

# NFBP Brilliance in Business Awards 2019

The ExxonMobil  
Award for Innovation

ExxonMobil

## Family Rule

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Family Rule craft giant hand-painted ruler height charts. These act not only as a piece of design for the family home but also provide a sense of nostalgia as the children grown older and their growth is tracked.

The rulers are designed to be hung on the wall above the floor to take account of most skirting boards. Each one comes with a small toolkit containing everything required to hang the ruler safely as well as a special liquid chalk pen to start marking the children's heights. Any ruler can easily be removed when moving house.

The rulers are constructed from FSC assured timber sourced from a local supplier, but the business is looking to expand their product range using alternative materials which play on the sense of school nostalgia.

Business is conducted primarily online via their own website at present however, they received the prize for best trade stand in the NFBP Business Village at the New Forest and Hampshire County Show in 2018.

Now in its fourth year, the business has enjoyed rapid growth with the product winning awards in the Junior Magazine Design Awards and Project Baby Awards (both in 2018 and 2019).

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