

> **business** STARTUP TO SUCCESS

# Strictly Need to Know

Encouraging prints, girl-power buttons and educational books are Papersalt's business. While staying upbeat, the company delivers the facts with its products—without any of the fluff.

BY TORI LINVILLE



*Being a Big Brother* can help boys of all ages understand their role as an older sibling and includes lessons on staying patient and encouraging younger siblings. Papersalt. [papersalt.com](http://papersalt.com)  
CIRCLE #796

While inspirational products proliferate in the gift industry, Papersalt aims to make a different type of inspirational product—one that's attainable. Whether they're about parenthood, being a teenage boy, being a newlywed or learning about the dos and don'ts of driving, their books encourage through education. They present only the facts and nothing more.

The team at Papersalt has three goals in mind when creating products: inspire, educate and empower children and families. In 2003, Papersalt was created as a division of Revolution, Inc., a Seattle-based design and printing company, and it operates for families by families.

"As parents, we knew that raising our kids was the most important thing we'd ever do," said Bridgett MacAfee at Papersalt. "We wanted to share what we'd learned—and are still learning—with other families who were dealing with similar chal-

lenges. There is a wealth of family-based content out there, but so little of it gets used or is only written with the parents in mind. Our goal is to deliver 'just enough' relevant content, with cool designs, that kids and adults will connect with. No fluff—just 'need-to-know' things."

The company recognizes how media can confuse the message for both parents and children and realizes, according to its website, that "simple, memorable, engaging content is extremely effective." Papersalt books and other products are created to be customized and relatable to consumers without being confusing or boring. The books tell the truth about real-world issues without sacrificing eye-catching colors and illustrations.

The *Being a Friend* book includes topics such as sticking up for your friends, saying sorry, not gossiping and finding the good in everyone. *Being a New Parent* covers information and ideas for new parents, including finding time to exercise, the im-

portance of sleeping and choosing a stroller, plus a few safety tips.

"All of our content comes from our own experiences, both good and challenging. By doing this, we've been able to ensure that everything we make supports our mission to inspire, educate and empower families. We are sharing our lives through these products in hopes that it will help someone else going through similar challenges," MacAfee said.

The team takes the time to thoroughly research each book, and alternative viewpoints aren't taken for granted; if someone else can tell facts better, that person will write the book. While some books take months to develop and come together, others are assembled quickly because of a conversation or event, MacAfee said.

"Sometimes, rather than one of us writing it, we ask our kids to author it because they would be the most authentic writer. This is the case with *Big Sister* and our graduation book, *How to Ditch Your Parents*," she said.