

# INTERVIEW

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## MATT CONABLE

Owner/Designer, William Henry Studio



*Which of your brand's new products as shown in this book best represents the company's vision and why?*

Model 8, our latest offering, is showcased here in a variety of materials and configurations. This is state-of-the-art for us, a superb mechanism (patent pending) for cap closure and post built of the finest and, where necessary, most rugged materials available. To me, the essence of a fine writing instrument is found where form perfectly captures and mirrors function—the model 8 is a case study for this sentiment.

*How many markets are you currently distributed in worldwide?*

Mostly in the US at this time, with occasional distribution into the Middle East, Russia, China and Europe.

*In your opinion, what is the consumer's take on your brand?*

I think we're on the radar and gaining ground quietly. Our roots in fine knife making allow us to work comfortably with a range of materials rarely seen in writing instruments. Now as we marry these materials and techniques to bold designs and mechanisms, we're seeing a surge of energy and interest that is translating into much stronger sales.

*Have there been any significant milestones reached this year?*

This is only our second full year of penmaking; the milestones for us have to do with how fast our product is evolving to compete on a global stage with long-established and entrenched brands in a very competitive market.

*What is the most significant part of a pen?*

The way it works, and the way it feels, as an extension of your hand. If that

is right, all doors are open. Get that wrong, and no material or adornment can fix a flawed foundation... Pens are tools, first and last. Tools need to reflect the user and meet the task with style and precision.

*What is your opinion on the current state of the pen industry?*

I think it's been hit hard by the recession. Not a big surprise, but some brands are gone, others have pulled back and others have dumped inventory at deep discounts, which damages their brand and the market as a whole. But, there is great stuff still being made, and there continues to be a customer base out there for great work. The silver lining may be a renewed interest in functional luxury that seems to be sweeping through upscale markets—all of us that make pens can benefit from that type of interest and attention.

*What does the next year hold in terms of new products, plans, markets, etc.?*

Keep pushing—we'll have at least two new pen models, a new custom 18-karat gold nib, and we'll continue to develop our brand and message here and abroad.

*Is there anything you'd like consumers to know about your brand/products that they might not already know?*

We make them right here in the USA, from raw materials to finished pieces. Our focus is on sourcing and working with the most exotic and storied materials in the world—letting these amazing materials be the natural and enduring adornments that complement the design and function of each writing instrument we create. 