple locations.

Their showrooms were popular destinations for clients to browse and discuss their needs, but they weren't always ready to commit. Time and distance could stall sales, especially if clients had to return to the showroom to hand over a check or credit card.

Customers also wanted more flexibility, whether paying remotely, choosing their preferred payment method, or the option to pay in installments. Managing these options can be complex and risky for businesses. At the same time, credit card companies often have unseen fees on regular transactions. That can affect reconciliation, planning for the future, or the structure of contracts.

Searching for a way to streamline their business and provide simplicity for customers led the Wallpaper Company to PayPal.

"For high-value custom sales like ours, where the average transaction is \$2,500-\$3,000, clients need to trust the payment process," says Guillermo. "PayPal provides that peace of mind at every step."



## A new look for payment with PayPal Payment Links

To make payments seamless, The Wallpaper Company integrated PayPal Payment Links. With a single shareable link, customers can check out from nearly anywhere, on any device, choosing to pay with PayPal, Venmo, credit or debit, or installments with Pay Later. The same link can be shared again and again with any client, and no PayPal account is required to complete a purchase.

"Clients can complete transactions from home at their convenience, which helps secure the sale," says Guillermo.

Using Payment Links also changed how The Wallpaper Company does business in person. In their showroom, customers can check out with QR codes posted by popular products. And when sales team members are on location for consultations, they can send a payment link to the client to pay on the spot.

"Payment Links are extremely efficient and convenient," Guillermo says. "Clients can pay deposits or final balances without coming back to the showroom. They just click a link or use their phone."

# PayPal's personalized invoices for clarity and convenience

With PayPal Invoicing, The Wallpaper Company customizes project details, itemizes services, and outlines specific terms. All from their PayPal business account. This keeps contracts and payments centralized, eliminating the need for external document editors. And adding their own branding to an invoice creates a more professional look. The Wallpaper Company can also share invoices via email, text, or even QR codes, helping increase quote-to-payment conversion.

On the customer side, clients don't need to have a PayPal account to complete a purchase. They can pay using the method they prefer, removing barriers at checkout and helping The Wallpaper Company close deals faster.

"Our clients feel at ease when they see PayPal on our invoices," says Guillermo. "That logo carries trust."

PayPal Invoicing makes things much easier on the business side. The out-of-the-box QuickBooks integration has improved back-end efficiency 10x through faster banking reconciliation and detailed payment data that automatically syncs between systems.<sup>1</sup>

By eliminating extra administrative steps, the team saves time, reduces the risk of human error, and keeps financial records accurate and up to date.

Plus, understanding their exact fees with PayPal has been far more transparent than with a credit card company. That clarity and the assistance of PayPal Invoicing brings the same seamless experience to the back office.

"With the PayPal integration with QuickBooks, payments and fees sync automatically; it's one less entry for our accountants."

# Designing an easy system

Since its start, The Wallpaper Company has relied on PayPal so they can concentrate on customer satisfaction. Today, up to 90% of transactions are processed through PayPal, and they've seen a 15% increase in quote-to-payment conversion after implementing Payment Links.<sup>1</sup> Adaptability has helped The Wallpaper Company connect with digitally savvy consumers while maintaining the personalized service that defines their brand.

"There are a lot of people in the home and decor business that still rely on in-person payments or waiting on a check," Guillermo explains. "Having PayPal is a competitive advantage for us."

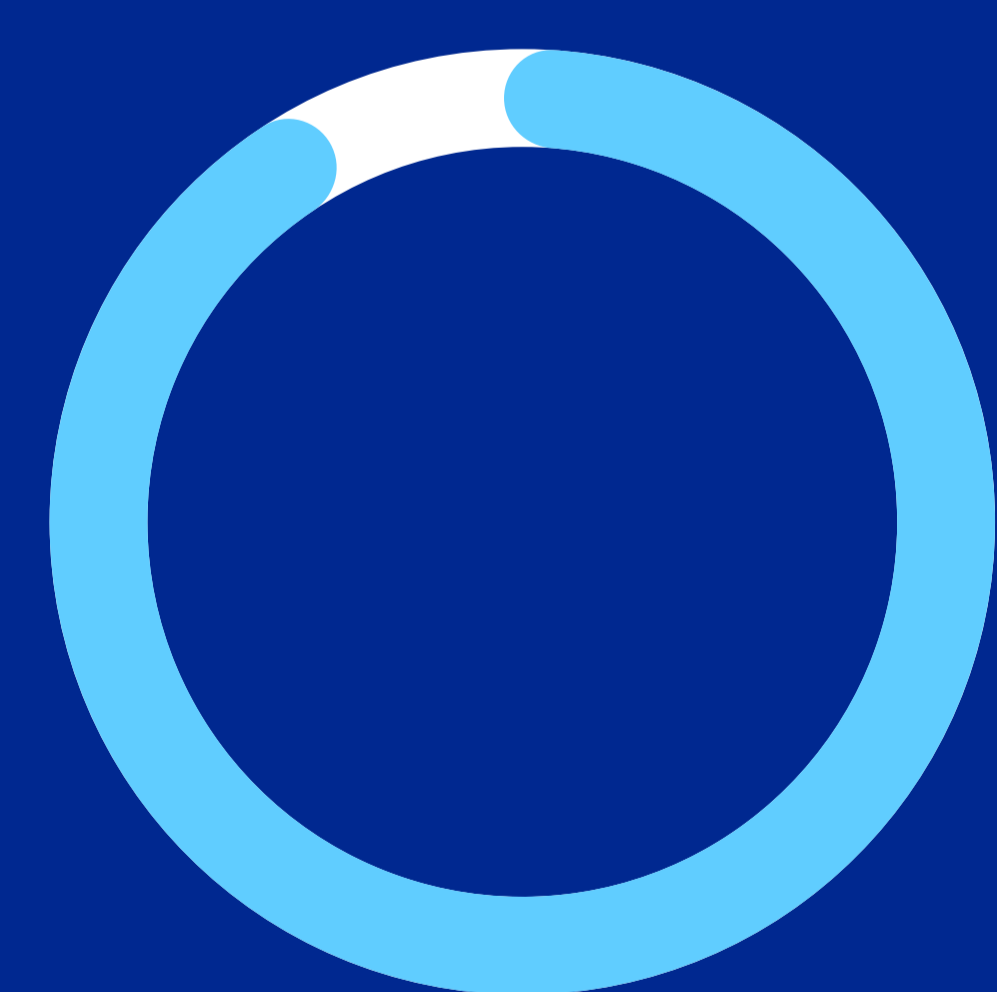
With PayPal Open solutions like Payment Links and Invoicing, The Wallpaper Company has not only found success, they've also significantly expanded their business. By 2019, they expanded to four locations. They opened a centralized distribution center in 2020 and recently relocated their flagship store to the prestigious Miami Design District.

In 2025, The Wallpaper Company celebrated a milestone of 1,000+ verified reviews across Google, Houzz, and Yelp.<sup>2</sup> Customer satisfaction is the cornerstone of their business, and PayPal Open powers transactions as polished as the spaces they design.

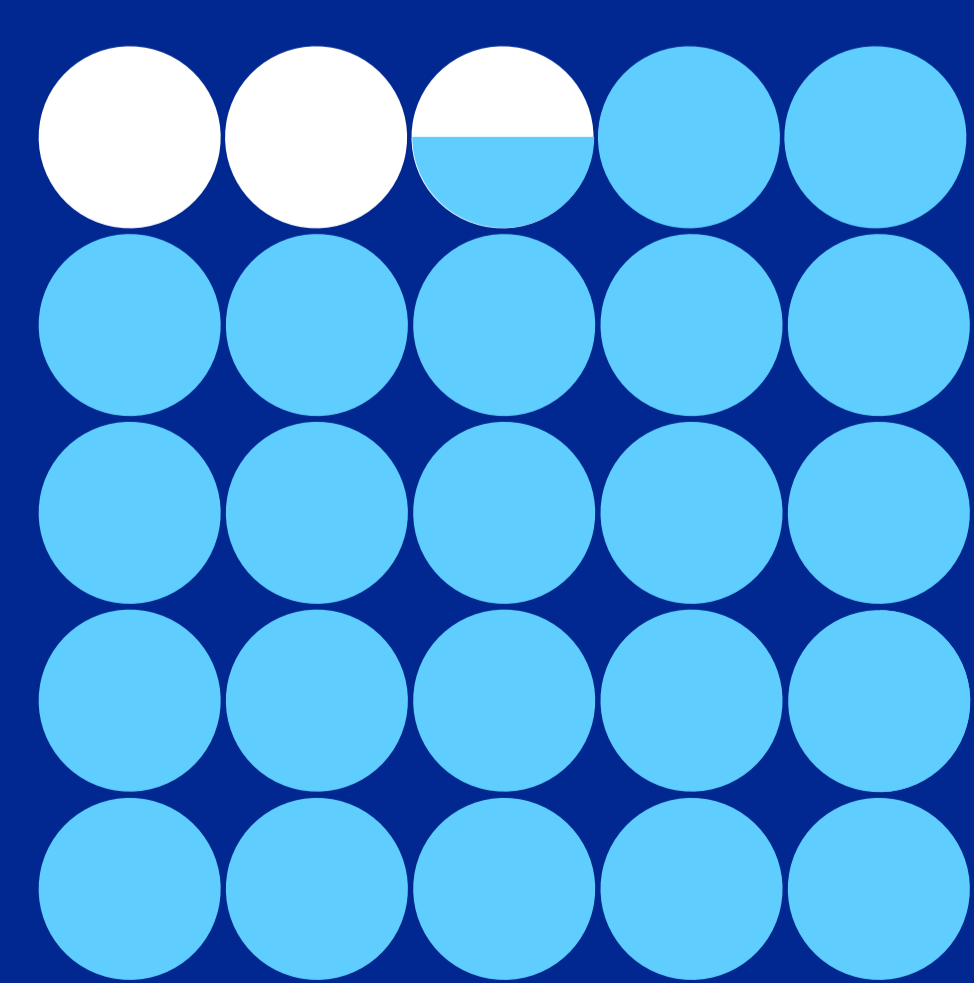
<sup>1</sup> Source: Data from The Wallpaper Company as of January 2026.

<sup>2</sup> Source: [Luxury Wallpaper Experts Since 2011 | The Wallpaper Company Story](#)

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**10x**  
faster back-end efficiency<sup>1</sup>



**90%**  
of transactions completed  
through PayPal<sup>1</sup>

PayPal Open

