

earthborn®

Earthborn, a paint company in Frodsham, has reached a significant crossroads in its history.

The family-owned business started in 2002 and sells eco-friendly paint, which produces less emissions and is better for the environment than general paint products.



Up until now, it has been relying on shops to sell its unique product. However, with the rise of internet shopping and the power this gives businesses to sell online directly to customers, Earthborn feels it is time to change its outlook.

With a little help and support from the Council's economic growth team, the business is better placed to make the next step in its development.



Its marketing manager Cathryn Helsby said: "We are at the stage where we need to be pushed to the next level. The Council is helping us develop further because I would like to eventually sell direct to customers. At the moment we sell through stockists and just do the sample pots via our website.

"Obviously, as a small team I needed a bit of support with that and the Council put me in touch with a creative agency in Congleton who offered us business advice. I have sat and talked to them and they have helped me put a company vision plan together.

"I have got my ideas but needed the support of speaking to companies that have gone through it themselves who could give me advice on all the things that I need to think about. It is not just a case of selling direct, but it is also thinking about how the warehouse would manage it, how it would be marketed, how many more staff we would need. It is all the elements about how we would grow.

"On the back of this support, we have decided to have our first Earthborn brand event in January. The whole team will get together to talk about the direction we want to take the company and move us onto the next level."

Earthborn's paint is an eco-paint which contains fewer volatile organic compounds (VOC) because, during its production, VOCs are not added, as is the case with other paint products. The paint gives off fewer emissions and toxins and is better for the environment.

The company was launched in 2002 by John Dison and is owned by Gordon Products, which manufactures metal wiring in Frodsham.

Cathryn said: “John identified the need for an eco-paint range. It was probably quite a new idea at the time. There just wasn’t that much like this on the market. More recently, we have been to a few exhibitions and sustainability is such a big, key word at the moment. People are looking for products that are better for the environment.

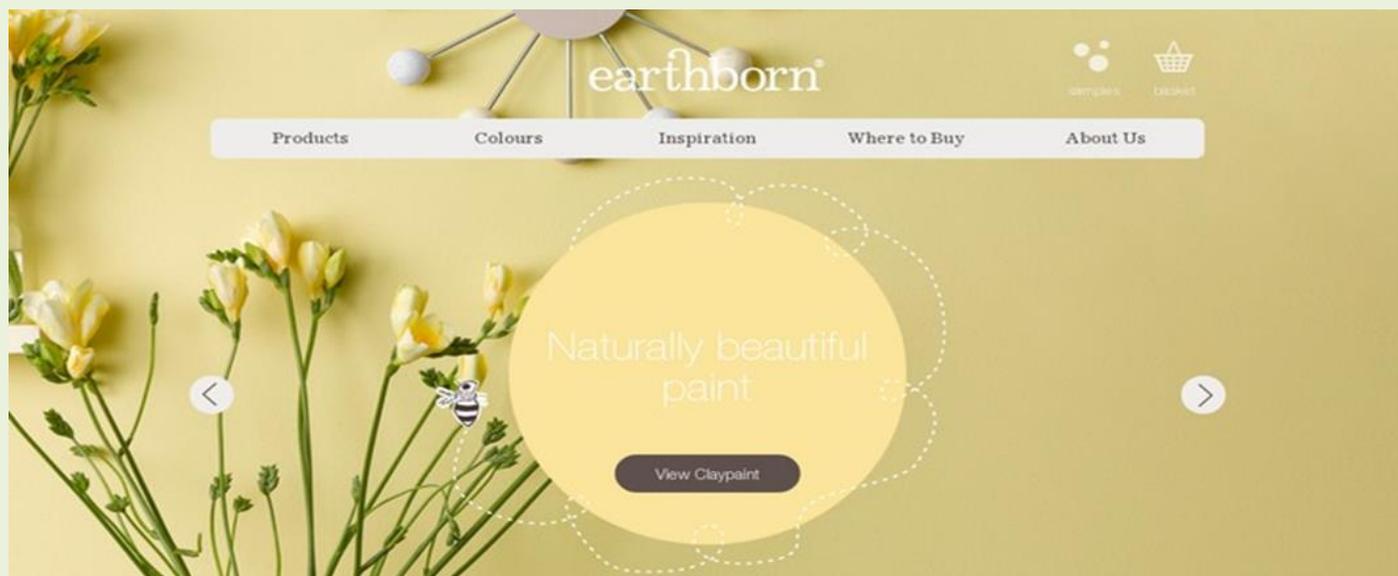
“Our paint is also accredited by the EU Ecolabel, they are an independent body and they go through our ingredient list and make sure there is nothing in there that is harmful and not nice for the environment. There are no oils, acrylics and they are the things that people can be allergic to.”

Cathryn and her colleagues have attended marketing support workshops, which are run by the Council to offer Cheshire West businesses advice on how they can grow.

Cathryn said: “The workshop was good to refresh your skills, especially as the digital aspect is changing all the time. There is a need for marketing to promote the business and keep up with the times. The more you can do in house as a small company the better and the less you have to rely on external agencies, which we may have not had the budget for.

“I think it is brilliant that the Council is working with businesses. Even though Frodsham is an up and coming place, we are competing with bigger cities for graduate employees. It is about how you make your business attractive to people and turn it into a bigger company. Having the support of the Council is good and we prefer to keep people working in Cheshire.

“I know where I want to take the brand. The support I have had from the Council and the chance to speak to other impartial businesses has helped me and given me the confidence to be able to make plans for the future.”



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