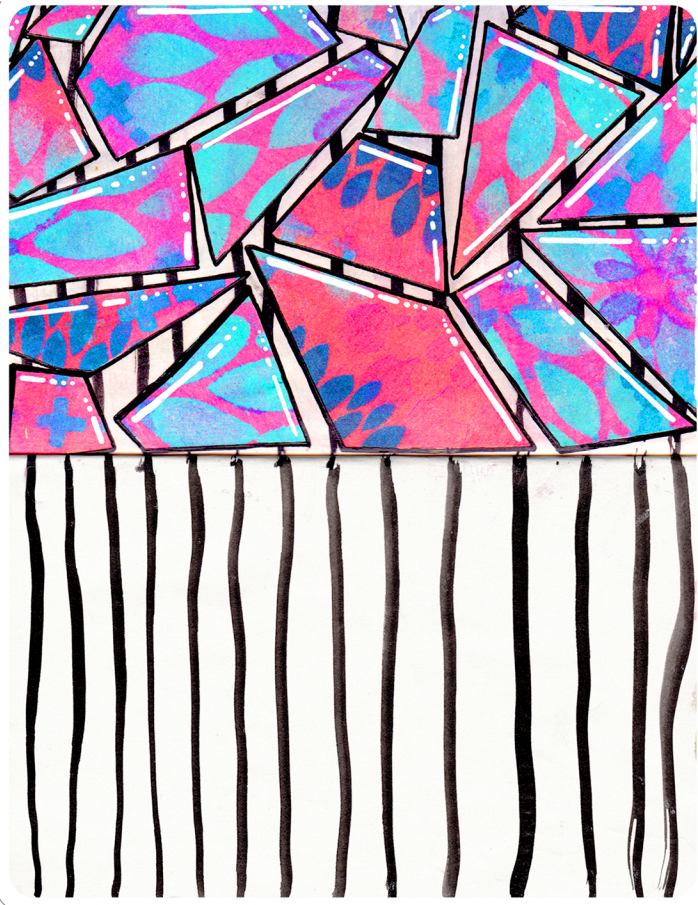
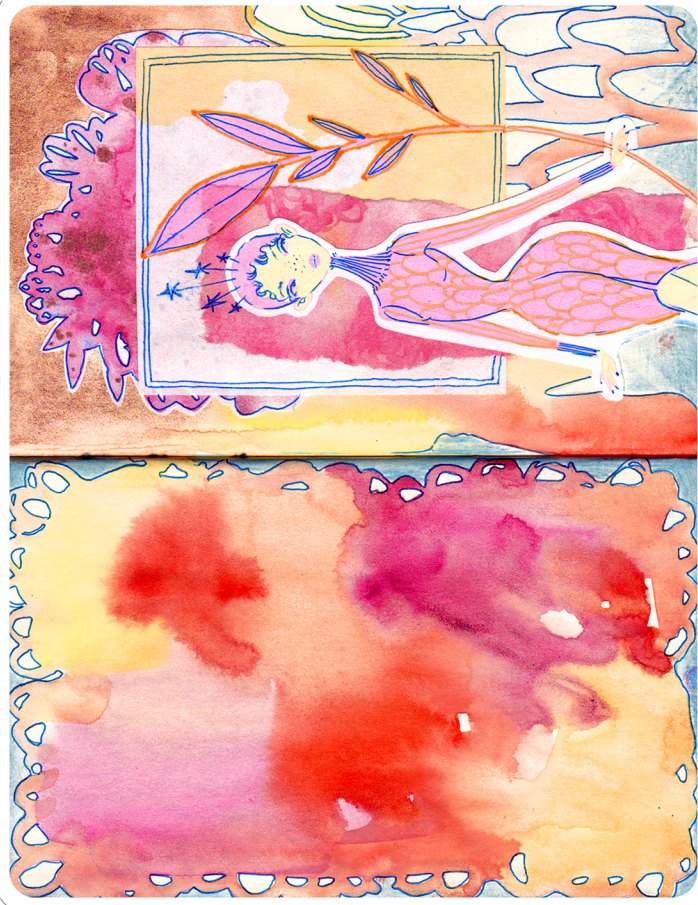


a little journal card moment.



Hashtag GOALS! Haha, in all seriousness though, THANK YOU! Your joining the PLAYZEST experience this year has afforded jibCREATIVE the go ahead with a relatively ambitious project I've been cooking up for a long while now. "Creator Box" is not a fundamentally new idea, subscription boxes have been around since dinosaur times, but my mission is not to collect subscribers and forward you products every month. Creator Box is actually designed for the Creator. Stick with me, I'm confusing myself here too... hahaha. Years

ago, I took a leap of faith in creating my first stamp sets and washi tape. I lost many, many, many nights of sleep worrying about the entire process, from my first Google Search to pressing "launch" on Etsy. Even shipping, I worry about that too... then people using the products... haha, Ok, I worried about the ENTIRE process! The whole thing is a big risk and it can be so daunting to go it alone, near impossible for those who struggle to push through doubt and fear. Later last year, after the first Playtest, I realized I had acquired a good amount of resources when it comes to manufacturing. I thought to myself, wow, if only I knew all of this a year ago! Well, another year has passed since then and the timing seems to inconveniently right. Now is the time to create the program I so desperately wished someone asked me to be a part of in 2017. Don't get me wrong, I'm no American Crafts or Ranger Ink, my operation is humble and I am limited to what I can

beginning. I'm licensing their work to create the products for the box, which means the Creators are paid and allowed to keep their rights to all artwork they contribute to the box. I chose not to make "exclusivity" contracts so that the Creators could take their work and self-produce once the run of Creator Boxes is done. This is obviously optional, but should they choose to move forward and start self-producing they will have access to the manufacturer's information and already have a product created and distributed. I have a range of products to create and each designer is matched with a particular item. Don't tell anyone, but this first box has stamps, die cuts and washi (oh my!) ... There's actually more but I'm trying to keep some of it a secret! So, you can hopefully see how this program is set up to give Creators the chance to see their work manufactured and grow in their own journey's. Whether it's someone who has wanted to make a product for years but just needed some help in the first steps, or an Etsy Shop owner looking to add a new type of product to the store. I see my role in this as more coordinator than designer. I will oversee packaging, formatting, general design, manufacturing and distribution - Creators just create and hold tight until we announce who is involved! Oh, and I will have a product in this box as well (couldn't help myself). This will all be unfolding behind the scenes over the next few weeks so keep your eyes peeled on all Social Media outlets for more information on the Creators involved, the products they're designing and the PRE-ORDER to end all PRE-ORDERS! On a serious note, I am so humbled that the Creators onboard trust me with their work and have been so ready and willing to jump into such a crazy idea. I hope we can do an incredible job with Creator Box and see its success bless more Creators push forward on their respective journeys in the future!



designing the creator box logo