

The ExxonMobil Award for Innovation and Entrepreneurship

ExxonMobil

Zip Us In

Business Contact: Kate Bell



Having noticed a gap in the market from her own experience Kate Bell created Zip Us In, a product that extends your own jacket during and after pregnancy to cover the bump or carry the baby in for up to 2 years. Having 14 years experience running a marketing company the logo and branding came as second nature as well as Zip Us In's social media and online presence.

Zip Us In has an contact in Totton who is able to make the product to order as well as an agent in Lymington who are easy to contact due to their geographical locations. The stock is stored at Bournemouth Airport.

Zip Us In had the opportunity to pitch to Boots who offered to sell the product and it can now be found in 200 stores across the UK. They also sell to other high-end shops as well as online. The products are also being sold in 26 countries and Kate is currently in production with Hong Kong. However their biggest market place is in Germany and with Amazon UK online shopping.

All the income generated is spent on product development and on new stock. With new zip types coming into the market all the time, they have been working hard to develop a panel that can attach to any jacket zip. Zip Us In invested in developing an innovative clip to accomplish this and they now have a brand new patent pending fastener which has now launched! Kate expressed that Zip Us In have already received pre-orders for this item and are excited about how this product can further advance our company.

Kate is keen to take on more staff and to have offices in the New Forest District. The company take great pride in seeing the outcomes and accomplishments and are incredibly passionate about what they do!

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