

With every pet tag she sells, a part of her earnings goes to pet causes

By Resha Damania



Paige Graham with her pet tags

A hammer, a box of one inch aluminium disks, a few rubber stamps, lots of charms and a pet cause are all that Paige Graham needs to help fulfill her dream.

22-year-old Paige Graham uses these supplies to make customized pet tags that she ships to customers worldwide. She hopes to gather enough money from her sales and eventually move to BC where she can have a better life with her dog, Rook.

Graham crafts tags for cats and dogs according to her clients' specifications and donates 10 per cent of her sales to different animal causes every month.

“If I know it’s a good enough cause and I know they’re not going to be taking the money and running then I’ll be like, ‘Ok this is your month and I’ll be donating 10% of my sales to you’”, says Graham.

Pet tags also come with an option to buy an add-on “rescue tag”, 100 per cent of the sales of which go to rescue animals. These tags can only be added on to a regular tag and will have the words, ‘I was rescued’ or ‘rescue dog’ indented on them.

Marc Fertig, one of Graham’s customers thinks it is fantastic that Paige supports rescues.

“My dog is also a rescue and I also support rescues, so that is a big part of why I choose Paige,” says Fertig. “I love the ID tag very much.”

Graham says she has always wanted to start her own business.

“I wanted to know what income I was always getting and I wanted the ability to travel,” says Graham. “So I needed to have something that was going to give me enough income to do that.”

It was when she first met Rook that Graham decided she wanted to do something with dogs. She wanted to craft something but she didn’t know what. She thought about it for six months and finally came up with the idea of pet tags. She started her shop on Etsy, an e-commerce website, in December 2014.

With only three months into her business, Graham has already reached over a 100 customers where most of her orders come from the U.S. and a fairly small number come from Canada.

“Surprisingly, my third client was from Singapore,” she recalls. “I was like, ‘What? Really? That’s so far!’ It (the tag) took like a month to get there.”

Graham says she doubts she would have gotten any customers if she wasn’t promoting herself. Starting out in the business from scratch, she has had to do a lot of advertising on social media and posting on forums. She also got a lot of her traffic through friends who share her links on Facebook to help spread the word.

Business has been steadily increasing for Graham and she hopes that within the next two years she will finally be able to move to the west.