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BATH-BASED 'FROM YOU TO ME' WRITES ITS OWN INTERNATIONAL SUCCESS STORY

A Bath-based business which produces journals designed to capture loved ones' stories, anecdotes and memories, has now taken its award winning products to five international markets with support from UK Trade & Investment (UKTI).

Neil Coxon came up with the idea behind From You to Me while looking after his terminally ill father and realising that some of his great stories might be lost forever. Recognising his family and friends needed help in telling & capturing their stories, he put together the questions which became part of the From You to Me journals and launched his business in 2007. The journal range started with a Mum and Dad version but has since grown to a collection of titles covering relationships, events and hobbies, with over half a million copies sold to date.

Having enjoyed considerable success in the UK, Neil and the team were keen to take the From You to Me phenomenon to families throughout the world. They contacted and began work with UKTI in 2008 and were signed up to Passport to Export, a scheme designed to support SMEs as they take their first forays into international markets.

Neil Coxon, founder of From You to Me said:

“UKTI's Passport scheme was invaluable. Taking two days out of our business to attend the initial training course was really helpful and gave us the chance to step back and think about what we

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Registered office: from you to me limited Hackless House Murhill Bath BA2 7FH UK

Company registration number: 6106502 given at Companies House Cardiff



really wanted to achieve and how we might do it.

“As a result of that scheme, and UKTI’s ongoing support, we identified Australia as an attractive initial market due to the cultural and language similarities shared with the UK. We commissioned an Overseas Market Introduction Service (OMIS) report on Australia which provided important intelligence including a shortlist of potential partners. Through that support, and a market visit to Australia, we found our first overseas distributor.

“Our success in Australia gave us the confidence to continue to trade internationally and we’ve since established distribution partners in Ireland, Canada, the USA and most recently, South Africa. The journals are now also available in different languages including French, German, Spanish, and Scandinavian helping to develop further new export opportunities.

“Approximately 25% of our sales are now international and this overseas business has not only protected existing jobs, but also supported the growth of the team. We have just appointed our fourth full time member of staff at our office and, when taking into account our network of sales ambassadors and support contractors, we now have a team of over 35 people working with us in the UK.

“Our business and products are all about the importance of relationships, families and stories and we place the same emphasis on our business partnerships. All the journals are made in the UK and are then shipped out to international distribution partners. All our suppliers are local – from our website designer, to our printers and warehousing.”

John Archer, International Trade Centre Adviser at UKTI South West, added:

“From You to Me is a rapidly growing local business that has enjoyed astonishing success overseas

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thanks to the simplicity of their offering and their focussed approach to international trade.

“With five export markets and distribution partners established in under three years, I have little doubt that Neil and the team will continue to expand their international reach and we look forward to continuing to support From You to Me’s growth through our Gateway to Global Growth scheme.”

Ends

Notes to News Editors

- The full range of *from you to me* journals includes 17 titles for all the family, for friends and for Christmas memories. They are all priced at £12.25 and are available from gift shops and book stores nationwide or from www.fromyoutome.com
- Neil Coxon created the *from you to me* range when he realised some of his own family stories had been lost and could never be retold. Recognising his family and friends needed help in telling their stories, he put together the questions which became the *from you to me* ‘journals of a lifetime’. The *from you to me* phenomenon is now used by families throughout the UK - and across the globe - to keep family stories alive and kicking.
- The first journals of a lifetime were launched in 2007 and have since sold over 500,000 copies

* *The from you to me journals of a lifetime won the UK Gift Association’s Gift of the Year Award 2008 and the gift trade’s Product of the Year in 2008.*

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For more information on the services offered by UK Trade & Investment South West contact (0)845 60 60 969.

UK Trade & Investment (UKTI) is the government department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high quality investment to the UK's economy – acknowledged as Europe's best place from which to succeed in global business. UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage. For more information on UKTI, visit www.ukti.gov.uk or telephone +44 (0)20 7215 8000. For latest press releases, visit the online newsroom at www.ukti.gov.uk/media. You can also keep in touch with developments at UKTI through www.blog.ukti.gov.uk, www.twitter.com/ukti and www.flickr.com/photos/tags/ukti.

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