



octimber



2023 Product Guide



# | Contents

1. ABOUT THE FOUNDER
2. THE OCTIMBER STORY
3. BACKGROUNDS
  - Background Types
  - Background Pricing
4. Joy by octimber
  - Joy Pricing
5. LET'S CONNECT

# Danielle Nikkia Salmon

---

THE FOUNDER



Photo by Huong Lien of Citrine Media LLC

## HEY THERE, SUNSHINE!

I'm Danielle, a Jamaican-American who creates the most perfectly imperfect photography backgrounds out of wood and thoughtful jars of affirmations. In my hometown of Altadena, CA, I visit local stores to source materials and design octimber products. Using these backgrounds instantly elevates my food photography. Making these jars allows me to bring joy and positivity to those who may need it. All-in-all, these backgrounds and pieces of joy bring me so much elation and I can't wait to give that same feeling to others.

octimber

# | The octimber story

octimber began with a little piece of wood.

In 2018 I needed a background for my food photography blog, [FollowMyGut.com](https://www.followmygut.com). Unfortunately, I struggled to find something I truly liked that fit my budget. I researched a few products, but ultimately ran with the crazy idea that I could make a background myself. A few trips to the hardware store, a lot of conversations with my carpenter uncle and with my neighbor, and I ended up creating my first photography background out of wood.

I had no idea that what I created then could turn into something so beautiful, but I'm thankful that one idea led me here.



octimber



Photo by Huong Lien of Citrine Media LLC

# Backgrounds

---

Backgrounds are an important component to photography. Whether the subject under the lens is food, clothing, jewelry, or stationery a background can make it easy to capture the items in focus.

octimber backgrounds are made of wood, pine to be exact. octimber's true wood backgrounds are durable, solid, and water and stain resistant. What makes the backgrounds unique is that each one is different from another. Thanks to textures and knots, no two backgrounds are the same. However, it's the way in which the backgrounds can fold that make them different from anything on the market. No longer do you need to adjust your space to fit your background. Instead, you can quickly and effortlessly adjust your background to fit your space.

For more details on octimber backgrounds, visit [octimber.com/background-guide](https://www.octimber.com/background-guide).

octimber

# Background Types

---

## THE MENU & PRIX FIXE

The two may sound similar, (but surprise!) The Menu and Prix Fixe showcase different types of backgrounds. **The Menu** holds the standard backgrounds that are always available. You can order them whenever you're ready and they can be sent your way.

On the other hand, **Prix Fixe** (pronounced prē-fiks) comes from the French term of a menu that is free of changes or alternations. With this menu you'll find backgrounds that are in limited stock, set colors and textures, and/or varying sizes. (See Beignet background, right)



# Background Pricing\*

---

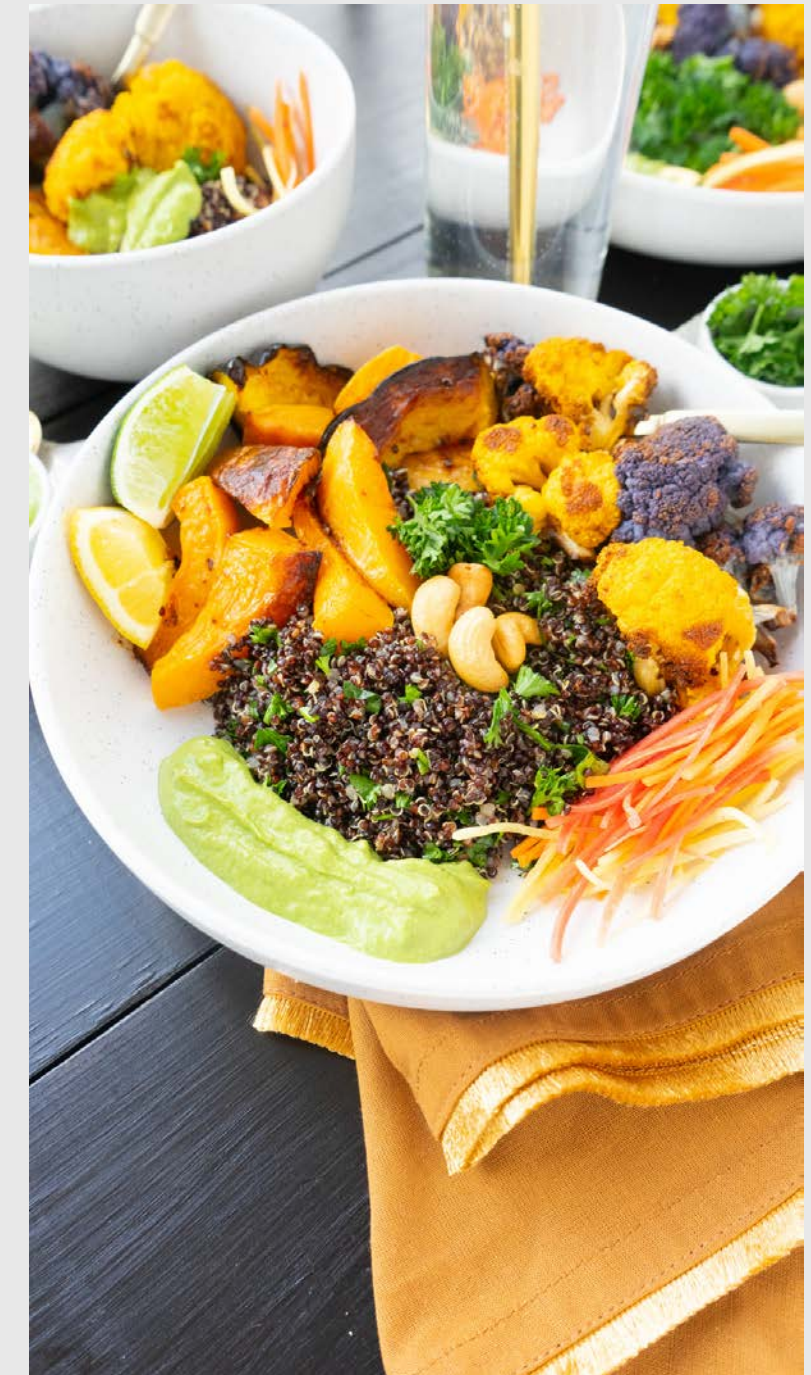
The Menu Backgrounds - \$185

Prix Fixe Backgrounds - \$200

For background colors visit - [octimber.com/the-menu](https://octimber.com/the-menu)

For background sizes visit - [octimber.com/background-guide](https://octimber.com/background-guide)

\*price excludes shipping and tax



octimber

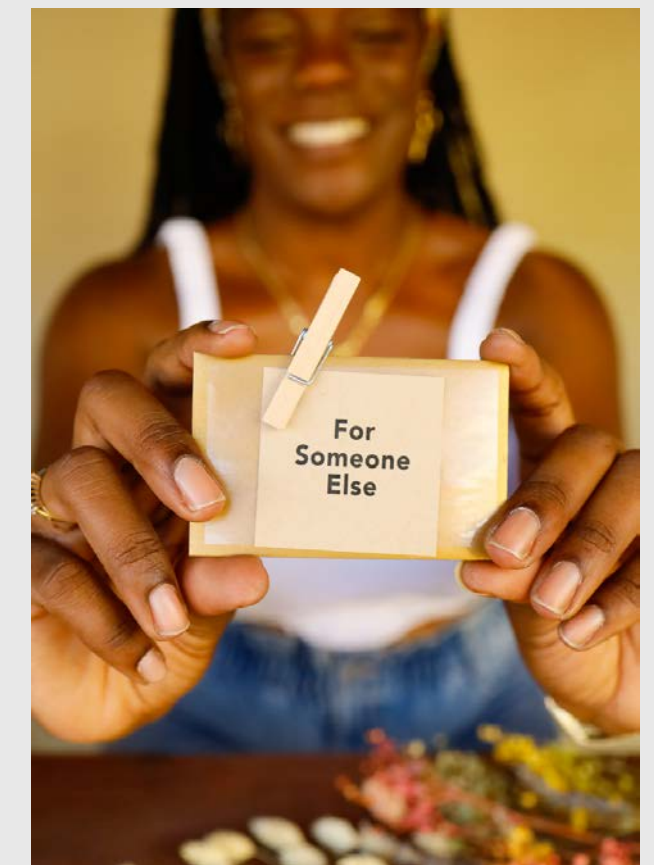
# | Joy by octimber

Joy by octimber is a collection of six products all designed to spread kindness to others or yourself. They are beautiful pieces that can be bought together or separately. All items are made with the intent of instilling happiness and positivity. The six items are:

Joy by You (in a Jar), Joy in a Jar,  
Joy For Someone Else, Joy by You (on a Note),  
Joy on Wood and Joy on a Note

Whether you're looking for friendly reminders, a refill on inspiration, or the ability to spread joy wherever you go, Joy by octimber can do that and so much more.

Discover all the ways you can easily spread joy by visiting [octimber.com/joy](https://octimber.com/joy).



Photos by Huong Lien of Citrine Media LLC

octimber





# | Joy Pricing\*

- Joy by You (in a Jar) - \$39
- Joy in a Jar - \$25
- Joy For Someone Else - \$15
- Joy by You (on a Note) - \$14
- Joy on Wood - \$11
- Joy on a Note - \$10

\*price excludes shipping and tax

Photos by Huong Lien of Citrine Media LLC

octimber



# Let's connect

---

For all inquiries please contact:

Danielle N. Salmon, founder

1443 East Washington Boulevard  
#282

Pasadena, CA 91104  
danielle@octimber.com  
[octimber.com](http://octimber.com)

Let's get social  
[@octimber](https://www.instagram.com/octimber)



octimber

# Helpful Links

---

- Website - [octimber.com](https://octimber.com)
- About octimber - [octimber.com/about](https://octimber.com/about)
- Backgrounds - [octimber.com/background-guide](https://octimber.com/background-guide)
- Joy by octimber - [octimber.com/joy](https://octimber.com/joy)
- octimber Shop - [octimber.com/shop](https://octimber.com/shop)
- FAQs - [octimber.com/faqs](https://octimber.com/faqs)



Photo by Huong Lien of Citrine Media LLC



| Thank you!

octimber