

---

# FEMEIA.

## NETA OR: THE BIGGEST CHALLENGE IS TO FIND PROFESSIONAL PEOPLE

---

·Tell us shortly about yourself and your company?

I am Neta Or, an illustrator, designer, mother of little Libi and wife of Luca. We live in Craiova. Our company KOOLTOOL is specializing in designing and producing catalogues for hair dying companies, as well as marketing tools and various paper products.

Our newest project is KOOLGIFT, a collection of surprising gift items, handcrafted, all paper made.

The collection includes stationery items such as notebooks, notepads, list displays, as well as travelling accessories as Trip kit and home decor items like mirrors, coasters and more.

The items convey empowering, funny, hope-filled messages and aim to inspire and motivate.

·How was your brand born?

KOOLGIFT was born out of a growing need to provide our clients original and unique gifts, as well as a natural continuation of our creative work, always developing new products, especially when they make people smile!

·Tell us a little about your product ? the philosophy of your products

Our new collection was created with the desire to share positivity, hope and optimism through functional & chic items that can be used daily and inspire all.

We have different designs and patterns, some graphic and some are decorated with my hand-drawn illustrations.

·How did you find Craiova as a working place - how is it working for you ?

Craiova is our home now, which means we do our best to create friendships and valuable relationships with everyone around us.

When people that never heard or visited Craiova ask us "how is Craiova?" we say, joking: "do you know Tokyo? so..almost like Tokyo!" i even made Luca a T-shirt with the list of cities- Tokyo, then Craiova, New York, Paris, Milano etc..

Craiova is constantly developing, what i like about it is that it is not too big or too noisy and crowded, i used to live in NYC which i loved, but for now Craiova is relaxed enough to allow me to focus on my creative work and family without many distractions and chaos, which is really nice.

I have a lovely studio right above our production and i feel lucky to see village-like houses and trees all around me.

·What is your biggest challenge /accomplishment?

Our biggest challenge is to find professional people, especially young ones in Craiova, since many of them leave to other countries or bigger cities, which is a pity. There is a big need for youthful spirit of growth, in our company and in Craiova in general.

Our accomplishment, based on the challenge i mentioned, is that our team in the office as well as our employees in the production are great people of big heart, for us this is precious and we appreciate it always.

Our desire is to grow **together** with our employees. We are lucky to work with some of them since many years already!

·What is your biggest satisfaction?

My biggest satisfaction is to draw and create beautiful and inspiring illustrations and items.

When my work touches someone's heart, makes someone smile or encourages someone or motivates them to win that day, i feel such joy!

My true desire is to share hope and color through my creations and use my personal challenges to impart the spirit of never giving up.

·How BWFR is contributing to your growth/ journey ?

BWFR is such an amazing organization, with amazing women!Osnat Peled, the founder and president, had helped me personally so many times with tips and ideas, which i am so thankful for. The activities for women that BWFR holds are empowering, practical, simply wonderful. My dream is to participate one day in the leadership program they do.