

BizSnaps

A Snapshot look at local businesses



Your Name: Sandra Ginner & Donna Felland

Title: Owners & Partners

Business Name: Shades 4 Fun, Inc.

Address: www.shades4fun.com, Elkhorn

Phone #: 262-723-4127

When was the business started?

Mother & Daughter team started in 1997.

Describe your products / services:

We sell double-image decorative paper lampshades, finished ready to use and patterns & supplies to create your own lampshades.

What do you do, product, service or philosophy, which differentiates you from your competitors?

Our product is unique and fun! We have lampshades for popular holidays throughout the year so you can use one lamp base and change the shade.

How did you get interested and/or started in this business?

Playing off the creative talents of both owners, we went to press with a few of the hand-painted shades and then ventured into the craft market as well. We now have 22 different pre-printed lampshades and all the supplies to make your own! Our lampshade and parts have always been made in the USA.

What kind of training or background do you have?

Sandra is an accomplished decorative painter and Donna has a degree in Graphic Design.

What have you learned from this business?

We have worked with companies such as QVC, Hobby Lobby, Ben Franklin, The Home Shopping Network and have learned a lot about marketing & daily business operations.

What are your future plans for your business?

We offer our products on our website and will continue to do so.

What or who has had the most influence in the way you do business?

As in any business, the economy has the greatest affect on our business, however, people like our products and it makes them smile!

Do you have a favorite saying that applies to your business? "You can never smile too much"

What have been some of the challenges you've faced and how did you work them out?

Shipping our fragile scalloped edge lampshade is a challenge. Donna designed a box that locks the shade into place that restricts all movement when in transit.

What do you find most rewarding about this type of work?

Our Customer's reaction to the double-image lampshades is enjoyable and fun to watch.

What type of customers use your products / services?

Our lampshades are for young and old, for anyone who has a lamp in their home.

Visit our website www.shades4fun.com for more information.

