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Brilliant! “My Lighthouse” Inspires 3D Designer to Partner With Rend Collective

CEDARVILLE, OHIO -- This is the story of a lighthouse, a cell phone, a Christian rock band and a pandemic. And a Cedarville University student with a bright idea.

Trey Roudebush, a senior [industrial and innovative design](#) major from Alexandria, Ohio, founded his business, [Kerr Street Designs](#), in 2020. That’s when he filed the paperwork with the state of Ohio to become a limited liability corporation.

He was part of a wave of new businesses that launched during the coronavirus pandemic, sparking the curiosity of the Columbus (Ohio) Dispatch newspaper, which featured him in a story about pandemic startups.



Trey Roudebush Inspects some of his lighthouse products (all photos courtesy of Trey Roudebush)

Although Roudebush has the peculiar distinction of birthing a business during a historic health care crisis, he was set on this path long before the pandemic when he was inspired by song and a unique opportunity to connect his “side gig” passion with a band that brightens his faith.

“When I was trying to teach myself how to design things in 2014, 2015, that was right around the time that Rend Collective started getting a lot of traction,” Roudebush explained. “And there was the song “My Lighthouse,” and I was like, ‘Hey, I can design a little lighthouse!’”

About a year later, Roudebush saw Rend Collective in concert with his church youth group. He created a handful of his 3D-printed lighthouses and handed them out. “During the song, it was really dark, and my youth leader put the lighthouse on his phone flashlight, and it shined and was really bright. I was like, ‘Whoa, that’s really cool!’”

After the concert, his companions convinced him to talk with the Rend Collective merchandise director, who was enthusiastic about the idea of partnering with Roudebush to produce and supply lighthouse night lights that the band could sell on their website.

“They were interested, but I didn’t have anything set up,” Roudebush said. “I didn’t have a business card, the design wasn’t super-finalized and I didn’t have a super good 3D printer at the time, and it kind of fell through.”

But like a true lighthouse, this opportunity continued to shine on.

In 2020, Roudebush moved into a new apartment in Dublin, Ohio, and his long-lost dream was brought out of the darkness.

“I moved into where I’m currently living and thought, ‘Hey, I have more time on my hands, and I’ve got a space that I can do this; let me finalize the design some more,’” he related. “Then I just reached out to them. I found the website and found the email for somebody in the U.S., and they got back to me in a couple of hours.”

According to Roudebush, it took about a month to come up with pricing, wholesale distribution and the right design — the lighthouse night light he created for the band has their branded “Rend Co.” name on the front. He created 50, which are now available for sale on the [Rend Collective website](#).

Roudebush also sells the plain lighthouse night light without any branding on [his own Etsy website](#), along with a traffic signal night light and a night light that lets customers feature personal photos. His designs are also available at the Local Talent Marketplace, 386 Race St., in Pataskala, Ohio.

Roudebush is currently doing an internship with IC3D Inc., a 3D-printing manufacturer in Hilliard, Ohio, and hopes to find a long-term position in the 3D design and technology industry, perhaps with Wyse Labs, Inc. For now, he’s happy that Kerr Street Designs is turning a profit and providing rent and grocery money.

“It’s already grown. I know people want the products; it’s just a matter of outreach. I don’t have a lot of money to invest, but I could see it growing in the future.”

With that said, new ideas are already flashing in his mind. Roudebush has brainstormed new night light ideas with friends, such as a robot and a pinwheel, and also a toy concept — a magnetic marble track that can attach to a refrigerator.

“I always like to have something planned or going on — job, school or something personal I can learn from,” he said. “This was an experiment, to come up with an idea, implement it and see where it goes from here.”

Shine on, Trey Roudebush, shine on.

For more information about Roudebush and Kerr Street Designs, email treyroudebush@kerrstreetdesigns.com.

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