

Jaye Johnson

Owner



Choose your own adventure in business and life.

At two years old my mother observed my passion for dogs, which has grown into a successful endeavor as an adult. I still love dogs and hanging out with them. The growth of ARTICO was made possible with the collaboration of my partner, Susan, and our co-pilot, Zoey, a fun loving toy fox terrier. Zoey has also taught me the meaning of life: be surrounded with those you love and be adventuresome in pursuing the things you love to do.

Adventures teach you important lessons. For two years I used to be part of 'The Adventure Club'. Every weekend we'd do things that required us to sign life wavers. These experiences have inspired me to challenge myself on a daily basis in my business and life — two things I don't distinguish between. Spelunking skills can apply to business such as: you have to be flexible, fit into tight spaces, listen, and see what people need. Business and life should be an adventure.

When I first started ARTICO, I focused on packaging and print production, providing print broker services to small independent manufacturers and other food-related companies. I have helped many companies grow their brands from inception to finished product while maintaining a consistent brand identity. I handled all the packaging for WebVan, an online grocery store, from pre-launch to national roll out and distribution. I continue to manage large inventories and oversee many brand implementations for my clients, many of which have been with me since I started.

I enjoy working for privately held companies that produce quality products for people. My motive is to help people produce products with the highest quality and fairest price. As a self-made entrepreneur, I've used creative marketing techniques to establish myself in the industry with many years experience in print production.

In addition to our print and packaging focus our goal for ARTICO is to create fun, original, creative products for pets and people too. It is that joy of our pets that should be a part of every day. When Zoey isn't busy entertaining our clients she can be found playing games with me such as Ricky-Ricochet or Stair Ball. We can always find a good game to play!

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