

How Black Squirrel primitives got started

In 2010 The Weaver's started making primitive wood decor in the basement of their home in York, PA They strictly only participated in local craft fairs and festivals and found a growing demand for their primitives.

Stacey had always dreamed of having an old tyme candy store, so it made sense....they will open a store, sell old thyme candy and their primitive creations. In August of 2010 Spring Grove General Store was opened for business.

Stacey kept her full time house cleaning business and also juggled owning a general store with help from her mother Shirley.

After 2 yrs in their extremely small store they decided they needed a bigger area to make and display their primitives so they expanded into a full convenience store in June of 2012 they moved just a block up the street to a much larger, former hardware store and expanded.

After 2 more years they made the tough decision to close the struggling general store and convert to a 100% e-commerce business since online sales were so much greater. Thus Black Squirrel Primitives was born in 2014.

Shortly after they went strictly online, Stacey's mother, Shirley, told them about Face book and their new Auction Groups. They had Shirley set up an auction page for them to see how Face book would work for their primitives. After just their first auction, they knew that there was even a bigger demand for their products, and a much larger demand with over 900 members and growing.

After 12 yrs. of cleaning houses, Stacey decided to dissolve her cleaning business and focus strictly on producing primitives full time At that time they also had the idea to conduct home parties selling their primitives.

They quickly found their customers were very receptive and the parties were a hit!

When starting these parties, they hoped that maybe someday they could bring on consultants to represent their company and sell their primitives across the U.S.

They are so pleased that after doing over 100 home parties themselves, they quickly found out there is a demand for a direct sales company selling primitive home decor.

The Weavers with many prayers and sleepless nights thinking about opening Black Squirrel primitive direct sales up to others, had their prayers answered. They will soft launch their brand new direct sales division of Black Squirrel Primitives in March 2015 and couldn't be more excited! We are sure we have the right people in place to take us to the next chapter of Black Squirrel Primitives.

Regards,
Stacey Weaver
Owner- Black Squirrel Primitives