

Mothers of Invention

Appeal to this hot demographic with hip products that cater to her needs

By Sarah Schwartz
Editor at Large



Spindlyville's "Flip-Pack Calendar" is packaged in a clear, plastic jewel case, which opens to form a built-in easel stand. Each month has room on the back to add other important dates/birthdays and information. "I designed these calendars so that they could fill the need of a quick, at-a-glance desk calendar that can also easily fold up and fit in a purse, book bag or suitcase," said the company's Sheila Sons. **(941) 923-3349**

