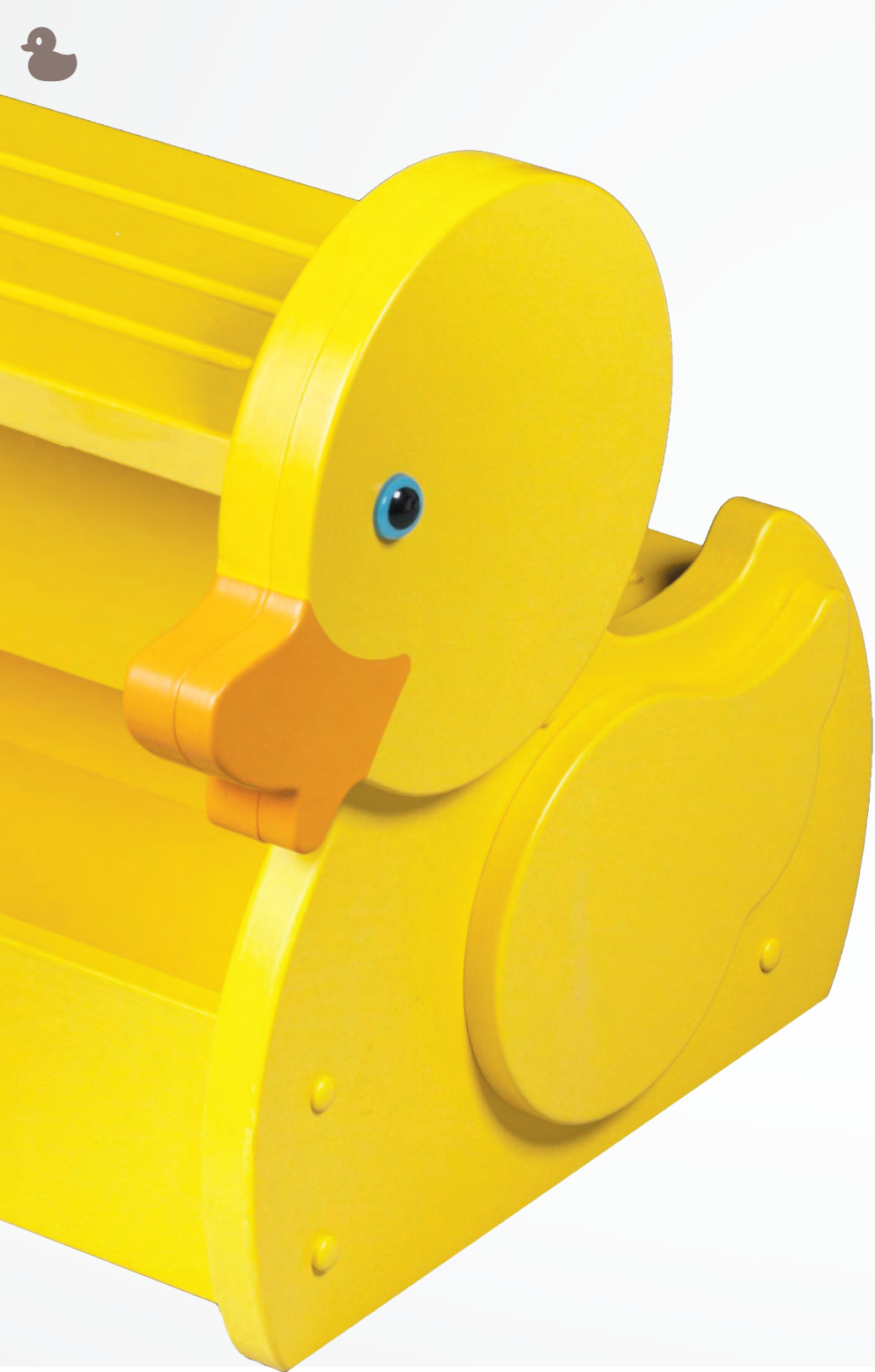




- Handmade From Our Family to Yours -



# OUR STORY

Our founder, Michael Lindburg, loves his grandchildren. The very first product he ever made was for his granddaughter Mae—the Duck Step Stool. He thought it'd be a great way for her to reach the kitchen and bathroom sink, but was delighted when she used it for activities driven by her imagination—a veggie stand for her store or a bench for her stuffed animals at tea-time.

The magic found here inspired him to build out the South Bend Woodworks and create classic American-made products that last for generations.

# WHAT WE DO

## PRODUCT

We create **handcrafted, durable**, wooden keepsakes that will **last for generations** and give our customers the opportunity **to share lasting memories of childhood play with their loved ones.**

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## COMMUNITY

We provide a welcoming and supportive environment for our employees, and ensure **opportunities** of employment to those in need of a fresh start.







# HOW WE DO IT

Handcrafted with **Care** in every step.

We take the time to build every product with the ultimate care and with superior wood working methods to ensure decades of durability. Our fine-tuned pocket construction allows individual wooden parts to nest together seamlessly, creating precise alignment that can withstand years of even the heaviest use. And before any product is put up for sale, it goes through rigorous testing (and retesting) to ensure it passes all regulation and compliance standards.





# WHY WE DO IT

At South Bend Woodworks, we want to be a part of your family. By handcrafting sustainable, durable keepsakes that last from this generation to the next.

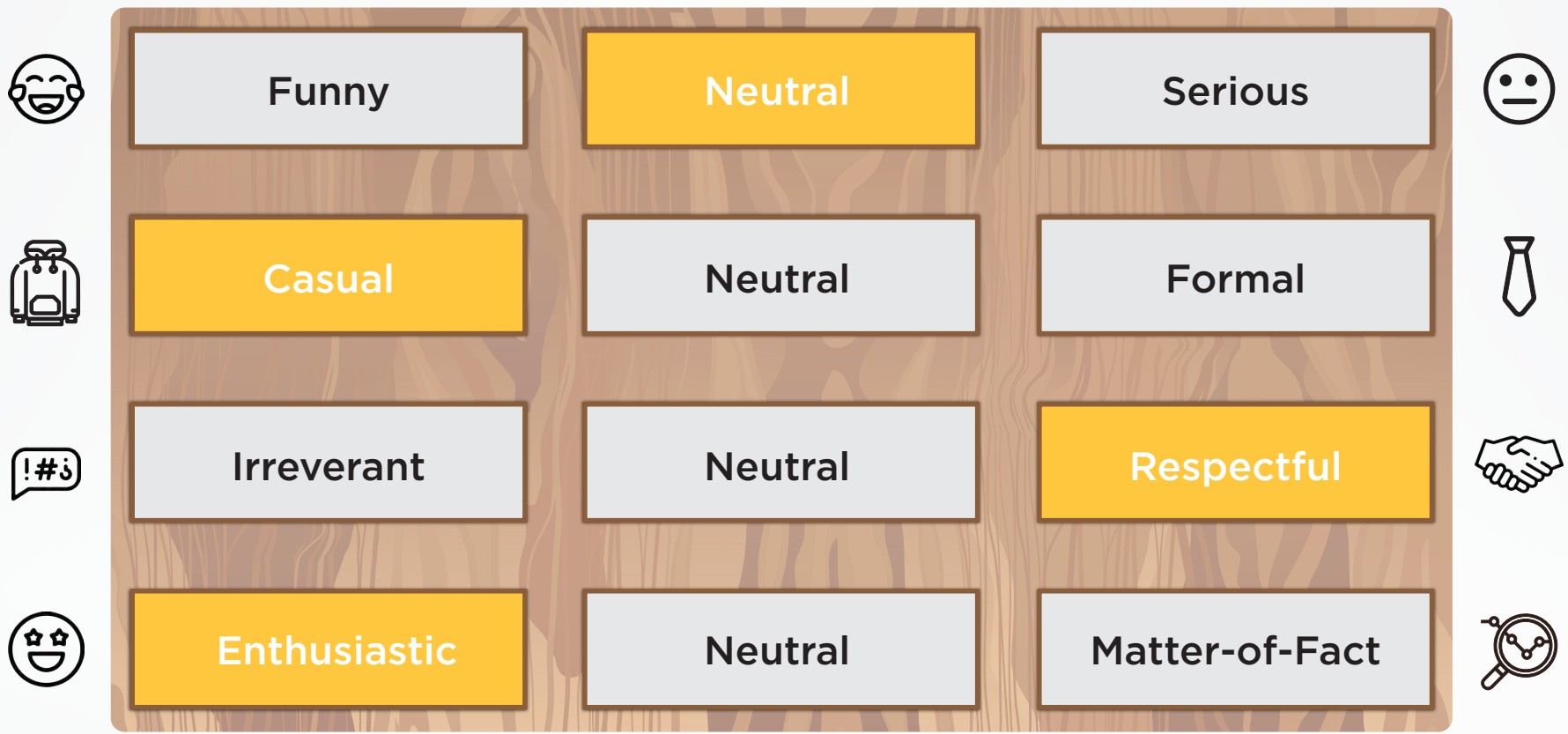
We partner with Goodwill to give folks a fresh chance at a job and an opportunity to change their lives. Whether it's a Wooden Name Puzzle, or a handmade Wooden Toy, we make them with pride and are proud to make them for you.





# OUR TONE PROFILE

Thoughtful, Compassionate, Nuanced, Helpful, Friendly, Earnest





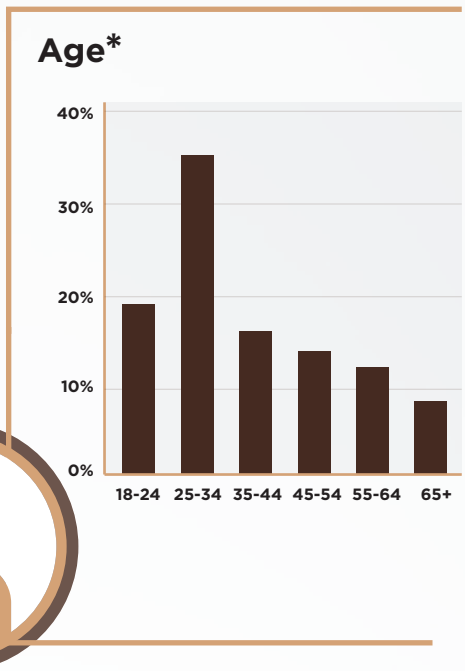
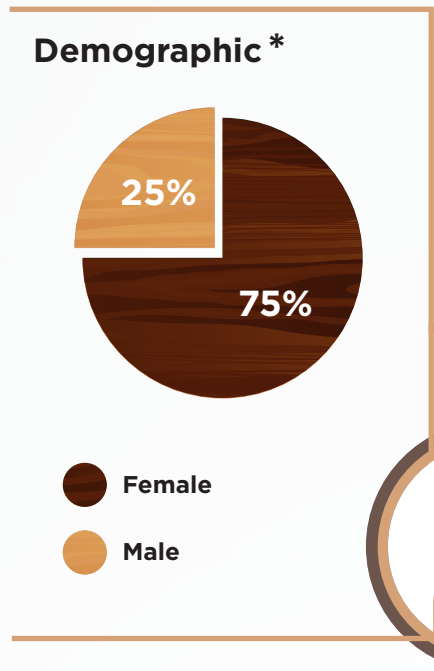




# OUR CUSTOMERS

★★★★★  
 I've ordered about six of these puzzles from this company so far. People are always blown away and touched by this gift. The quality is amazing and the seller has worked with me multiple times on specific requests. I highly recommend this company and product.

*Sarah on Jan 20, 2021*



Awesome... ★★★★★  
 quality and super fast shipping!! Thank you for the great product, my daughter loves it!

*Michael on Feb 18, 2021*

High quality ★★★★★  
 product that will last. Heirloom for sure. Glad to support a quality USA company. Will definitely be back.

*Rachel on Feb 16, 2021*

WERE IN LOVE! ★★★★★  
 Not only is this a high quality product, it educational, Germ safe and swallow safe!

It's easy to keep clean and it's durable, It's all I could've asked for.

*Cameron on Jul 16, 2021*

### Description

Parent/Grand-Parent Gift Giver  
 Family Focused  
 Mindful

### Top Search Terms

Personalized Gifts  
 Wooden Puzzles  
 Name Puzzles  
 Mother's Day Gifts

Amazing job ★★★★★  
 and wonderful craftsmanship! This is the perfect gift for little ones! :)

*Alexis on May 1, 2021*

\*Statistics as of 7/19/2021 | Google Analytics | Etsy Analytics





# OUR BRANDING

## Typeface

### Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Light Book Medium **Bold**

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*Logo Alternate for Engraving & 1 Color Processes*





# OUR COLORS



**Pantone:** 123 C

**Hex:** F3C221

**RGB:**  
(243, 194, 33)

**CMYK:**  
(1%, 20%, 96%, 0%)

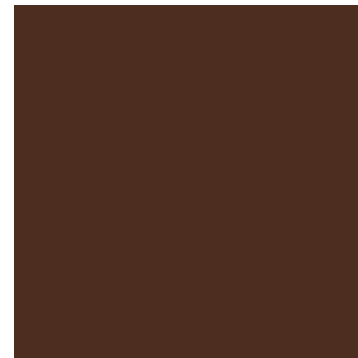


**Pantone:** 4035 C

**Hex:** CA9B6D

**RGB:**  
(202, 155, 109)

**CMYK:**  
(16%, 37%, 57%, 1%)



**Pantone:** 4625 C

**Hex:** 45291C

**RGB:**  
(69, 41, 28)

**CMYK:**  
(29%, 60%, 64%, 28%)







**SOUTH BEND WOODWORKS**

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South Bend, IN 46601

📞 574-232-8875