

BusinessWeek

Getting a Bead on Business



In January of 2003, Kimberly Martinez, a former corporate executive, helped transform her friend Lisa Harrington's jewelry products from a basement operation into a boardroom success story. Together they started Bonitas International and introduced BooJee Beads — decorative, functional necklaces, bracelets, and pins that attach to ID cards, cell phones, and eyeglasses.

Martinez's next goal is to increase consumer awareness. "If you don't know a product exists," she says, "you don't go actively seeking it."