



The first Gaffoglio Family Metalcrafters Business Card Distributed in July 1979

The Gaffoglio Family Metalcrafters logo was originally designed in 1977 by Oscar Rospide. Oscar, a family friend, sketched the design on a napkin while eating and conversing at the table with John one afternoon. John took it from him and said, "The day my sons and I open up our business, this will be our logo." Oscar insisted on experimenting and sketching different logos, but John was content with the original design.

Finally in 1979, John and his sons were able to open up a small shop. Oscar wanted to make business cards for them right away. There was only one problem though; there was not enough money for business cards. Oscar requested possibly having a logo and card that would be cheaper for the time being, but John refused. He preferred to save the money and wait to have a top quality business card, which would include the gold foil on the logo. John wanted a card that would stand out from the rest and that would symbolize quality and family unity.

It was not until 8 months after opening the shop, that the Gaffoglio's were able to purchase business cards. Today, the Gaffoglio Family Metalcrafters logo is one that represents a strong family business that has grown throughout the years and that is recognized throughout the world.