It is with great pride and joy that we mark the occasion of our sixty years in business. It has been an honor to serve the Bead and Craft marketplace through the decades and we enthusiastically look forward to what lies ahead. We are now a third generation, family operated company, that extends sincere thanks to our current and past employees, suppliers and customers. Our business philosophy continues to place our customers first and we enjoy bringing the latest trends and products to the market.

Much has changed since our business was founded on August 31, 1954 and we invite you to take a walk through our past, as this booklet showcases some of the highlights of our history and provides a glimpse into our future.

Mike John
President

Daniel John
Vice-President

Years of Excellence
1954 - 2014
THE

JOHN FAMILY

STORY

Our story begins when Fritz and Betty John moved to Canada from the Czech Republic in 1953. The business originated in the family home as a means of earning a living in their new country. The first products to be imported were pointed and cushion back stones that they hand set into brooches and sold as finished pieces. Then came Czech Seed Beads, continuing a tradition that began with Fritz’s parents who worked in those factories back home. With these products in place sales continued from the family home until 1977. In that year, the company moved to their first commercial location on Spadina Avenue in Toronto’s Fashion District, where they would stay until 1983. In 1989 Fritz took a well-deserved retirement. Their son Mike, who had been an integral part of the business, became President and remains so to this day.

Increased sales and customer and product growth necessitated a move to an 11,000 square foot building in East Toronto that would be their home until 1993. Over the years the company developed a large inventory of core products that ensured customer orders were processed quickly with high fill rates. John Bead became known for its innovative product offerings, marketing promotions and sales programs.

More growth saw a relocation to a 30,000 square foot building followed by a 2003 move to the current location with over 100,000 square feet of showrooms, offices and warehouse space. John Bead is well positioned for the future and looks forward with enthusiasm to what lies ahead. Today over 7,000 new products are added annually and the company now manufactures its own Dazzle-It™ and Metal Complex™ brands. The company has its own in house design team developing products, packaging, displays and programs. Current product offerings include items for jewelry making, Native/ Aboriginal products, costume making supplies (Carnival, Figure Skating, Dance Costumes) and our basic line of craft and bead components.

Daniel John, Vice President, joined the business in 2007 and became the third generation to take up the challenge of innovation and excellence in the Bead and Craft Industry. Fritz John passed away in December of 2000. The company he founded, with his wife Betty, will continue to flourish as Canadian success story and an inspiration to entrepreneurs everywhere.
THROUGH THE YEARS

1954-1977

1977-1983

Fritz & Betty John, 1982

Storefront, 1980’s

Calgary Stampede Trade Show, 1990

With a customer in Niagara Falls, 1970’s

Betty & Fritz with a vendor in Japan, 1980’s

John Bead Catalog, 1982

John Bead Catalog, 2014

Through the Years, 2004

Mike and Betty open the new building, 2004

With a customer in Niagara Falls, 1970’s

Betty & Fritz with a vendor in Japan, 1980’s

John Bead Runway Fashion Show, 2008

John Bead Catalog, 1982

John Bead Catalog, 2014
BUSINESS PHILOSOPHY

Our success and growth through sixty years has been dependant on many factors. The most important being the impact on our business made by people. Our employees, customers and suppliers have all made positive contributions that have allowed us to thrive and be well positioned for the future. It is our guiding philosophy to treat everyone with respect, always act with integrity and reward loyalty in kind.

BRANDS

We are very proud of our own in-house brands starting with Dazzle It™ in 2009 and followed in 2010 by Metal Complex™. We thank our customers for embracing these new offerings and making them a core part of our business. We would also like to recognize the following partner suppliers and extend our thanks for their support through the years.
Swarovski - 15 years, Miyuki - 15 years, China Partnering - 40 years, Czech Seed Beads - 60 years, Preciosa Crystal - 60 years.

FOCUS

Our goal is to be at the vanguard of evolving trends in products and distribution methods. We embrace continuous improvement model that this year will see upgrades to a number of our internal systems and investment in our employee training programs. We will also continue to support Research and Development that will bring new products to the market and meet consumer demand for innovative and inspirational products.

TRENDS

Today we are seeing the growing interest in Seed Beading overtaking the popularity that has been historically enjoyed by the mixed beading format. We are also gaining inspiration and creative direction from global fashion trends. This year we participated in the International Craft and Stitch trade shows in Birmingham UK, aptly called “Creativity on the Catwalk”. Over the past 60 years we have seen many trends and fads come and go. This historical perspective allows our company to add our own creative flair to new and trending products.

INDUSTRY OUTLOOK

Our near term view is that the industry is becoming closer aligned to Couture Fashion that influences colors, materials and DIY jewelry techniques. Globalization and technology are compressing the time from Couture House reveals, to the DIY mainstream. Everything is moving faster and we need to adapt quickly in order to capture the opportunity and prepare for the next big thing.

We expect our industry to experience growth through online sales and promotions. We also see opportunity in the renewed interest in "one of a kind pieces" of jewelry that reflect the wearer’s individuality. We believe this category has significant growth potential as the younger generations create items suited to their individual tastes and peer groups.

CONSUMER OUTLOOK

Today’s consumer has the ability to do any depth of research they desire before making a purchasing decision. This provides our industry the opportunity to influence these consumers through educational tutorials and product information. Properly planned and deployed strategic Social Marketing can build a core audience and engage consumers to become fans.

We recently launched our first “how to video” on YouTube and our marketing efforts are further enhanced by separate web sites for both the Metal Complex™ and Dazzle™ It products groups. We will continue to build our brand and drive consumer awareness through the emerging opportunities and platforms that Social Media presents us.

GREEN INITIATIVES

We continue to look for ways to improve our processes and decrease our impact on the environment. We are very proud of our “Responsible Energy Initiative” that reduces our carbon footprint and gives back green energy to the community. The John Bead building is fitted with over 1,200 solar panels that generate the equivalent of power for 30 homes per year. This initiative offsets over 800 tons of CO2 emissions per annum and is in keeping with our philosophy of giving back to the community and the environment.
View of John Bead's head office and warehouse.

View of John Bead's roof line - equipped with 1200 solar panels.

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