where ideas meet **colour**

Colour has helped this mother and daughter
team turn design ideas into a thriving business.

How do you make your design business stand
out? Add more colour! That's been the
experience of mother and daughter team Mary
Mortland and Anna Tweedie, the talented Mt
Maunganui-based duo behind Inscribe Design.

Inscribe Design was born four years ago when Anna,
with her children now at school and kindy, was looking
to return to work. Her wish list was to find work with
enough flexibility to allow for family commitments and,
if possible, allow her to use her creative flair.

"I really wanted to do something I loved and felt
passionate about, rather than just 'working for
the man'."

Mum Mary, who shares that artistic flair, suggested
they look for a business they could run together. They
found a local hobby business based around a laser-cut
machine which was for sale. They bought it and started
experimenting. Four years later the pair have a thriving
enterprise creating beautiful laser-cut wood designs
from sustainable bamboo. Their product inventory
includes everything from cake toppers and coasters to
wall hangings and intricate clocks.

But what makes their designs stand-out from other
laser-cut products, and is one of the reasons for their
on-going success, says Anna, is their use of colour.
"Other laser-cut businesses often stick to just bare wood
or acrylic. We really wanted to stand out from the others
and offer something unique.

"We both really love colour, so we added colour,"
Anna says. For that, they turned to Resene paints.

"We love the range of colours Resene offers," says
Mary. She says they knew very little about paint when
they started out and were helped hugely by the
knowledgeable staff at their local Resene ColorShop
when it came to choosing finishes and paint types.

When selecting colours, Anna and Mary are guided

Their favourite colours

Current favourite colours are Resene Riptide, the most popular colour with
Inscribe customers, and Resene Java. Bright bursts of colour in Resene Grenadier
and Resene Turbo are also popular, along with designs in classic black and white
combos, usually in Resene All Black and Resene White. Mary also professes a
love for the bright green Resene Dizzy Lizzy. These are coasters in various styles.

Resene Java	Resene Turbo	Resene White
Resene Grenadier	Resene All Black	Resene Dizzy Lizzy

Left: Anna and Mary in front of one of their popular Te Reo clocks, finished in Resene Riptide.

Right: 3D Name Wall Hangings and Spinning Tops, all finished in Resene paints.

Resene Riptide

by interior trends and customer favourites, but also "the colours that appeal to us and inspire us", says Anna.

"There is a real trend among customers for items with a pop of really bright colour, particularly in things like coasters. It really works," says Anna. "Sometimes the design comes first then we'll think about what colour will work," says Mary. "And sometimes a colour will inspire a design. It's a mix of both." Customers will also request a specific colour, which they can create as a bespoke product.

The Inscribe customer base ranges from corporates to individuals and their biggest-selling item at the moment is the beautiful Te Reo clock, shown on the wall behind Anna and Mary at left. In fact, all Inscribe's clocks have become so popular they have recently upgraded to a second larger laser-cut machine to accommodate the increased demand.

Despite all the growth the business is still run from Anna's Mt Maunganui property. "We are busy and popular enough that we could take things to a larger industrial level. But we don't want that," says Anna. "We want to keep it just mum and I, and be able to still have that hands-on creative input. We put so much love into these products.

"The biggest reward for us is the genuinely lovely comments from our customers. We love receiving pictures of our creations in their homes.

"It's been a lot of trial and error, and you have your ups and downs but we have exceeded what we thought was possible in the past four years." H

For more, see www.inscribedesign.co.nz.

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