

Comfy Cozy, inc, and Glowfx designs – Two companies with “glowing” futures-By Chrystal Coffelt



In 1989, Peggy Vincent hand painted Glow in the Dark pillowcases for her 10 nieces and nephews as Christmas gifts. These pillow cases were a big hit among the children, and even helped some of them conquer their fear of the dark. For the next few years she continued to design and paint pillow cases when she wasn't at her "day" job.

Peggy decided to leave the corporate world behind in 1994 to pursue her dream of starting her own business and founded Comfy Cozy, inc. A graduate from the University of Tennessee with a Degree in Merchandising, her career as a Buyer for Dillard Department Stores and National Sales Manager for Wee Ones, Inc. girls' accessories, had laid the foundation for her desire to be an entrepreneur in the children's industry.

Comfy Cozy's product line began with four (4) glow in the dark pillowcases and has grown to over 40 whimsical designs on both standard and toddler/travel size pillowcases, plus an original collection of Photo/Sticker calendars. The company's goal is to combine the key elements of originality, function and quality, and transform everyday items into exciting gifts for today and keepsakes for tomorrow. Comfy Cozy's products are now sold on their website at www.comfycozy.com, in the Femail Creations Catalog, in SkyMall magazine and in specialty stores.

Peggy originally formed Comfy Cozy, Inc. in West Virginia, then in 1995, she moved to eastern Pennsylvania where she now resides with her husband and two young boys. One of her biggest challenges is trying to juggle her role as an entrepreneur and as a mother. Despite the obstacles, Peggy says she wouldn't have had it any other way and loves being a work-at-home mom. She also faces the challenge of having to "wear every hat" in her business and is responsible for designing, marketing, packaging and shipping her products. Last year she finally "broke down" and hired a few people to handle the packaging for catalog and wholesale orders!



While still in West Virginia, Peggy went to the SBDC in Charleston to seek help with financing her new company and securing a loan. After moving to Pennsylvania, she contacted the Kutztown University SBDC for further assistance. KUSBDC consultant Bud Batcher began to assist Peggy with the growth of Comfy Cozy, inc. back in 1991. Since the beginning, Bud instilled confidence in Peggy and encouraged her to reach attainable goals. With such an innovative product, finding ways to market and promote her Glow in the Dark pillowcases presented many challenges, but together, they found ways to overcome them and the company has thrived. ☺

Bud was a driving force behind the creation of Glowfx designs, a new division of Comfy Cozy, inc. Glowfx designs focuses on creating corporate gifts, promotional products and custom pillow case designs. Peggy's goal is to give companies and organizations an alternative to basic promotional materials and screen-printing services. She takes logos and slogans to a new level by creating designs with a memorable impact by adding a glow in the dark effect. Glowfx's customers range from local preschools to small business to national organizations. Glowfx business is beginning to take off, and Peggy's goal is to make sure both of her companies have "glowing" futures.

For more information about Comfy Cozy inc. or Glowfx Designs call 610-466-7197 or visit www.comfycozy.com and <http://www.glowfxdesigns.com>.