

## Interview with inventor and founder of Pop-up Frames



*Roger Felton – MD of Differentiate Design and inventor of Pop-up Frames*

**Tell us a little bit about the company. Where are you based? When did the company start? Who founded the company and why? How has the company evolved? What do you specialise in?**

Pop up frames is the brainchild of Roger Felton, an establish creative professional with a long career in graphic design, advertising and print production in addition to running his own award winning design agency for over 25 years (FeltonWorks - formerly Felton Communication) with up to 15 fulltime staff and annual turnovers of up to £2 million.

Around 2017, Roger's wife was starting on her artist journey which initially included selling sketches at local art fairs. She remarked how frustrating it was to have to spend £20+ on framing these pieces and therefore having to price over £50 in order to make any money. So they started to think about a cheaper solution - even if only a temporary frame to display her art works.

As the idea grew so did the possibilities and Roger's attention turned to affordable and versatile framing for all manner of items. When his 3 children started University they realised that students bought posters but couldn't afford to frame them. Ordering photo prints and tiles online was becoming more affordable and more popular but again framing them was too expensive. Roger even donated frame kits to a local school for their GCSE show and to a local village fete for a children's art competition.

The affordability of framing anything and everything from posters and album covers to 3D stuff from craft and origami spurred the mission - “to encourage the world to fill their walls with ALL the things that make them smile – from memory boxes to walls!”.

Not only did Roger successfully go on to create a design that ticked the affordability, versatility and quality boxes, he also successfully achieved international patents and trademarks on the concept. The product is attracting increasing interest and excitement from arts and crafts, stationery, paper and online print industries as well as the target consumer.

Roger is now well on his way to realise his vision to create a disruptive brand to shake-up the framing market and make “Pop-up Frames” the generic term for paper and affordable framing.

**Talk us through the current products you’re particularly excited about. Do you have a favourite?**

The Small Pop-up Frame kit officially launched at the London Stationery Show 2023. These flat-packed kits have six sizing options from 15cm up to 31cm including A4 and A5 and can be assembled in a few minutes. They are made from FSC certified 350+gsm quality card in numerous colours.

The Poster kits are due to launch in the summer and these will have 28 different sizing options from 32cm up to 92cm (49 different portrait and landscape formats). These will be ideal for posters and will have additional bracing to support heavier artworks. At a RRP of around £8 this will suit students and anyone looking to fill their walls on a budget.

There are numerous accessories also in development for the frames including new colours and textures, stick-on moulding effects, printed and recycled plastic frames.

**Do your products suit all levels of crafters?**

Pop-up Frames are ideal for virtually any 2D or 3D wall art/craft – from fine art and papercraft to fibre and textile crafts. Most artworks look better framed whether hung on your own walls or selling at fairs.

**How would you advise a retailer who is interested in stocking your products?**

There are advantages for on and offline retailers. **Efficient storage and POS displays** – eg. 100 small kits can be displayed on 15cm euro hooks per square metre. **Packing and posting** – eg. They can be posted in triangular tubes along with rolled posters and 12 Small Frame kits can be posted for £2.99 (Royal Mail Standard Small Parcel £2.99)

**What sets you apart from your competitors?**

The international patents show that there is nothing on the market like Pop-up Frames. They are more affordable, more versatile, more convenient and more eco-friendly

**What are you looking forward to most over the next year?**

Launching the Pop-up Frame Poster Kit. Collaborating with retailers to get the concept out there!

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