



From left: Cynthia Esp, Tricia Mumby, Julie Ellis Cole, and Julie Cole.

solving a sticky problem

It's a scene familiar to most parents: your child comes home from daycare, school, or the babysitter's with some other child's bottle, hat, boots, or lunch box. Two years ago **Julie Cole**, BA '95, a former FEDS vice-president and now a lawyer and a mother of three, decided there had to be a solution. She recruited three other moms to help her find it: her sister, **Cynthia Esp** (née Cole), BA '95, her sister-in-law, **Julie Cole** (née Ellis), BA '94, and her aunt, **Tricia Mumby**, an arts student at the University of Waterloo in the 1990s and now a staff member.

They came up with the idea of creating colourful name stickers with icons – like ducks, airplanes, or stars – that a child could easily recognize. Their solution soon blossomed into a business. For a year they tested labels for durability in the dishwasher and microwave, and out in the weather. After launching their line of sticky labels, they branched out into shoe labels and iron-on labels for clothing. Julie Cole (BA '95) handles publicity and marketing, while Julie Ellis Cole (BA '94), a financial planner, deals with the budget. Cynthia Esp, a teacher, is in charge of production and Tricia Mumby, a digital printing manager, handles product design and the website.

Between jobs, family, and the growing business, life is hectic, says Julie Cole (BA '95). But if anything, it has strengthened the bond among the four women. "We share family holidays, visit our cottage together, and provide parenting relief on those days the kids drive us to distraction," she says. "Our relationship goes far beyond Mabel's Labels."