



Company Profile



Building on more than 15 years of innovation, My Happy Labels helps potential businesses owners build on their existing resources to enhance their personal and professional lives through its world-leading software, digital marketing, design, and printing technology platforms for consumers, creative professionals, and home enterprises. Happy Labels, corporate originated in 2003.

My Happy Labels Retail Division is located at the Happy Labels Corporate Office

Headquarters:

14502 N. Dale Mabry Hwy,
Suite 200,
Tampa, FL, 33618

Phone:

(813) 245-8746
1-877-247-0674

Fax: (813) 269-4683

URL: www.myhappylabels.com

Type of Business: Wholesaler

Industry Sector: Personalized Stationery

Market Target: United States, Canada

Overview

My Happy Labels has a unique approach to the personalized stationery industry. Our one-of-a-kind software has helped potential businesses owners build on their existing resources to enhance their personal and professional lives. We have helped people sell our stationery products for more than 3 years. Innovations in digital marketing, design, and printing technologies have set the standards for excellence in these markets and enabled multitudes of people to leverage the power of personalized stationery. Today, every Happy Faces personalized stationery product seen, on our web site has been created by the My Happy Labels software.

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From Pioneering to Standard-Setting

My name is Colleen Sullivan, president of My Happy Labels. Originally, this company was a work at home business. I never dreamed that personalized stationery products were in such high demand. I created Happy Labels as a personal website to generate a small amount of extra income each month. I was already working as a medical transcriber using another software program I had previously created. I was definitely not trying to build this company into what it has become today.

What has happened to Happy Labels since its inception has been nothing short of amazing. The orders just kept flooding in. Many of our orders came from our satisfied customers who were telling their friends and family about our web site. Consequently, we had so many orders within the first three months that we could barely keep up.

Having had an extensive background in customer service, I could not let my customers wait more than three days for their orders to be completed. There were many nights when I would put my son to bed and kiss my husband goodnight and fulfill each personalized stationery order until the wee hours of the morning. I finally realized I could no longer burn the candle at both ends and be available for both my husband and child and run my business successfully.

After many sleepless nights, I made the decision to hire people to create digital systems to keep up with the demand for my personalized stationery. Orders increased exponentially as more of these digital systems were set in place. My Happy Labels was so successful and grew so quickly that I was to forced to stop all aspects of marketing for three whole months.

I realized I would need to hire even more people to keep up with the high demand for our personalized stationery. The idea of **My Happy Labels Business in a Box** was born. I was a stay at home mom who wanted to contribute to the household income. I would go to mom groups and play dates with other moms and children in my neighborhood. After speaking with several of these moms, I realized that some of them were in the same situation. There were so many women who wanted to contribute to their household income, while staying at home with their children. They were always open to business opportunities that would provide them with the ability to work from their own home. I showed a few of these women our personalized stationery to get a baseline from their feedback. The resulting responses revealed that My Happy Labels would be a great career move for them to contribute to their household income while actually being able to stay home with their families. They loved it! Hence, we have had to create variations of our personalized stationery products and software to meet the market's demands.

And the rest is history...

Raising the Bar

Today, more than 3 years after its founding, My Happy Labels is committed to delivering technologies, products, and services that customers and partners can build on and grow with. Through constant innovation, Happy Labels is pushing the boundaries of personalized stationery in a digital universe.

Colleen Sullivan
President



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