

Amy Sherwin

Popzle



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After 10 years working in packaging, supply chain and marketing roles in various multinational companies, Amy decided to take the plunge and fulfil her dream of creating a series of unique pop puzzles.

In October 2015, she used her degree in product design, and Diplomas in Packaging and Graphic Design to launch a range of 3D activity cards that were flat and portable.

Inspired by her two young children, Amy wanted to create something fun to keep them entertained without leaving a huge mess behind.

Popzle uses paperboard materials with shapes that pop out and slot into each other, so the cards are suitable to use on the go, or at home.

Working with ACORNS has helped Amy reach a large audience and she even secured a major client — fellow ACORNS participant AgriKids— in the process.

Popzle puzzles are now available in 60 retailers across the UK and Ireland as well as through popzle.com.

Amy, who designs the products herself, is currently discussing activity packs with other big brands. Her dream for the future is to collaborate with a number of large corporations in Ireland and the UK as Popzle can tailor its pop puzzles to suit any company.

Amy currently works from home in Greystones, Co. Wicklow, but she's looking for a business partner to get on board, and is also seeking investment to expand Popzle further.

Down the line, she also plans to add a distributor in the UK and several in mainland Europe, so that she can free up her own time and focus on designing.