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Woodruff and Co - A New Take On An Old Classic

Melbourne based small business Woodruff and Co offer an easy and affordable way for small business owners to make their brand look awesome, creating custom rubber stamps from almost any graphic.

Woodruff and Co is an online service that allows business owners, creative professionals or DIY'ers to turn virtually any design into a classic rubber stamp. Been to a coffee shop recently and noticed a stamp on your coffee cup? There's every chance it came from Woodruff and Co.

The team behind Woodruff and Co, husband and wife Rebecca and Simon, recognised a common challenge for micro and small businesses: cost effectively producing customised packaging to present a professional appearance. Small businesses often have small budgets, so Woodruff and Co focused on minimising costs and making their products as affordable as possible. This allows a broader market the ability to make their brand or creative project come to life.

Woodruff and Co's innovative vector conversion software means almost any image can be uploaded and converted auto-magically from raster designs into a scaleable, lossless vector format, the first time this technology has been used in Australia. This means a simple and fast process for online ordering and proof approval.

Customers simply upload their design, select a stamp size and pick an ink colour. Stamps are produced using state of the art manufacturing ensuring the highest resolution images. All stamps are then mounted on a sustainably sourced Tasmanian hardwood block with a jet black wooden handle. Everything comes handmade from Woodruff and Co's Melbourne studio.

Rebecca McIntyre, co-owner of Woodruff and Co says that the stamps are ideal for small business branding.

"We see so many great, independent brands being launched all the time, and having been involved with several small businesses in the past, we know that things like customised printing and packaging for your product can be expensive, unless you're prepared to meet minimum order quantities in the tens of thousands. When you're starting out, that can be prohibitive, so a custom stamp is a great solution. Plus, they look great!"

"We love how versatile stamps are, our customers have used their stamps to customise everything from handmade concrete pots, fabric bags for packaging, takeaway coffee cups, timber products and retail swing tags and shopping bags. We've also produced stamps from beautiful designs for customers making their own wedding invitations, business cards and other creative projects."

Woodruff and Co recently launched a small range of pre-designed stamps, with more designs in the works for release soon, in addition to a range of semi-customisable stamps currently in development.

Social media

<https://www.instagram.com/woodruffandco/>