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## Local moms invent clip for popular shoe charms

By **TIFFANY L. PARKS** • **OBSERVER Staff Writer** • **June 29, 2008**

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When Canton residents Terri Murray and Jennifer Mazur set out to find shoelace clips for their children's Jibbitz charms, they didn't anticipate having to create the product themselves.

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"It certainly would have been easier to buy these," Mazur chuckled regarding the invention that she and Murray, her longtime friend, created called Flibbers.

The charm clip is designed to be paired with the colorful shoe charms called Jibbitz made specifically for Crocs, the popular rubber clogs.



Jennifer Mazur and Terri Murray invented clips to attach charms to shoes. (Bill Bresler | staff photographer)

### Flibbers

Plastic charm clips designed for shoe laces

Creators: Jennifer Mazur and Terri Murray

Cost: \$5.99 for three



"When my kids first started asking for Jibbitz, they didn't have any Crocs," said Mazur, noting that she and Murray then began an unsuccessful hunt for a suitable clip for sneakers.

After a while, Murray, an attorney and mother of three, said they began to toss around the idea of inventing a clip.

"Finally, we just said 'Why are we not trying this?'" she said.

And with that, their company, Maisy and Mary, LLC, was born.

The first prototype of the Flibber, now a clear plastic clip, was made with twist ties and paper clips.

The product, sold in a pack of three for \$5.99, is manufactured by PTI Engineered Plastics in Macomb County.

"It was important for us to be able to get these made right in Michigan," said Mazur, an accountant and mother of two.

The two, who used their children's shoes to test their product, said they were surprised the creators of Jibbitz, a husband and wife team in Colorado,

hadn't created anything that would allow their wide collection of charms to be worn on sneakers in addition to Crocs.

"We now have them on our shoes as well," Murray said, adding that both her husband, Michael, and Mazur's

Web site: [www.flibbers.com](http://www.flibbers.com)

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husband, Ken, have been supportive of their invention.

Mazur said she gets a kick out of people stopping to ask how her shoes charms are attached to her sneakers.

"We were both hoping that would happen," she said. "The idea has been a hit from the beginning."

The two launched their Web site, [www.flibbers.com](http://www.flibbers.com), a few weeks ago and said even though they are excited about their business venture, they intend to keep their friendship a priority.

"We have always told each other different ideas for a business and this one just finally clicked," Murray said.

"But our friendship is the most important thing."

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