

Now that's impressive!™

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Finding a Niche with a Stitch

About a year ago, Kristian Connley and Tiffany Huber organized a scrapbook night as an excuse to spend time together and catch up on creating memory books for their children. After meeting for a couple of weeks, they realized that the pages they created lacked the rich texture and design that they'd both grown accustomed to through their backgrounds in interior design. They also realized that to get the texture they desired, many hours of crafting were required. As busy mothers, they desired products that would simplify their lives. Several years earlier, Huber and her husband had started an embroidery business. Connley and Huber quickly noticed an opportunity to incorporate embroidered items into their pages. Their passion for coordinating various fabrics, colors, and designs, combined with a plan to turn them into photo-safe self-adhesive embellishments provided the perfect solution. After creating many prototypes, their initial collections began to take shape. Their first test market included family, friends, and coworkers who also loved to scrapbook or craft. After many positive and encouraging responses, Now That's Impressive was born.

Now That's Impressive offers six coordinated collections with 42 total design packages. Coordinated packages now offer any crafter the look and feel of a seasoned veteran. The copyrighted designs are distributed through manufacturer sales representatives via retailers, like independent scrapbook stores. The products are rich with color and texture. The embellishments are photo-safe and self-adhesive (peel n stick), providing instant gratification. These products are easily used by everyone for scrapbooking, papercrafting, card making and other creative applications.

Each line is designed to be multi-functional making the products as adaptable as the imagination allows. Connley and Huber also included unique embellishments geared toward boys' and men's pages, which they believed would be very popular. Three of their six collections, Dawson, Edward and Ryan, include embellishments for the men/boys in your life. Each of these collections is so multi-faceted that they can crossover to just about any theme. Without forgetting the girls in your life, the Spoiled Rotten, Lydia and Hailey Collections can be as feminine as you imagine them or can be used in a variety of applications as well. Seeing these designs will help clarify the versatility that they can bring to your creative world.

Consumers may browse, or retailers can create an account at the Now That's Impressive website: www.nowthatsimpressive.com. To find a retailer near you that carries these new and exciting products, follow the store locator link: www.nowthatsimpressive.com/storelocator.php. If you can't find these items in your area, tell your local scrapbook, craft and hobby, or gift store that you would like to see them on their shelves.

With business savvy and creativity, Connley and Huber have a great deal more in store for consumers and retailers. If their current products are any indication of what is on the horizon, it certainly looks like a bright future for this innovative niche company. Now...that's impressive!