

# CRIB



## Ciara Winkelmann

TheCribs Design Company

Ciara Winkelmann is a seasoned graphic design professional and creator of the CRIB. As a modern creative woman who is always browsing, streaming, and reading, Ciara wanted a more versatile and aesthetically pleasing tablet holder that would provide more screen-tapping stability across multiple surfaces in her home. Unable to find an existing, eco-friendly solution, Ciara decided to take matters into her own hands, and using some reclaimed material from a recent project, Ciara handmade the first ever CRIB on her own home sewing machine.

The overwhelmingly positive response from family and friends motivated Ciara to take the CRIB to a variety of national craft fairs, where she found even further success. At the beginning of 2022, Ciara officially secured funding from Enterprise Ireland and established TheCribs Design Company.

Ciara's mission is simple: To change the way we view our tech devices through sustainable and ethically made products. TheCribs Design Company therefore seeks to rescue high-quality fabrics that would otherwise be discarded into landfill and repurpose them into functional tech furniture everyone is happy to use daily.

Furthermore, every CRIB is handcrafted by a social enterprise who is focused on helping people from disadvantaged backgrounds re-enter the workplace through the skill of sewing. With every step of the production process being considered, TheCribs Design Company is committed to helping the planet, the community, and the lives of their customers.

**[www.thecribs.ie](http://www.thecribs.ie)**

