

business news from across the region

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Delivering on the vision

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"Lech Walesa in Durham"?
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Enterprise drive in the North East's most deprived communities
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Passionate about business

The fabric of England

A UNIQUE soft furnishings company based in the Tees Valley has started selling on the other side of the Atlantic thanks to help from Business Link.

Pins and Ribbons sells handmade curtains, cushions, door-stops and bed linen and is capitalising on its 'made in England' selling point which is proving a real hit in the US.

The eco-friendly company was set up by Kerrie Murray in 2006 to provide consumers with products which have been handmade in England, an alternative, she says, to the 'proliferation of mass produced and imported goods on display in many shops.' The company sells its products via its website and the 130 UK shops that stock its products.

Although experienced in hand-making soft furnishings, Kerrie admits that she

only had very 'vague ideas' of how to start-up and run a company and went to Business Link for support.

"They definitely put me in the right direction, providing invaluable guidance which covered writing a business plan, setting financial projections, marketing products and employing staff," she said.

Business Link also identified funding options and supported Kerrie's applications for financial assistance with a website. Following Business Link's advice, Kerrie has employed two full-time members of staff and more temporary staff at her Eaglescliffe industrial premises

Kerrie continues to work with Business Link recently requesting support to source funding to market Pins and Ribbons which has featured in Country Home and Interiors and is set to appear in Period Living.

Kerrie Murray (below) of Pins and Ribbons with BLNE account manager Stephanie Campbell

Don't risk it, call Guardian

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