



It's all Covered

Simply Bows and Chair Covers is proof that it's possible to turn what many might perceive as failure into incredible success.

After working in events for over 15 years first as Brand Manager for Land Rover and Jaguar Cars, then as a Director of Sales for a National Event company, following the recession of 2008 Sarah Pittendigh was left unemployed.

However, her work in events had shown her that there was a gap in the market for high quality linen, supported by an efficient customer service. "During my time with the events company, people were always asking us whether we could supply chair covers. We had to say we didn't do that – to do it well it would need to be something we specialised in." Sarah saw her opportunity, and supported by funding from Business Link, she started Simply Bows and Chair Covers.

The company offers chair covers in a variety of high-quality fabrics and colours to add a touch of glamour to any event from weddings to award ceremonies. Sarah believes there is no such thing as a standard chair cover: if there isn't something to suit you among the wide selection, from white, ivory and black to tartan and stripes, her team will make some for you. Simply Bows and Chair Covers also offer a huge range of sashes to adorn your chairbacks with the perfect bow.

The service doesn't stop at bows and chair covers either – Sarah's team can supply everything from matching table linen in a wide variety of colours, enabling you to tie in your event linen to the rest of your theme, whether it be a wedding or a corporate event.

Simply Bows and Chair Covers
www.simplybowsandchaircovers.co.uk

Sarah's instinct was proved right: in its first year Simply Bows and Chair Covers delivered over 180 weddings. She has a full order book for 2010 and 2011 is filling up fast. The company is the preferred supplier to Wynyard Hall, Rockliffe Hall, Close House, Doxford Hall, Seaham Hall, BALTIC, The Sage Gateshead and Durham Marriott to name but a few!

In fact, the company has been such a success that it has now been franchised, and has two new franchisees. Lucinda Thompson is the representative for Sunderland and Teeside with Ivana Thomson representing Newcastle and North Tyneside. Meanwhile, Sarah Pittendigh as founder of the company still runs Northumberland and County Durham as well as the franchising company. Simply Bows and Chair Covers now 'covers' the whole of the North East from the Scottish Borders to North Yorkshire.

However, bigger plans are already underway. The vision for the company is to have Simply Bows and Chair Covers franchises right across the UK by 2012, and there is already interest from Europe!

The company is now looking to recruit franchisees in other parts of the country and an information pack can be obtained from Head Office or by emailing enquiries@simplybowsandchaircovers.com.

Sarah is delighted that her idea has taken off so spectacularly. "The success of Simply Bows and Chair Covers continues to amaze and delight me. What a difference a year makes!"

