

"Started as a side project in the winter of 2009, OVERQUALIFIDE Labs soon became the project. OVERQUALIFIDE is an idea of a company. An idea that balances form and content in an effort to create high-quality functional products. With a little bit of research, experience, conversation, and thorough reflection, the Lab attempts to produce items that reflect the company's core values of quality, honesty, and integrity. Real American values; values that this country was founded on."

# OVERQUALIFIDE Labs

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OVERQUALIFIDE Labs is an artistic research center located in Boston, Massachusetts.

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## CURRENT PROJECTS:

currently we are producing batches of unique skateboard decks in conjunction with a premier skateboard manufacturer located in the northeastern part of the united states. Each deck features a custom overqualifide design and is assembled by hand in the usa.



# OVERQUALIFIDE

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## CONTACT INFORMATION:

OVERQUALIFIDE Labs is currently based in a number of temporary locations in and around Boston, Massachusetts. For more information please contact the lab via phone or email.

OVERQUALIFIDE Labs  
(1)207-333-2306  
[thelab@overqualifide.com](mailto:thelab@overqualifide.com)

If you are interested in becoming an OVERQUALIFIDE distributor please send an inquiry to:

[SALES@OVERQUALIFIDE.COM](mailto:SALES@OVERQUALIFIDE.COM)

OVERQUALIFIDE Labs was my original take on branding a consumer product, and although it was more of an art project I tried to make it feel like a larger corporation was churning out these super fine skateboard decks.

***“OVERQUALIFIDE Labs is an artistic research center located in Boston, Massachusetts. The Lab focuses on creating high-quality art objects for the tastefully educated consumer”***

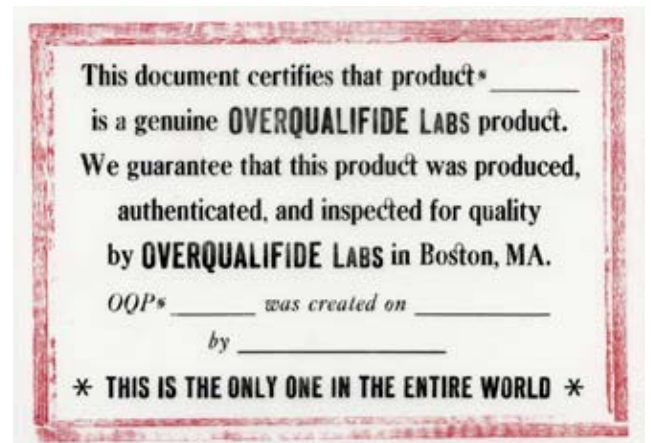
Online product listing photos, each deck was numbered and photographed:



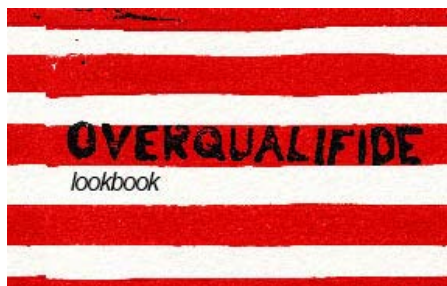
Sticker for mailings, made with hand-cut stamps and oil-based inks:



Certificate of Authenticity, letterpress printed on vellum by Union Press in Somerville:



I created this "lookbook" after developing some prototypes and putting an order into the factory, but before I had any product. I gave them out to shops I visited throughout New England and the Bay Area. It was printed with a laser printer and stapled together, but the aesthetic went along with what I thought I wanted OVERQUALIFIDE to be.



skateboarding is about cruising around and having fun and balancing and sweating and being around people who like to do the same.



#### Board Specs:

Length= 29.872"  
Width= 7.75"  
WheelBase= 14"  
Nose= 5.625"  
Tail= 6.75"

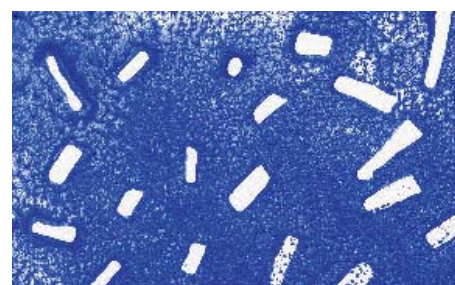


but, some people are mild. there's nothing wrong with them, you just won't see them in a skatepark. or on a longboard. they just want to have fun and keep it low key. true skaterats.



For the latest information please visit

**OVERQUALIFIDE  
.COM**





## "THE ATLANTIC"

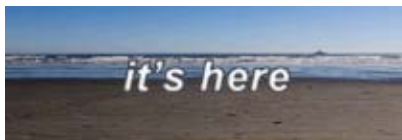
Featuring a teak face for all your seafaring adventures!

Intended to be a part of "The American Board Series", or AMERIDECKS, which would have been a line of limited edition decks featuring single sheet face veneers of varying species and associations.

Teak, due to its remarkable ability to withstand harsh environments, is the wood of choice for sailing vessel interiors and so is closely tied to our rich history of interactions with the Atlantic Ocean.

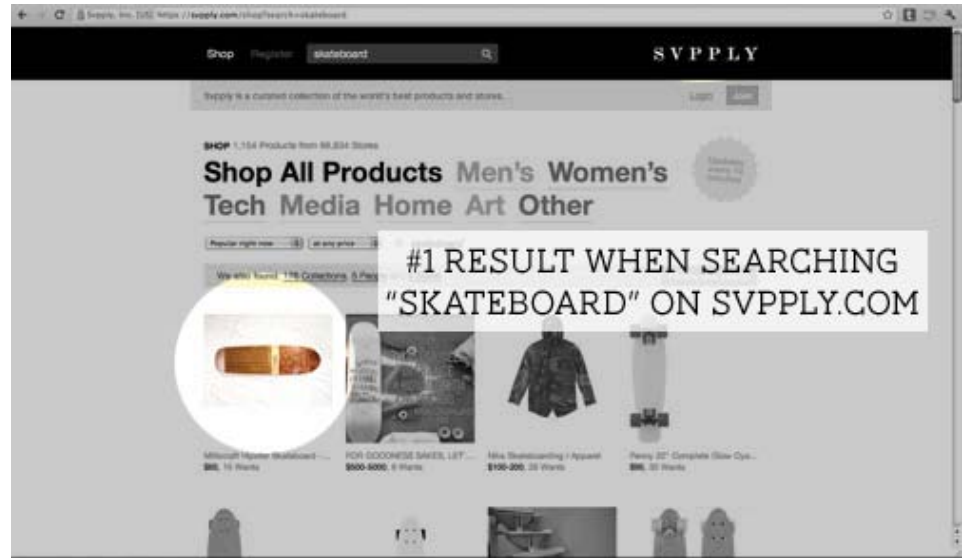


Animated gif banner



I rebranded as Millscraft MFG after having taken a skateboard break for a year, and when I started making again I had a refined aesthetic for the decks and for the brand.

I did well online with virtually no marketing efforts, mostly through people organically posting on tumblr and pinterest, as well as sites like svply.com.







#### About MillsCraftMFG

##### If you need it, build it.

We used to say that I started doing this because I wanted to be a skateboarder without actually being a skateboarder.

In reality, MillsCraft was born out of the desire for freedom of expression and independence from a corporate monopoly over consumer choice. When the sport of skateboarding piqued his interest in the fall of 2009, designer and founder Matt Mills had trouble finding a skateboard deck that was his style. Within six months he had designed and independently produced over 50 skateboards that had a 'look' he could live with. This 'look' is a sort of flamboyant minimalism that takes a skateboard's essential shape, structure, and materials and extrapolates them to create something visually striking, historically unique, and undeniably desirable. They are the finest looking skateboards in the world.



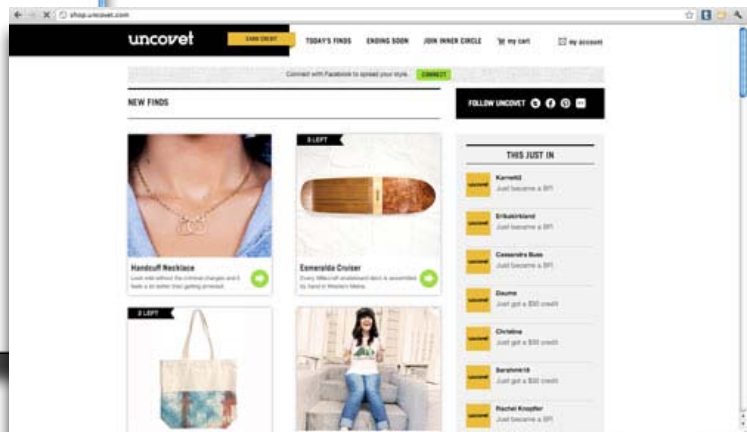
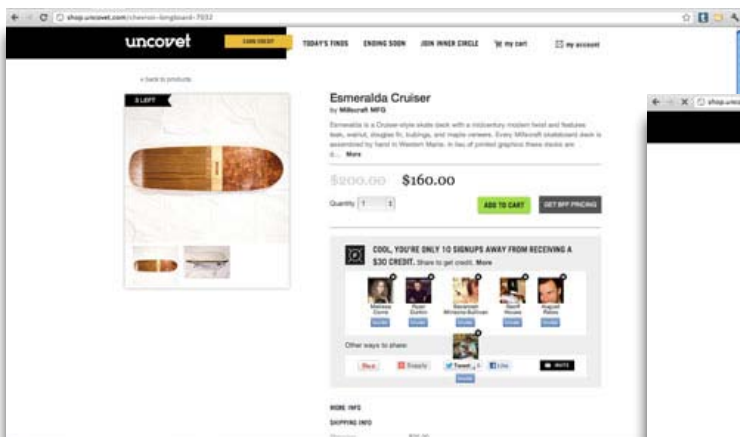
**Matt Mills**  
Owner, Designer  
the gurgling bro  
will bring me ba  
as it always has

**Related Links**  
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[Shop Website](#)

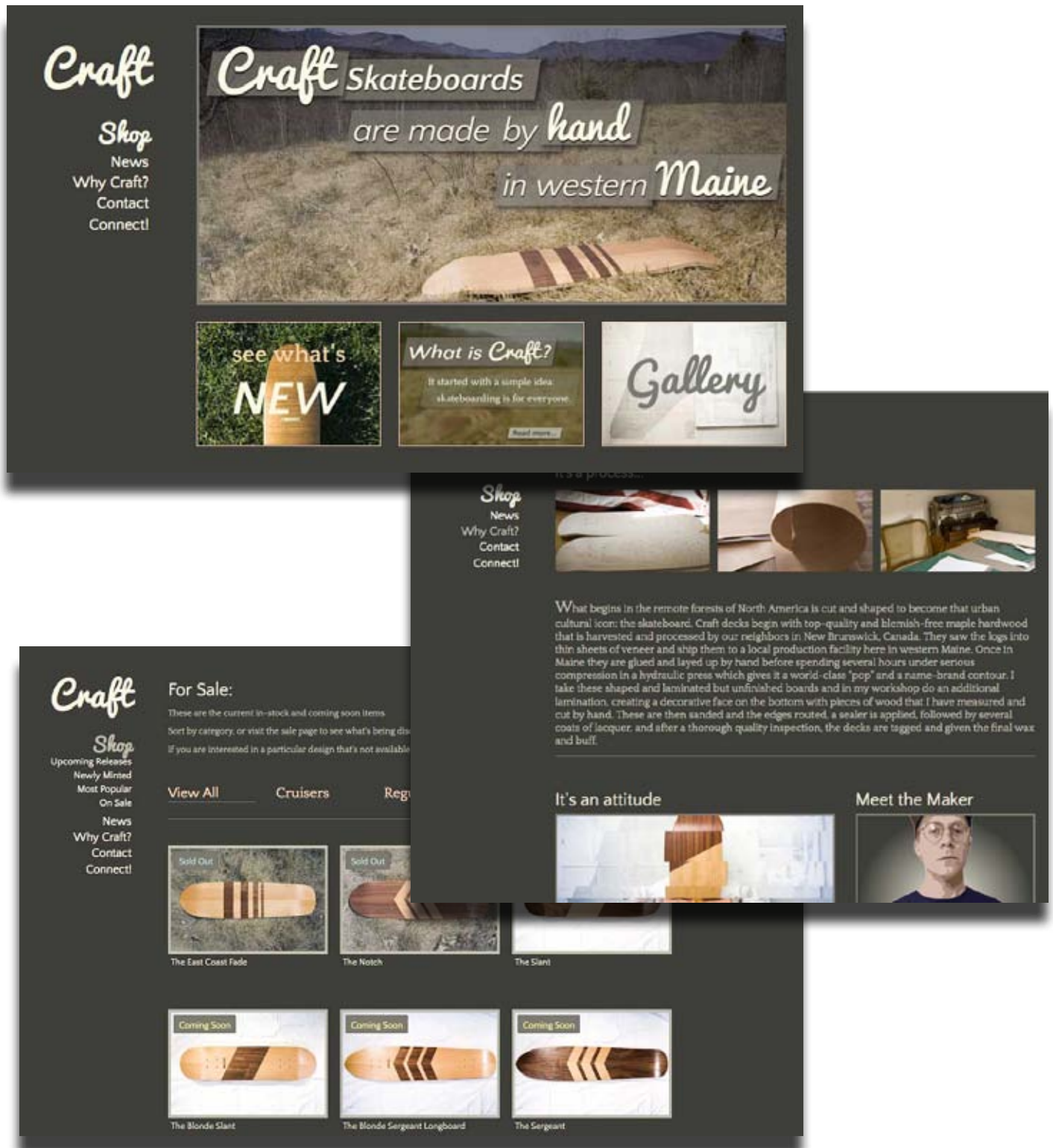
I developed a well-written Etsy profile, from bio to product descriptions, and in addition to my product photography this seemed to attract more customers.



Contacting me through Etsy and my website, I received several requests from online resellers to have my products featured, and was contacted by many more individuals interested in selling the decks in their brick-and-mortar or to do custom work for their charity, fundraiser, etc.



I had almost finished making skateboards when I was awarded a grant from the Maine Arts Commission, so I built a new website and made a handful more decks.





With Craft Skate Co, I was living more permanently in Maine, so tried to emphasize that as well as emphasizing that the decks were hand-made. The "artisan" approach wasn't really something I had tried before, but I tried to give everything a warm and casual feel.

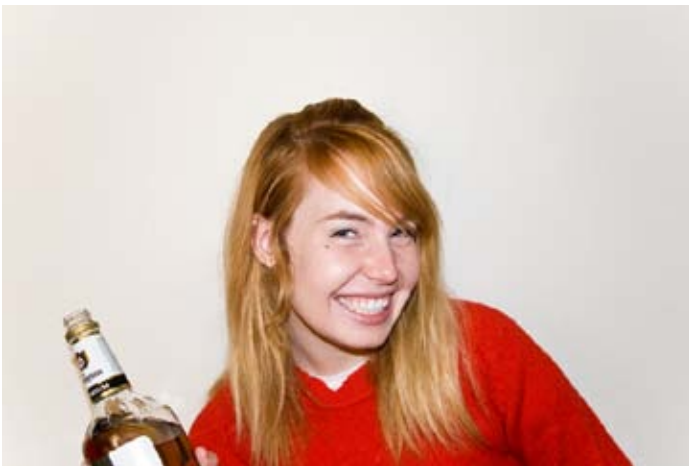


I tried a few other logos, but ending up going with the a simple script font and included the triangle/utility blade when appropriate.





Besides product photography, I also enjoy portraiture





**Roomzilla**



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