



Smart, Green Paper Goods

Two Trick Pony specializes in eco-modern stationery and notecards. All products are screenprinted by hand on recycled materials using earth-friendly inks.



SMART, GREEN PAPER GOODS: Two Trick Pony is committed to green design. We work hard to reduce our environmental footprint by screen printing all of our paper goods by hand using water-based inks on 100% post consumer recycled paper.

We are constantly striving towards better, cleaner and greener practices, so feel free to contact us with any information, advice, or concerns. And please—recycle or reuse our cards if you receive one!

[Courtesy of Two Trick Pony www.twotrickpony.com/about/]

Introduction: Background

I had the pleasure of meeting Carrie Siegel back in early 2007 when we worked on the creation of wedding invitations for my August wedding. Immediately I connected with Carrie, her easy-going manner and presence was contagious. Carrie is truly an inspiration as well as an extremely humble, lovely person who has carved a unique space for her cleverly implemented designs and social convictions to thrive.

As a dual major in fine art and graphic design at Flagler College in St. Augustine Florida Carrie's career beginnings was in advertising. Having relocated to the Boston area, Carrie found little care for the advertising industry and moved into the creation of window displays and merchandising. Eventually her travels landed her at Paper Source in Downtown Boston where she designed wedding invitations and was brought into the paper industry.

Two Trick Pony: The Beginning

Carrie met her fellow pony, Laurie Mee, while working at Paper Source. Little did the other know, but each wanted to quit their present job in pursuit of an independent design venture. It wasn't until over Chinese food that both admitted to wanting to quit Paper Source in order to start a business manufacturing invitations and cards; they decided to do it together.

ALL OF OUR PAPERS ARE

100%

POST-CONSUMER
WASTE RECYCLED

PROCESSED CHLORINE FREE
FSC CERTIFIED AND ACID FREE

SCREEN
PRINTED
BY HAND

CONTACT US:
617-448-4457

ON THE WORLD WIDE WEB AT
TWO TRICK PONY.COM
PONY@TWO TRICK PONY.COM



Laurie Mee and Carrie Siegel met while working for the same paper retailer in Boston, Massachusetts. They bonded over a shared love of vintage wallpaper, eco-friendly design and half-priced baked goods. One night over Chinese food, they confessed feeling saddled down by the 9–5 race, and decided to place their bets on their paper pipe dreams. Much discussion followed, a mascot was chosen, and Two Trick Pony was born in the summer of 2006.

[Courtesy of Two Trick Pony www.twotrickpony.com/ponies/]

Carrie noted that the initial transition from full-time employment to being self-employed was very difficult. She recounted that it was scary to leave a job and freefall all with hope of landing on her feet. It was an enormous challenge, but it all seems to be working out pretty well so far; a comment Carrie made with a very humble yet enthusiastic smile.

The Printing Process

When Two Trick Pony first started making prints they were done by using a Japanese screen printing machine called the Gocco, which is the “easy bake oven of screen printing.” The Gocco would produce one card at a time. Initially, this worked well, since the duo was selling their goods at local craft fairs as well as to friends and family. With demand on the rise, they soon realized that the demand was far more than they could keep up with. As a result, they moved away from the Gocco to a more traditional screen printing process that enable them to manufacture cards and prints on a much greater scale.

The name Two Trick Pony was a result of the screen printing process. Originally, the Gocco inspired the name One Trick Pony due to its ability to do one action and produce only one card at a time. Having moved away from the Gocco, Carrie proclaimed that they must now have more than one trick – and the name **Two Trick Pony** was born.

Eco-friendly Mission

“When we started the company we knew we wanted a company that was as green as it could possibly be, which is difficult to do when you’re manufacturing a paper product.”

As if Two Trick Pony wasn’t amazing enough between its designs and founders, there’s more! Two Trick Pony is different than other card manufactures due to its eco-friendly mission. They use 100% post consumer waste recycled paper for all cards and prints, and as Carrie pointed out: *that’s as green as you can get with paper.*

Thanks to Google, Two Trick Pony was able to find a paper that met their requirements. The company that produces the paper not only does so via 100% post consumer waste recycled paper, but also by using a hydroelectric station on its mill as well as buys alternative energies from a wind farm. The result: a card that’s environmentally conscience not only in motivation and execution, but also in its entire creation throughout the manufacturing process.

Carrie further informed me that screen printing is an inherently green process. Two Trick Pony uses all water-based inks and don’t use any industrial equipment, which means no chemically harsh cleaning. Any cleaning required is done by using Simple Green, which is biodegradable, and when diluted can even be used to water your garden.

Consumers have been very receptive to Two Trick Pony's eco friendly practices. Though it's interesting to note that Carrie and Laurie are frequently asked by increasingly eco educated consumers what green means to them. "Green" varies across the board, and it's being noted.

Inspiration: The Design Process

"We're inspired by vintage fabrics, vintage wallpaper, anything that we see out and about in our daily life, life forms from the ocean; we find our inspiration pretty much everywhere."

Both Laurie and Carrie generate the designs. Carrie notes that, "our design styles are a bit distinct, but compliment each other very well." There are two ways that the team approaches the design process. Either one of them will start a design, which they'll work on together or they will complete an individual design and seek the approval of the other. Either way the result is a unique and clever design that's appeal to the eye as well as to the consumer.

Carrie noted that there is quite a dramatic difference between creating a fine art print and a greeting card. The challenge with a greeting card is that it has to appeal to a much larger audience, which is different to an art print. Though it's that very design challenge, which Carrie finds so appealing about working on cards. The satisfaction in card creation is reaching people who aren't walking through a gallery nor are they necessarily interested in buying an art print, but "it's still an art piece they can take home and hold in their hands".



"My workspace at home. My husband is responsible for the images tacked up on the wall behind my monitor; I love that he takes the time to put up things that will inspire me. The drawers on the right are covered with my absolute favorite pattern of all time. It's the last remnants of a roll of vintage wallpaper that I purchased when I worked as a display artist. I still have a full roll of the same pattern in pink and purple; I'd love to get my hands on more in this color way!"

[Image and quote are courtesy of: Design*Sponge, Sneak Peak <http://tinyurl.com/6pg39v>]

Favorite: The Dutch Bunny Series

"I love bunnies," Carrie proclaimed at our interview.

While Laurie shares a similar love of bunnies, Carrie tends to be the bunny person. The Dutch bunny series was inspired by Pennsylvania Dutch fracture illustration, which just might be her favorite art print series to date [two of the series to the right].



The Greatest Reward

The most rewarding moment for Carrie, and Laurie, was going to The New York Stationary Show held each May, which everyone from the paper industry attends. It was a major financial commitment that paid off, and reassured them that they were indeed on the right track.

The Biggest Challenge

The irony was that getting to their first New York Stationary Show proved to be the greatest challenge. Two Trick Pony not only had to make the financial commitment, but also design and produce an entire product line as well as a booth all within a matter of months. This was further complicated by having to find, and fund, lodging and figuring out how to get everything to New York. Carrie reflected, "the biggest challenge is often the biggest reward."

Advice to Aspiring Entrepreneurs

Carrie recounts that she was terrified by the decision to quit her job, but it has really paid off in ways that she would have never expected. Her greatest piece of advice for anyone looking to make the leap:

"Work really hard, work a lot and go for it/Make the jump. Just go for it. You can always go back, you can always find another job working for someone else. You just have to take up your courage and go for it."

What's Next for Two Trick Pony

Two Trick Pony plans to launch a line of wedding invitations in the spring of 2009. The two are presently creating a book of invitation styles from which people can choose. This line will be one of the few lines of wedding invitations around that's 100% post consumer recycled paper and manufactured in a green way.

Down the road Carrie hopes to still be doing what she's doing now with Two Trick Pony. While she plans on doing some of the printing, her hope is to find someone younger to take on the task of the actual screen printing process, which is labor intensive. Ultimately, Carrie would like Two Trick Pony to remain a small company that's still very eco focused with a small handful of employees designing cards.

Want Your Own Pony: Where to Buy

Two Trick Pony can be found online at Verde Paperie (www.verdepaperie.com) or Etsy (www.twotrickpony.etsy.com) as well as in a variety of small boutiques across the country, including Fred Siegel in LA. For a full listing of locations visit: www.twotrick.com/buy/