

“We listen to our customers”

Woodware distributes several different craft brands, and designs in the UK as well as producing its own unique range of products. Stéphanie de Geus went out to see them and talked about stamps, stencils and supporting shops

Although she doesn't own a shop that sells directly to customers, Judith Brewer's Woodware is responsible for distributing big brands like Dreamweaver, Sakura pens, Ranger, Clearsnap, Tombow and Stampendous! to the United Kingdom. It also distributes UK-based brands like Craftwork Cards. However, not only does

the company distribute brands, it also designs and sells its own range of stamps, papers, tools and more!

“We started with a range of stamps, and started adding things to it. We created our own products to match this and built up an entire collection”, says Judith Brewer, owner of Woodware. “We now have a phonebook-thick catalogue

and our new one will be released in February.”

Inspiration & products

Even though Woodware is tucked away on an industrial site, and it's mostly a place to store its stock, it's hard to miss the creativity that goes on in the office. When entering the building, the hall is decorated with card examples and inspiration. When walking into Judith's office, there are craft supplies, stamps and products everywhere. “Look at this”, she says and pulls out a journal full of ribbon samples. “I brought these back with me from my last visit to China. We've visited the factory and seen how they were all woven on those little looms, all by hand! It was such an amazing thing to see. These are some samples that will go in our next release.”

Judith travels a lot to source new products and ideas. “I go to China at least once a year and go to the show in Frankfurt and to the CHA in America. We're trendsetters, not followers, but I still like to see what everyone else is doing. I also look at brands that are not currently disturbed in the UK that would be interesting for Woodware.”

“When it comes to our range, our aim is to use as many UK manufacturers to create our products as possible. We are great believers in doing everything as local as possible and we like to support that as much as possible”, explains



Judith. “We listen to our customers too. There were people asking for stamps that said ‘With sympathy’, so we designed those. We also designed a lot of word and phrases stamps and they have done really well. There is a real need for them in the craft market.”

Woodware

Woodware was originally a wooden toy company – that's where it got its name. It was originally owned by a Dutch guy, but Judith and her husband have been managing the company from the very beginning. They started by distributing the American PSX rubberstamps in 1992 and it took off from there. It wasn't before long that the crafts side of the business started to take up more and more space in



Project inspiration using different products at the Woodware office



Woodware keeps its stock clear and neatly sorted



Project inspiration during one of the retailer's weekends



All set up for a day full of workshops

the company and eventually it sold the toy part of the business. In 2004 Judith and her husband got the offer to take over the company and they jumped at the chance.

As part of the company's development it started designing its own products – starting with stamps. “In the late 90s Françoise Read joined the company and started designing wooden block stamps for us. Jane Gill joined the company about nine years ago. They both have a very distinct style that our customers really seem to love. When the stamps

are out they supply us with card samples as well so we can place them in the catalogue”, says Judith.

Woodware releases new products twice a year – in February at Craft Hobby + Stitch, and then again in September. Woodware also holds retailer's weekends to update them on what's new and they show them how to use it. Those retailer's weekends are organised twice a year – one in the south and one in the north. “We think it's really important to support the independent shops. We try to help and support them where we can. We keep the prices for the retailer's weekends as low as possible and people can decide if they want to come one day, or for the whole weekend”, explains Judith. “We organise a full days of workshops with our designers to show our retailers our products. The response of these weekends is really good and a lot of shops attend. Because we do one in both the south and in the north it's easy for people to attend a weekend closer to them.”

“I think it's really important to keep supporting the independent shop owners”, says Judith. “I also think it's



Workshops in full swing

more and more important for shops to have an online store. We've seen lots of independent shop owners disappearing over the years, but the number of customers stays the same. By creating webshops it's easier for people to find the

businesses and that's something we really like to advise people to do.”



Stocks of pens



Ribbon stock



Examples of project inspiration as shown at the retailer's weekend



One of the workshops during the retailer's weekend

Flip the page for card inspiration using Dreamweaver stencils. For more information, the full range of products and card inspiration have a look at the website www.woodware.co.uk

Dorothy Adam
Designer



HAPPY BIRTHDAY JUG

Simply make

1 Create a sentiment onto Berry cardstock using the 'Happy Birthday' stencil and embossing paste. When dry, colour using inkpads as shown. Add a flower to the background using purple ink, round the corners and ink the edges.

2 Run white cardstock together with the pitcher stencil and the floral background through the die-cutting machine. Leave the stencils in place and colour



BUTTERFLY & FLOURISH PASTED HAPPY BIRTHDAY



What you need

Materials

- ◆ Dreamweaver Happy Birthday, Large Corner Flourish & Open Butterfly stencils
- ◆ Pearl Dreamweaver embossing paste
- ◆ Purple Satin & Navajo Sky Dreamweaver Metallic F/X mica powder
- ◆ Watermark ColorBox inkpad
- ◆ white organza ribbon
- ◆ pink pearls
- ◆ white 20cm-square card blank
- ◆ white, aqua & Amethyst Woodward cardstock

Tools

- ◆ Woodward Inverted Corner punch

Simply make

1 Use the Pearl embossing paste and the three stencils and set aside to dry.

2 Cut a piece of Amethyst cardstock to measure 19x16cm. Use watermark ink together with the Flourish stencil to create patterns on the cardstock.

3 When the paste is dry colour them using the inkpads as shown. Punch the three panels using the inverted corner punch and cut out the butterfly.

4 Layer the panels together on the card front as shown and place the butterfly on top using 3D foam pads.

5 Wrap the left-hand side with ribbon and add pearls to finish.



What you need

Materials

- ◆ Dreamweaver Pitcher, Floral Background, Happy Birthday & Daisy Background stencils
- ◆ Matte White Dreamweaver regular embossing paste
- ◆ Sweet Pea, Jungle, purple & Watermark ColorBox inkpads
- ◆ cream self-adhesive cotton lace
- ◆ Spring Green, Berry, Hairy Manila & white Woodware cardstock
- ◆ 3D foam pads

Tools

- ◆ manual die-cutting machine
- ◆ corner-rounder punch

using inkpads. Cut out the pitcher shape.

3 Attach the Daisy stencil to the green cardstock and colour using a watermark inkpad.

4 Score and fold the Hairy Manila cardstock in half and attach the elements as shown together with lace. Attach the jug on top using 3D foam pads to finish.



DOUBLE GLITTER BIRTHDAY FLORAL CORNER

Simply make

1 Cut a panel from white cardstock and cover with sticky-back plastic. Add glitter to the plastic through the stencil, starting with the pink glitter.

2 Repeat this using the Happy Birthday stencil starting with pink glitter around the stencil to create a border. Thread with organza ribbon.

3 Add glitter to the paper flowers and layer two together, fixing in

place with a brad and the silver punched flowers.

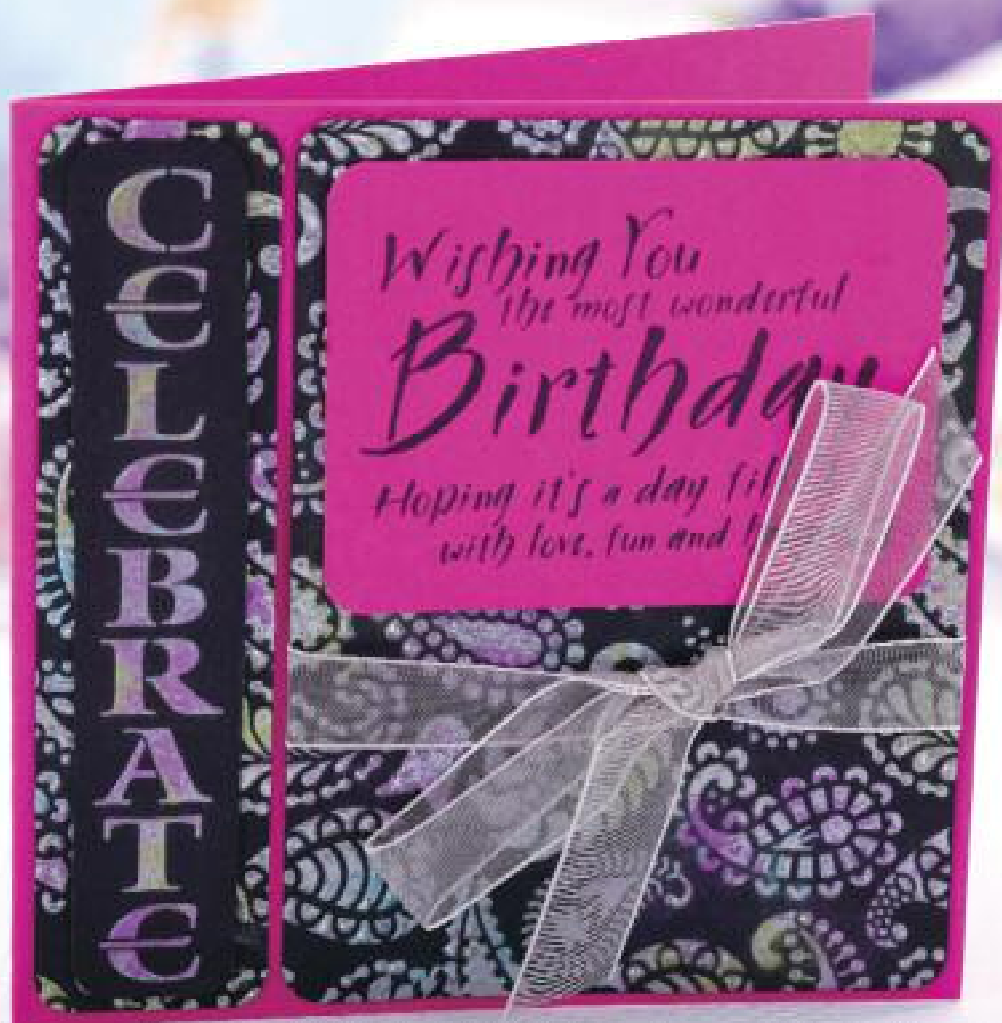
4 Wrap ribbon around the left-hand side of the card front and add a bow to finish.



What you need

Materials

- ◆ Dreamweaver Corner Flowers & Small Happy Birthday stencils
- ◆ Dreamweaver double-sided mounting paper
- ◆ white cardstock
- ◆ super-fine metallic glitter set
- ◆ sticky-back plastic
- ◆ glue gloss
- ◆ Berry 15mm & 7mm organza ribbon
- ◆ pink paper flowers
- ◆ silver metal punched flower



MOLTEN MAGIC PAISLEY

Simply make

- 1 Create a 15cm-square card blank from Berry cardstock.
- 2 Emboss black cardstock using embossing paste and the

What you need

Materials

- ◆ Dreamweaver Vertical Celebrate & Paisley stencils
- ◆ silver Dreamweaver embossing paste
- ◆ Plum Royal, Kiwi & Glacier Ice Dreamweaver Metallic F/X mica powder
- ◆ black & Watermark ColorBox inkpads

- ◆ Woodward Francoise Collection Clear Magic Single Most Wonderful Birthday stamp
- ◆ silver grey organza ribbon
- ◆ black & Berry Woodward cardstock

Tools

- ◆ corner-rounder punch
- ◆ Dreamweaver 1/8" stencil brush

Celebrate stencil. Repeat this on different cardstock using the Paisley stencil.

3 Once dry, colour using Metallix F/X powders randomly over the patterns. Once dry, trim into three panels as shown.

4 Wrap the larger black panel with ribbon and round the corners of all three panels. Stick to the card front as shown.

5 Stamp the sentiment onto Berry cardstock, cut to size and round the corners. Affix to the card front to finish.

GLAZED SHASTA FLOWER

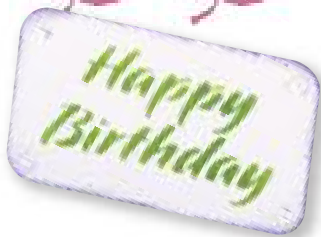
Simply make

1 Create a 15cm-square card blank from Pale Green pearlescent cardstock.

2 Run a panel of white cardstock through the die-cutting machine, trim to size, ink the edges and attach to the left-hand side of the card front.

3 Run the Shasta Flower through the manual die-cutting machine with white cardstock and





trim to size. Colour the flowers using ink and add clear embossing powder on top. Set using a heat tool. Repeat using the Happy Birthday stencil.

4 Round the corners of the panels and ink the edges. Matt both panels onto green cardstock and layer together as shown. Affix to the left-hand side of the card front. Add pearls to finish.

What you need

Materials

- ◆ Dreamweaver Shasta Flower Trio, Daisy Background & Small Happy Birthday stencils
- ◆ pale green pearlescent cardstock
- ◆ white cardstock
- ◆ purple & Jungle ColorBox inkpads
- ◆ clear embossing powder
- ◆ ivory pearl border

Tools

- ◆ manual die-cutting machine
- ◆ heat tool
- ◆ corner-rounder punch



METAL

Simply make

Color Solution Thinner on top using a cotton bud.

1 Create a 15cm-square card blank from Amethyst cardstock and score down the centre to create an easel card. Cut a panel slightly smaller and colour using watermark ink. Ink the edges, matt onto Amethyst cardstock and fix to the card front.

2 Run the aluminium sheet through the die-cutting machine together with the stencil.

3 Trim the embossed image and rub with the nail file to remove some of the colour. Rub some

4 Colour using Thistle Color Solution and a cotton bud as shown. Matt the image onto mirror cardstock and fix to the top-right corner

5 Colour a smaller panel of cardstock using the stencil and watermark ink. Fix on the inside of the card blank using 3D foam pads to create a stopper.

6 Stamp the sentiment onto purple cardstock, trim to size, ink the edges and affix to the stopper. Add lace as shown to finish.

What you need

Materials

- ◆ Dreamweaver Corner Flowers stencil
- ◆ Thistle Dreamweaver Color Solution Alcohol Ink
- ◆ Dreamweaver Color Solution Clearer & Thinner
- ◆ Navy Blue Mercart aluminium sheet
- ◆ Watermark & purple ColorBox inkpads

- ◆ Woodware Francoise Collection Clear Magic Single Most Wonderful Birthday stamp
- ◆ Amethyst Woodware cardstock
- ◆ silver mirror card
- ◆ white Woodware self-adhesive lace
- ◆ 3D foam pads

Tools

- ◆ manual die-cutting machine
- ◆ distressing nail file

