



Business Profile

Design Studio V is the sole supplier and distributor of Pure & Original paints across the UK and Ireland, while offering specialist interior and spatial design services and advice.

Industry

Interior Design
Geography
Based at Barle Enterprise Centre, Dulverton, Somerset, UK

Clients across the UK and Ireland

Benefits

- Cost effective business space to support business growth
- Unit space which accommodates marketing office, stock and specialist equipment
- Forecourt and roller door provides excellent access for large deliveries of stock

Results

- Increased number of enquiries and orders as the business grows
- Inspirational features in renowned home magazine publications, bloggers and social media platforms
- Powerful interior and spatial projects completed

The growth of Design Studio V

Veronique Hendriks, the Owner of Design Studio V, has been working in interior and spatial design for over 15 years, with a real passion for high end products that have a real professional quality. As a designer, Veronique had used Pure & Original Paint for five years and decided to work with the company to be the brands representative for the UK and Ireland.

The Challenge

As a designer, Veronique could comfortably work from home, but the introduction of the Pure & Original Paint sales meant that the company needed a space to hold stock, tint and mix the colours to order and package and distribute from.

Keeping overheads to a minimum would be crucial in supporting this development of the business. A space that was cost effective and relatively local to where Veronique lived was the ideal solution, while providing an office space where interior and spatial design work could continue.

The Solution

In January 2017, Design Studio V moved into Barle Enterprise Centre. The centre offered a unit that could be divided up to suit the business needs; where stock could be held and made to order and sales and marketing could take place to support the growth of the company.

Having space to install the tinting and mixing equipment enabled Design Studio V to make the paint to order, on site, and send stock directly to clients across the UK. The unit also houses samples of the product and boards that show the quality of the finish.

Veronique said: *“To be able to find a space that gave me the flexibility to adapt it to the business needs was perfect. The forecourt in front of the unit and the roller doors means that I can receive large pallets of paint stock from couriers with no complications. The Enterprise Centre at Barle is a fantastic business community, and supports new and growing businesses by being cost effective and helping keep overheads to a minimum.”*



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The Results

Veronique is increasing the brand awareness of Pure & Original Paints across the UK and Ireland, building upon its reputation of proudly producing paints to the highest, professional and environmentally friendly standard for more than 50 years.

The bespoke service that Design Studio V offers has received excellent coverage, with glossy, full length features in The English Home and Ideal Home magazines. The features recognise the inspiring collections that Pure & Original offer and how Veronique uses the paints to finish her sought after interior designs.

Veronique continued: *“As I continue to receive more enquiries and grow the business, I am already looking at ways I can reinvest in the company. I’d like to develop a fully inclusive show room that features the range of paints available and how best they can be used by the clients. Seeing the colours first hand can be very powerful and inspirational.”*

