



The Swipe Tag Story

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In January 2023 I had a dream. In the dream someone came up to me showing me this cool tag that they had just gotten that had a moveable part on a pivot. In the dream, I responded that it wasn't complete. It should have a picture of a man mowing his lawn while he wished he could go golfing. Then I woke up and made a note to design this palm sized luggage tag or key ring. I soon had several design ideas for the art part to fit different markets.

By mid-February I had made a prototype of wood using the letters A and B as left and right options, but the moveable part didn't swivel easily. It needed a name so I started calling it a swipe tag for want of a better choice. I got some feedback and we decided the size was about right.

In March the mechanical issues had been solved and I had our first orders for the Mowing Golfer version by two retailers.

Other designs have followed. In June of 2023 a ground hog helps us remember what happens if he does or doesn't see his shadow. In January 2024 a fisherman enjoys catching a fish while a heron helps itself to the bucket of fish he has caught. In March 2024 an Easter version shows the values of Christ's crucifixion and resurrection to his followers. And in August a design intended to be a man hunting ducks, evolved into a scene of ducks and other critters scoring the skill of the hunter and his dog. Look closely to see that the cat will not score the dog highly no matter how perfect his stance is.

Enjoy!

