

## CASE STUDY - Paguro

### Upcycling and upskilling with webinar support



#### KEY POINTS

##### Support Received

- Webinar support

##### Outcome

- Upskilling the business
- Increasing online sales revenue

Paguro Upcycle specialise in upcycled bags, jewellery and accessories made from recycled materials such as inner tubes, army tents, seat belts, and bike chains. The business works with small artisanal producers and each product is ethically and sustainably handmade. Distinctive materials are used that bring unique character and individuality to all products. Paguro aim to create beautiful objects from materials which many would discard. All products look contemporary and are finished to a high standard.

The business owner, Yen Goo , was looking to grow the business by improving online sales and therefore found out about the Growth Hub through the comprehensive webinar programme.

Before joining the webinars, knowledge on areas such as paid advertising and SEO were limited as the website had grown through organic traffic. Therefore, the webinars provided a solid understanding of digital marketing which provided the business with the tools needed to improve its online presence and in turn, increase sales. In addition to this, Yen also attended webinars on export sales and international trade.

*" I would highly recommend the webinars provided by D2N2. The topics are very current and the speakers are very helpful. It was particularly important for me to realise what I could realistically do myself and where I needed some outside support, helping me to invest our marketing budget wisely.*

**Yen Goo, Paguro**

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