



Scrapbook centrale

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Started 2001, Store opened April 2004

Natalie's humble beginnings as an avid scrapbooker turned scrapbook store owner will definitely inspire you. Against all odds, she was able to jumpstart her crafting store. Read more about our lovely wholesale partner and owner of Scrapbook Centrale in Canada.

1. We would love to hear your background story! Tell us about your humble beginnings!

How I started is quite the story. I had a friend who told me she was starting a scrapbook of her kids. I went to see and she was cutting pictures in circles and shapes and gluing them into a book. I thought, "I can do that" and there it began... We would travel to the U.S. on shopping trips and would always be on the lookout for scrapbooking supplies. My curiosity peaked, there had to be more. I approached all of the art stores here in Montreal asking if they would be carrying scrapbooking supplies or at the very least was the paper that they did carry, acid-free? The answers were always no. There was nothing in all of Quebec that resembled a scrapbook store. I

started teaching classes to get other people interested in hoping that then someone would have to open a store, never expecting it to be me.

2. What made you decide to start your paper crafting business?

Supplies were scarce and the students were asking where they could find the product. I decided it was time for a bold move and I contacted a Canadian distributor and asked them if there was any way they could sell to me even though I was home-based. They were very reluctant but as there was nothing open anywhere in Quebec they agreed, and that's where it began. This mother of 4 small children started advertising in the newspaper, screening people before inviting them to my basement for classes, crops, and products. Over 3 years I had classes, a full store, and crops of 20 people in my basement.

In 2004, kids were all in school full days, it was time to see if Quebec was ready for a scrapbook store. I found a small sublet and opened my store. People came from all over, as there was nothing to be found closer than 2.5 hours from me. In 2008, it was apparent I outgrew my first location so I moved into my current location and have been here ever since.

3. That did sound like it was a lot of fun! Can you tell us about the people behind your amazing team?

I have now been in business for 17 years (starting from the time in my basement) and we have a rotating part-time team of 6-7 members.

4. Do you have a business motto or a mission statement you live by?

Attending a seminar once, I heard "Drop anything for a customer but don't drop a customer for anything". Although this is not a mission, it is something I remind my staff of always.

5. What brought you to Altenew and made you carry our products in your store?

I discovered Altenew was on a show floor, walking by, and all the beautiful samples caught my eye. I have been hooked ever since.

6. What is the biggest joy you have in running your business?

The biggest joy for me in running this business is watching the beautiful friendships that have been developed right here at Scrapbook Centrale. Seeing crafters connect, which might never have happened. I have many groups of customers that have become close friends, even entire families, just by meeting here.

7. This is just for fun - please share your all-time favorite Altenew product with us!

There are so many beautiful products I would not be able to choose just one!