



Hello my name is Georgina Campbell and I am the designer and developer at Fings For This Pty Ltd.

Before I started Fings For This I was not a businessperson. I went to art school, worked in the theatre and had a long career in the film industry. I have always made things out of clay, fabric, wood, paper, metal, sculptures, props and so on. I have painted artworks, stage backdrops, sets and all manner of props and can turn my hand to many manual tasks, but I have never had a head for a business other than the business at hand.

For years I had been using throw away chopsticks broken off and whittled down to fit into the 5mm holes in my bathroom cabinet to hang my jewellery, scissors and other items. Hanging my spare specs right where I could see them, and having my earrings displayed alongside bracelets and necklaces made my morning rush so much easier, and tidier.

Back in 2009 I thought I should make various hooks for people to use in *their* cupboards. The name Fings came spontaneously at that time as did many different design ideas.

At first I worried someone was already making Fings because it seemed such an obvious and simple little idea. After all, IKEA makes everything using the adjustable shelving system that relies on the pre-drilled holes and so do cabinetmakers worldwide...but no-one was making hooks to fit in these holes.

Perhaps there was no need?

But I needed them to organise my cupboard interiors. I use them in my kitchen to hold my ball of string so I can unwind the amount I need. I hang rubberbands from another hook so I can grab the exact one I want for the job, and I put our bottle opener on another.

Weren't clever, simple storage ideas needed by others too?

Wouldn't people like a hook that needed no tools to instal?

Maybe folks would find them really handy for hanging that shaver, those spice packets and that set of keys?

And so began my home-grown-market-research, my journey of re-education and my slow trajectory towards becoming a businesswoman.

My first objective was to get my hooks in to hardware stores.

The Kaboodle Kitchen people took on my idea and now sell two Fings designs under their name in Bunnings Warehouses Australia wide.

I have since created my own brand and have two ranges available, the original Fings hook designs and the exciting new Bling Fings.

Bling Fings are rather like small jewel-like knobs that are inserted in to the 5mm holes made for adjustable shelf supports. They come in clear, red, green and yellow acrylic and are sold in packets of three.

Though just little things, but with more colours and other designs in the pipeline, I hope Fings will become commonplace in a few years.

Georgina Campbell