

## CASE STUDY

# D2N2 Growth Hub supports Jolly Back Chair innovation with export to USA



A Children's Physiotherapist with extensive experience of working in schools, nurseries, hospitals and homes, Lorna Taylor, created the Jolly Back Chair, a low, mobile seating solution in 2010. Designed for adults to provide a safer, more comfortable and healthier option to sitting on children's chairs and stooping over low tables, Lorna wished to fulfil increasing international enquiries.

The Jolly Back Chair was developed whilst Lorna was on maternity leave with her youngest daughter. Since then, Jolly Back has won several education, design and customer service awards; developed new products and assessed others to support organisations and individuals working with and caring for children.

As her youngest daughter approached secondary school and with increasing international interest, Lorna contacted D2N2 Growth Hub for business growth and export help. Through relevant courses, Growth Hub Adviser support, Digital Growth Programme Funding and Department for International Trade adviser advice, the first Jolly Back chairs have successfully arrived in USA.

“The expert knowledge and genuine caring support available, together with funding received from D2N2 has been invaluable. I have learnt so much, confidence has grown, I've met truly wonderful people and can honestly say wouldn't be here without the Growth Hub. We're excited and ready for the next steps and it's great to know the Growth Hub are right behind us! THANK YOU D2N2”. Lorna Taylor, Founder & Physiotherapist, Jolly Back

## KEY POINTS

### Support

- Digital Growth Programme Funding
- International Intellectual Property Discussion
- First employee advice

### Outcome

- Launched new website with automated system and Jolly Back re-brand
- Filed USA Trademark
- Taken on first employee through University of Derby intern programme

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