

Small business

Who: Mabel's Labels

What: "Mabel's Labels is the leading provider of personalized labels. We market innovative products for both young and old. After lots of research and testing, we've developed the perfect labels. Our dishwasher and microwave-safe stick-on labels can be used on cups, bowls, toys, books and more. Our iron-ons and peel and stick tag-mates make labelling clothing a snap." Go to www.mabel.ca.

Founded: March 2002

Reason for success: "There are four business partners – Julie Cole, Julie Ellis Cole, Cynthia Esp and Tricia Mumby – who together have a fantastic range of knowledge ... We are committed to Mabel's Labels, and we have a team of amazing and loyal staff whose contributions are endless. Our products are innovative and fun, and our customers are at the heart of our business. We have been willing to take risks."

Why nominated: "We have been growing at a phenomenal rate and have received a tremendous amount of media attention."

What it would mean to win: "We would be completely honoured.... We are very proud to be Hamilton-based."

Scope of company: "In addition to the four partners, we now have 15 full-time employees and several part-time and seasonal employees."



KAZ NOVAK, THE SPECTATOR

Clockwise from front left:
Julie Cole, Cynthia Esp, Julie Ellis Cole and Tricia Mumby.